

Key elements for developing strategic publication plans: Insights from an ISMPP steering committee survey



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Introduction

- Strategic publication plans are essential frameworks that guide the dissemination of scientific and medical research, ensuring that key findings are communicated effectively to the right audiences at the right times
- The approach to preparing plans can vary depending on the needs of the medical team, the lifecycle of the product, as well as the availability of critical elements such as product strategy, situational analysis, and stakeholder identification
- The strategy workstream of the ISMPP Publication Practices Steering Committee sought to prioritize the significance of these critical elements and to track how they may vary across the product lifecycle

Methods

- A survey was distributed to members of the ISMPP Publication Practices Steering Committee, which included 38 publications professionals representing diverse backgrounds and work environments including agencies, biotech, academia, and pharma
- Respondents were asked to describe a strategic publication plan and rank a prespecified list of 10 critical components (from least important to most important) when developing a strategic publication plan
- Components included in the survey were decided based upon steering committee discussion
- Respondents were asked to rank the components when considering strategic publication planning overall, as well as specifically at different points during the product lifecycle (early [Phase I/II]; pre-launch; and when approaching loss of exclusivity)
- Mean component rankings for each question were calculated by summing the rank scores across respondents and dividing by the total number of respondents

Conclusions

- The survey highlighted the importance of understanding the timings of data availability and overall communication strategy in developing a strategic publication plan
- A wide variety of considerations and starting materials are needed to maximize the quality of the plan, so it is important to speak to the right stakeholders
- Medical/clinical development plans, trial readout timing, and the scientific narrative were critical at all stages, while the importance of other factors (eg, gap analyses) varied across lifecycle stages
- These results will be leveraged to support forthcoming ISMPP training materials for medical publication professionals who are newer to publication planning

Results

Figure 1. Respondent affiliation.

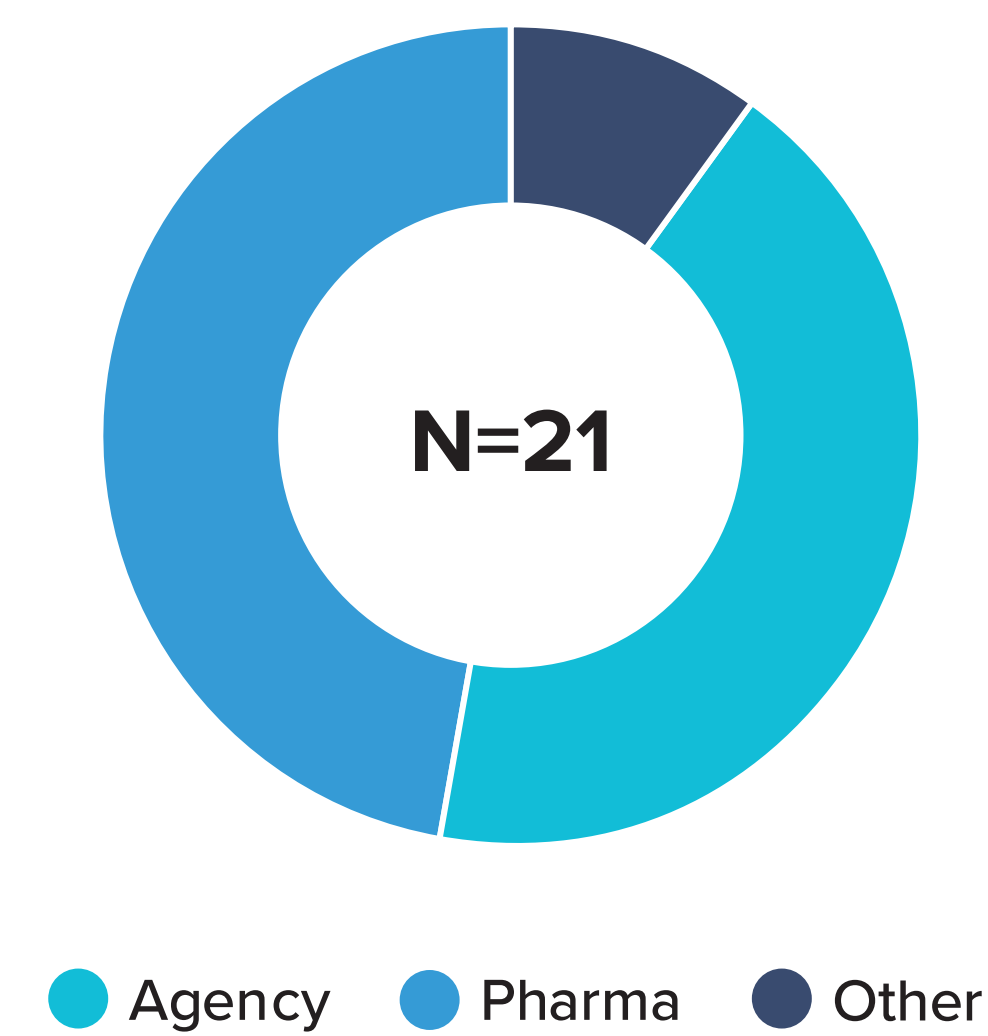


Figure 2. Word cloud: Respondent descriptions of "what is a strategic publication plan" (n=9).



Figure 3. Strategic publication plan component ordinal rankings overall and across the product lifecycle.

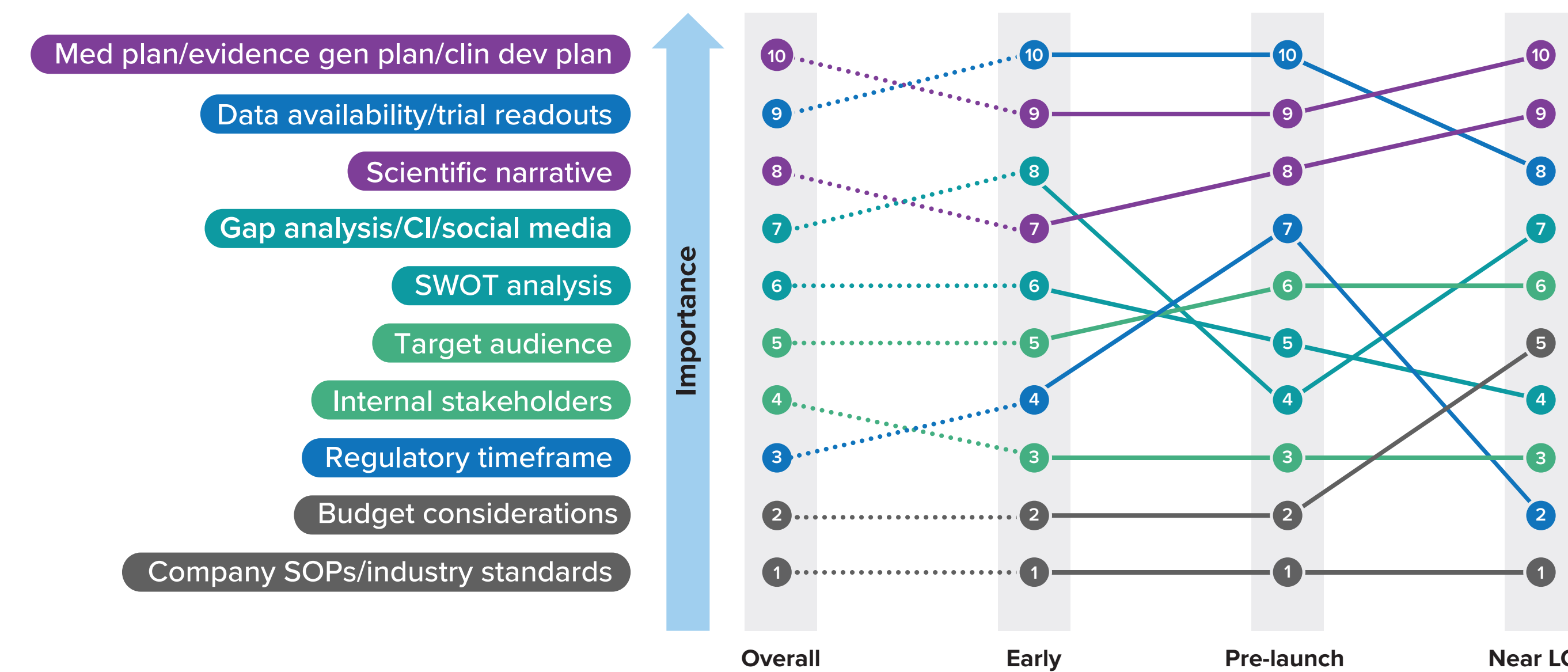


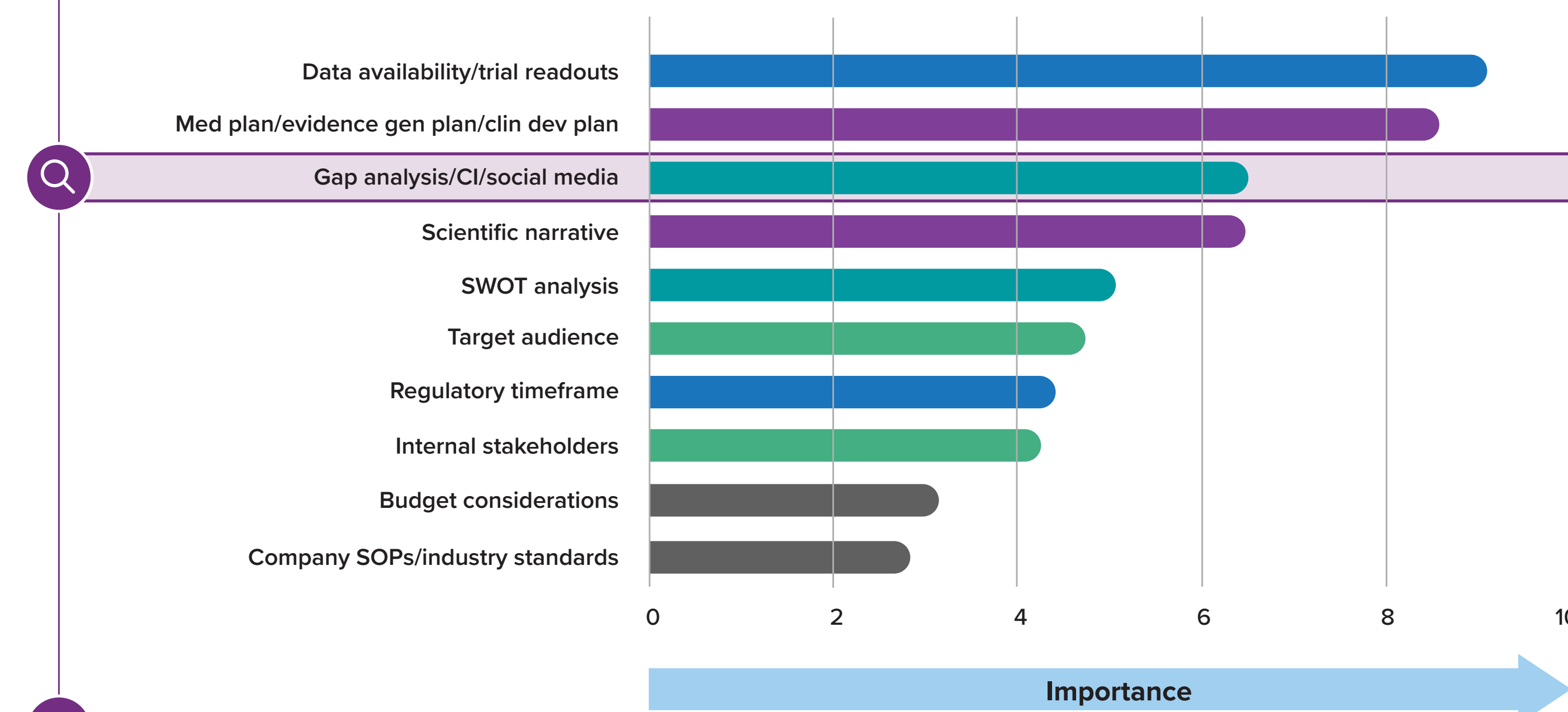
Figure 4. Other considerations highlighted by respondents.



Figure 5. Strategic publication plan component mean respondent rankings across the lifecycle. A. Early phase (Phase I/II); B. Approaching launch; C. Near loss of exclusivity.

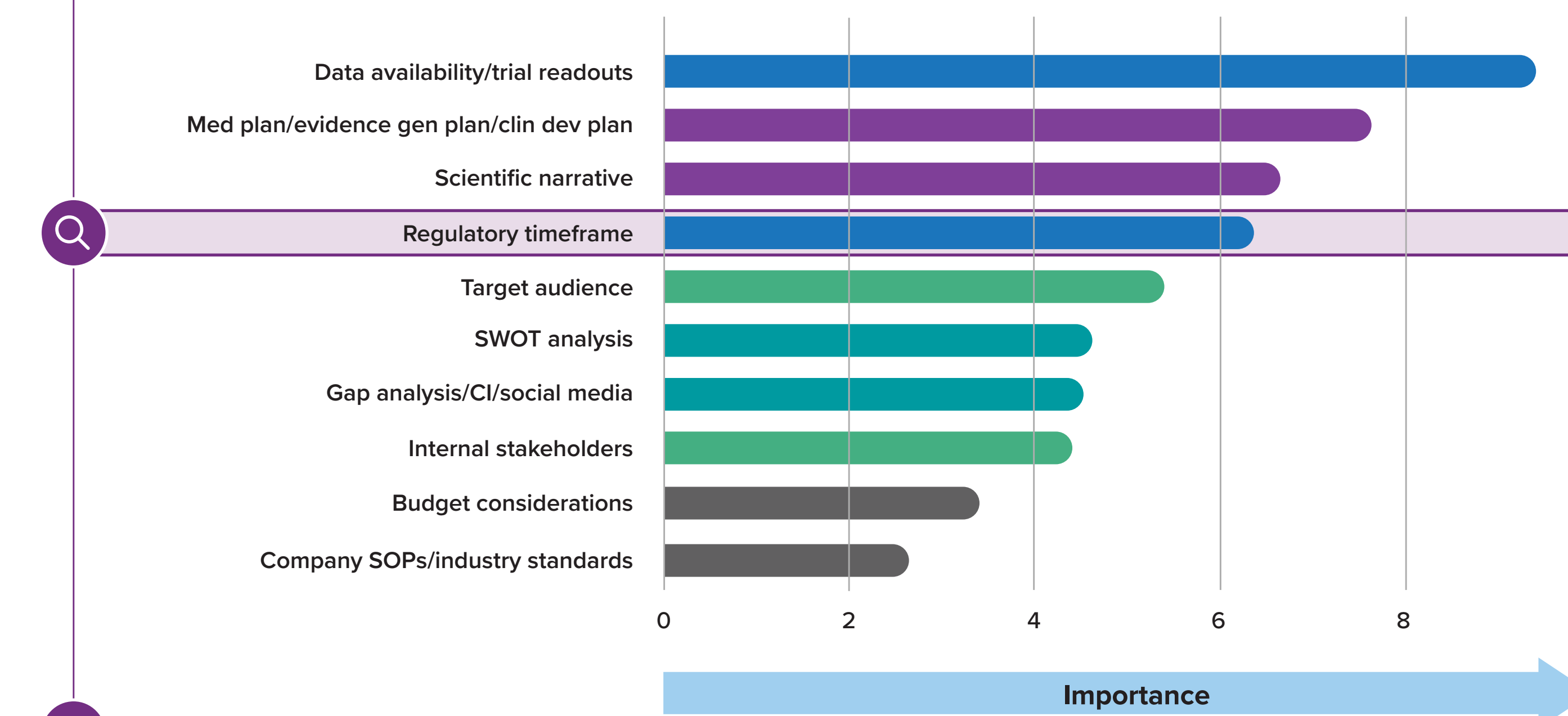
■ Situational analysis ■ Overall product strategy ■ Timing considerations ■ Stakeholders ■ Industry/company considerations

A. Early Phase



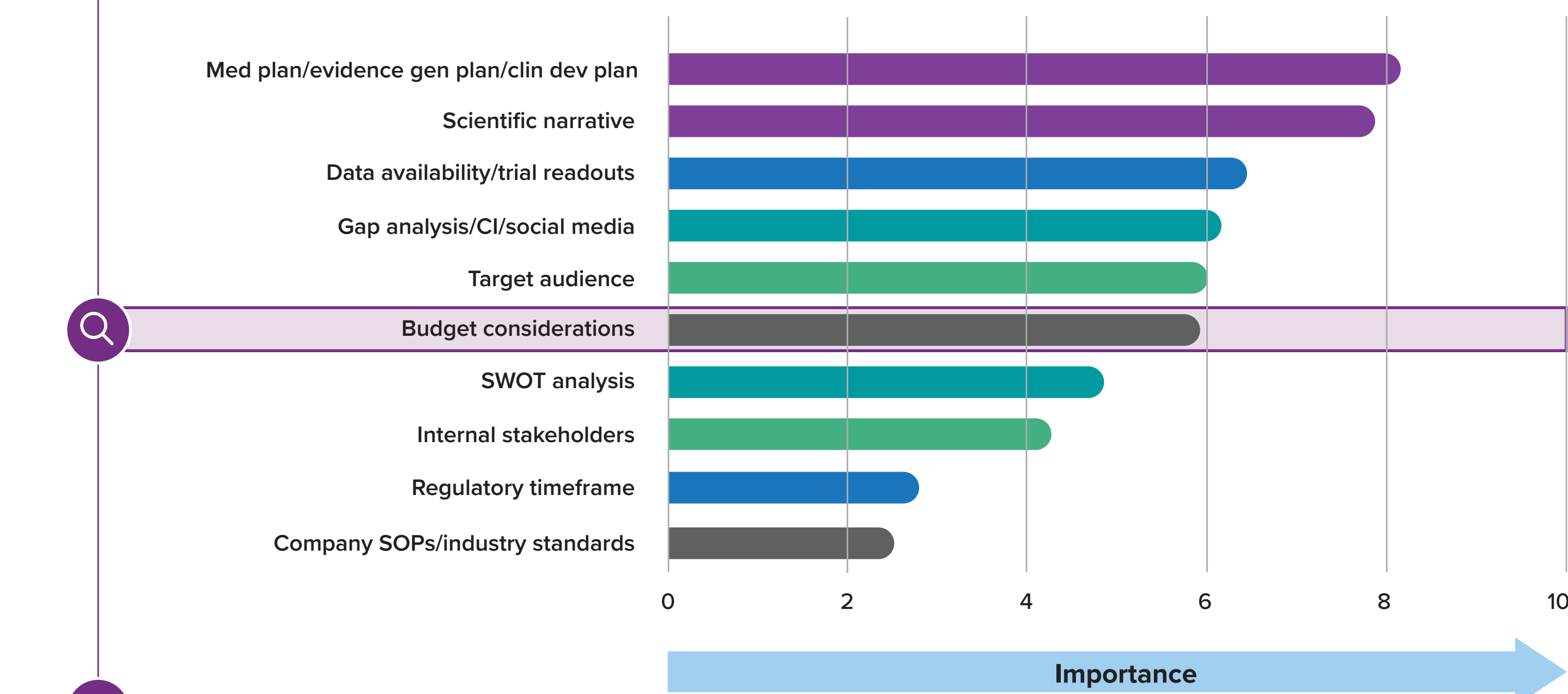
Gap analyses were rated as more important features of strategic pubs plans for early phase drugs

B. Pre-launch



Regulatory timings were ranked higher in pre-launch phase strategic pubs plans

C. Near LOE



Budget had a higher weighting in strategic pubs plans for drugs approaching loss of exclusivity

CI, competitive intelligence; LOE, loss of exclusivity; SOPs, standard operating procedures; SWOT, strengths, weaknesses, opportunities, threats.

