

ISMPP U: October 14, 2026

From Insight to Action: Embedding Data-Driven Decisions in the Publication Planning Workflow



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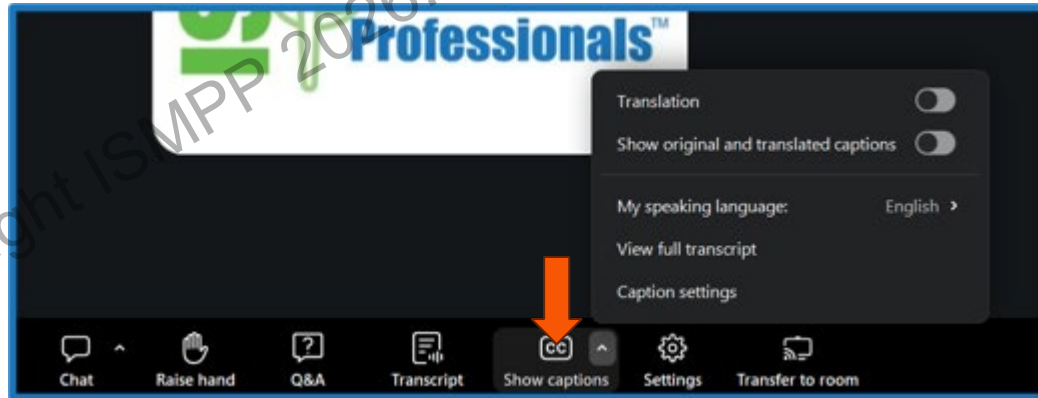
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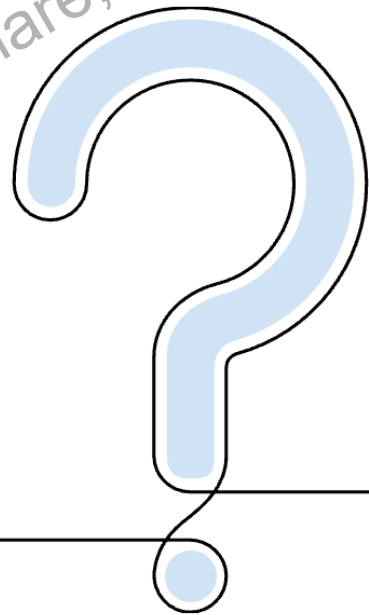
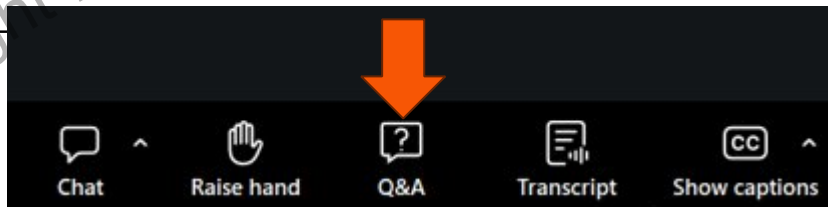
How to ask questions

Feel free to ask a question at any time; however, all questions will be held until the end of the presentation.

To ask a question, open the Q&A window and type your question into the Q&A box. **Click "Send"**

Note: Check **"Send Anonymously"** if you do not want your name attached to your question in the Q&A

We will make every effort to respond to all questions live (out loud)



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It's harder than ever to make the optimal decision at the optimal time. **Why?**

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The existing systems teams are using
aren't built for modern scientific publications work.



They don't manage the way
work actually happens
anymore.



They don't surface the right
data at the point of decision-
making.

Today, you'll modernize your approach by
embedding data into your decision-making.

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Learning Objectives

You will be able to:

1 Identify key publication planning decisions that can be improved through the integration of diverse data sources.

Key publication planning stages that have the most impact.

2 Evaluate which data types (e.g., author networks, engagement metrics, clinical insights) most effectively inform publication strategy.

The data sources that most effectively inform publication strategy.

3 Develop a structured approach for embedding data-driven decision-making into publication planning workflows.

Put it all into action and create your plan for embedding data-driven decision-making into your publication planning workflow.

Put questions as we go into the Q&A!

Identify Important Workflow Steps To Optimize



PANELIST: Andrew Steedle

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Practice Lead, Scientific Publications at MAVENS



POLLING QUESTION

How would you describe your team's publication workflow today?

It relies heavily on ad hoc processes and fragmented spreadsheets.

It's documented, but key decisions still happen outside it.

It's managed and followed, but it doesn't surface the information we need at the right decision points.

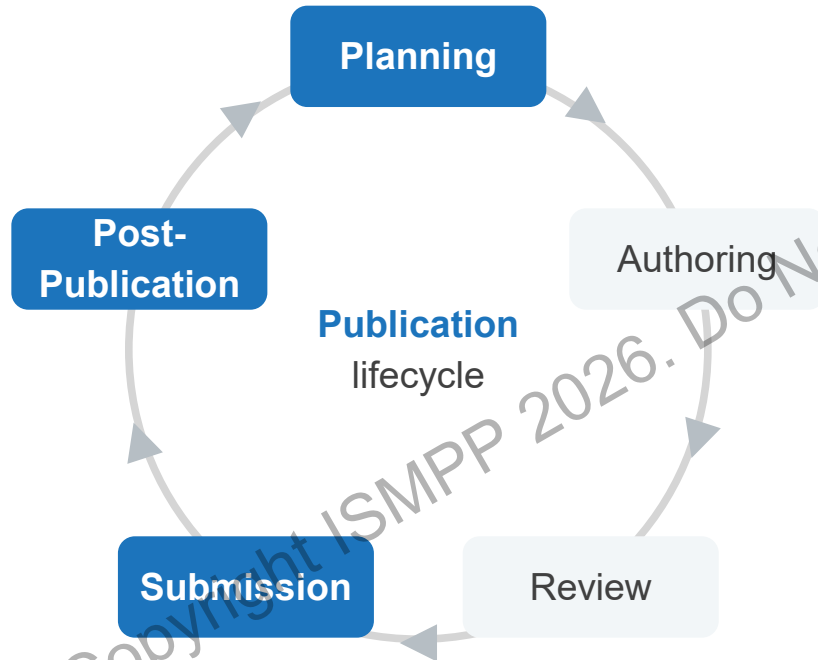
It's managed, followed, and puts the right information in front of us when a decision is due.



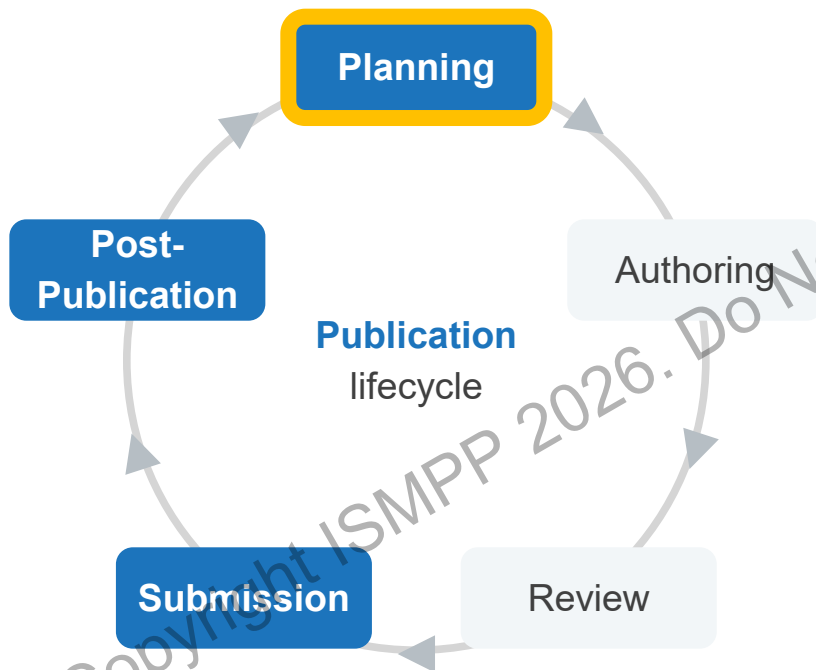
WORKFLOW



WORKFLOW: Where Key Decisions Surface



WORKFLOW: Planning



- Prioritizing evidence gaps and publication timing
- Target journal and congress for each
- Author and steering committee choices
- Timing against readouts and deadlines
- Which objective each publication serves

Annual Plan
Kalytex Annual Plan 2026

Publication Plan: Kalytex Publication Plan | Vendor: Agency Partner | Status: Approved

Details | Timeline - Journals | Timeline - Congresses | Charts | Email

Currency: USD - U.S. Dollar

Annual Plan Details

Annual Plan Name	Kalytex Annual Plan 2026	Status	Approved
Publication Plan	Kalytex Publication Plan	Total Amount	USD 475,000.00
Vendor	Agency Partner	Paid Amount	USD 0.00
Start date	1/1/2026	Remaining Amount	USD 475,000.00
End Date	12/31/2026		

Plan Estimates

Estimated # of Manuscripts	15	Estimated Amount	USD 475,000.00
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Plan Estimates

Concepts (1)

Kalytex Safety in an Elderly Cohort

Document Type: Publication

Document Status: Manuscript

Status: Open

View All

Studies (3)

SPL-0000057

Short Title: Kalytex in Preventing Myonecrosis in Elective Pe...

Actual LSLV Date: 1/1/2025

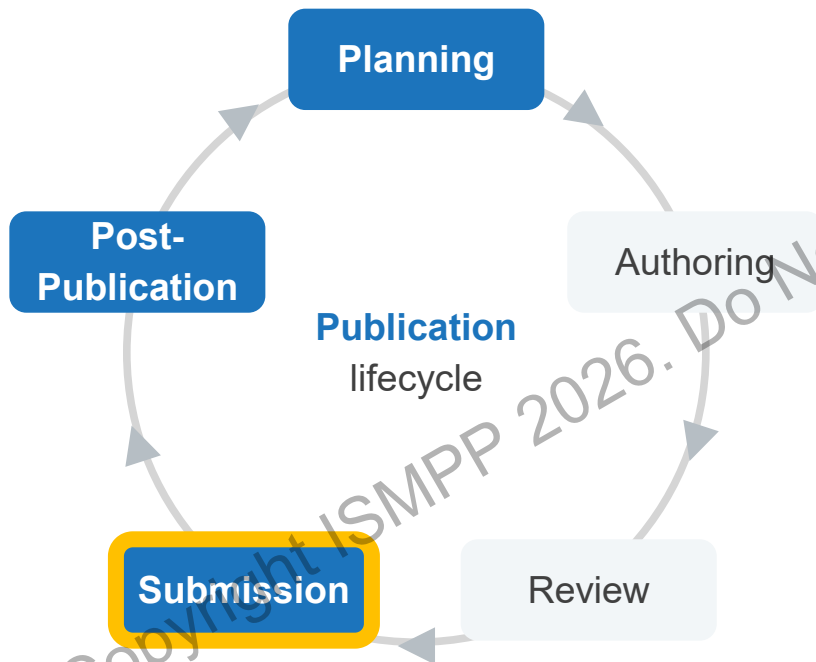
SPL-0000096

Short Title: Kalytex Treatment for Patients Having Undergon...

Actual LSLV Date: 1/1/2025

View All

WORKFLOW: Submission

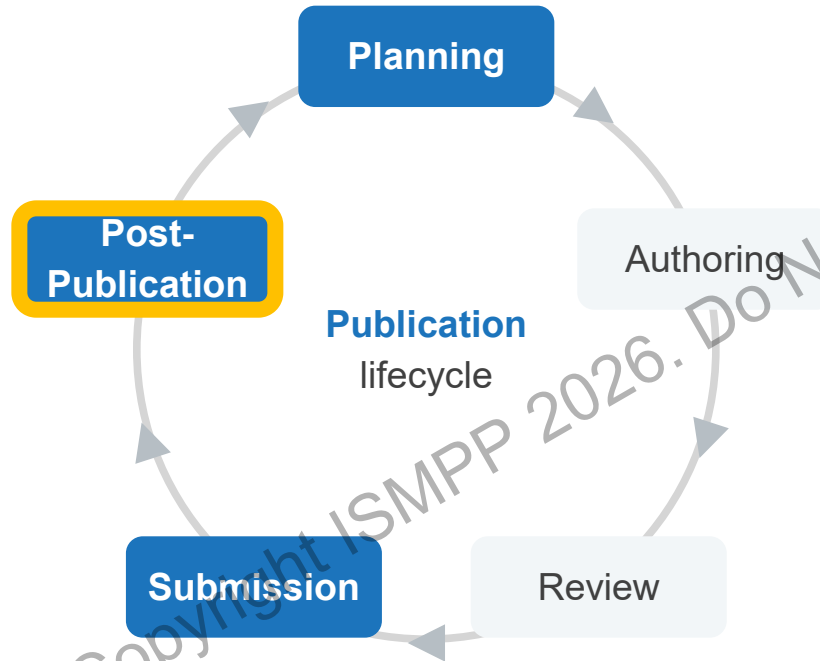


- Reassess journal suitability if circumstances have changed
- Where to go next after a rejection
- Open access and embargo timing
- Hold, split, or combine as data lands

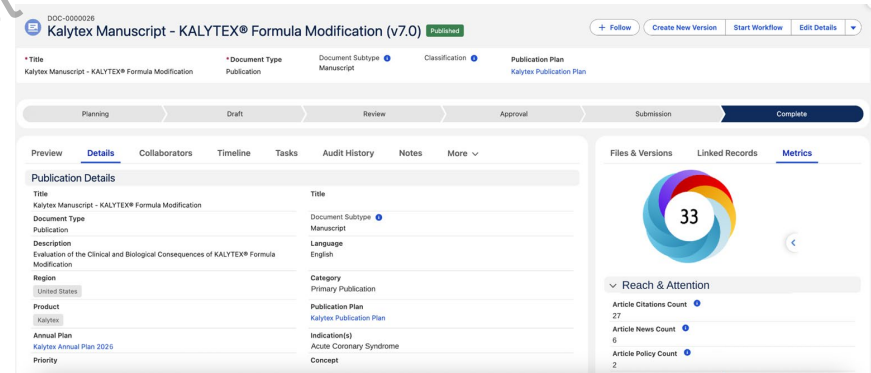
Target Search
Consider targets to select

Target	Clinical Cardiology	JACC: Journal of the American College of Cardiology	Journal of Molecular and Cellular Cardiology
Therapeutic Area(s)	Cardiology Internal Medicine	Cardiology/Critical Care Medicine/Critical Care Nursing/Diagnostic Imaging/Genomics/Health Economics/Outcomes Research/Peripheral Vascular Surgery/Primary Care/Surgery/Vascular Medicine	Cardiology/Cytology/Genomics/Molecular Medicine/Pharmacology/Physiology/Research
Impact Factor	2.882	24.094	5
Rejection Rate	80	91	81
Submission to Acceptance (Mo)	35	41	56
Altmetric Attention Score Mean	1.67	3.62	5.17
Altmetric Attention Score Relative Index			

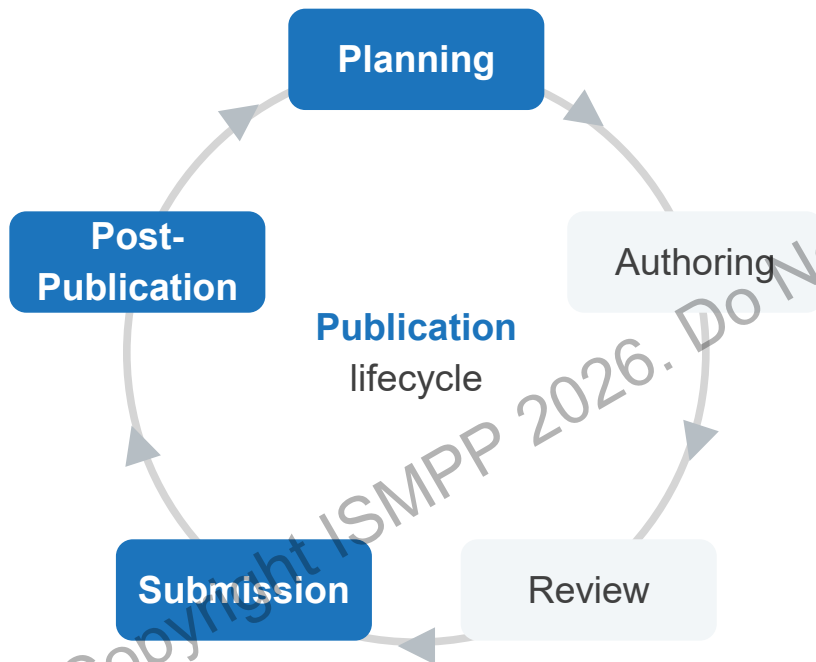
WORKFLOW



- Reach: PLS, enhanced content, encores
- Which papers deserve more investment
- Whether it closed the gap it targeted
- What feeds back into next year's plan



WORKFLOW RECAP



PLANNING ✓

- Which evidence to publish, and when
- Target journal and congress for each
- Author and steering committee choices
- Timing against readouts and deadlines
- Which objective each publication serves

SUBMISSION ✓

- Confirm or change the target journal
- Where to go next after a rejection
- Open access and embargo timing
- Hold, split, or combine as data lands

POST-PUBLICATION ✓

- Reach: PLS, enhanced content, encores
- Which papers deserve more investment
- Whether it closed the gap it targeted
- What feeds back into next year's plan

Prioritize The Decisions That Matter

The decisions that carry the most impact, and when in the workflow to make them.



Journal and congress targets

The wrong target costs a rejection cycle and months; choose on audience and odds, not last year's list.



Author selection

Availability, expertise, diversity and patient authorship shape reach and timing as much as the science does.



Contingency plans

Without a plan for rejection, the next journal gets chosen under pressure.



Enhanced content

Plain language summaries, video abstracts and podcasts extend reach; decide which publications earn them.



Success measures

Objectives defined up front tell you at year end which gaps were closed and which remain.

Evaluate Data Available And Ways To Embed It



PANELIST: Mike Taylor
m.taylor@digital-science.com
Head of Insights at Altmetric

POLLING QUESTION

Which publication planning decision do you find hardest to support with data?

Selecting the right journal and congresses to target

Author selection

Contingency plans for data delays or rejection

Which publications should prioritize enhanced content

Measuring whether publications achieved their objectives?



Exploring Available Metrics Across the Publication Lifecycle

A wealth of data exists but it often lives in disconnected systems, making it hard to access or act upon. The available data landscape includes:

- Benchmarking and Historical Trends

- Citation and Impact Data

- Author and HCP Insights

- Journal Analytics

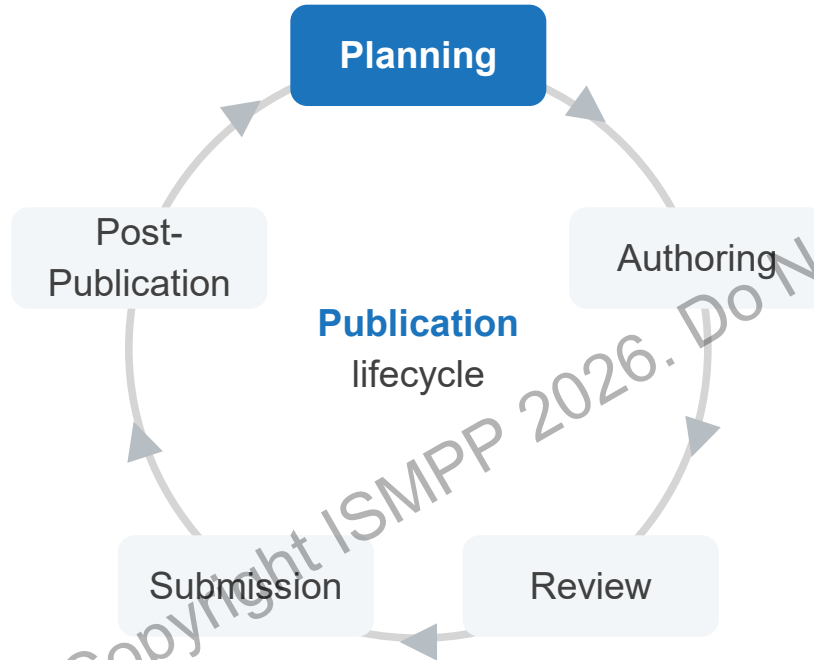
- Competitive Intelligence

Understanding what data exists is the first step toward building a more sophisticated, connected workflow.

WORKFLOW



WORKFLOW

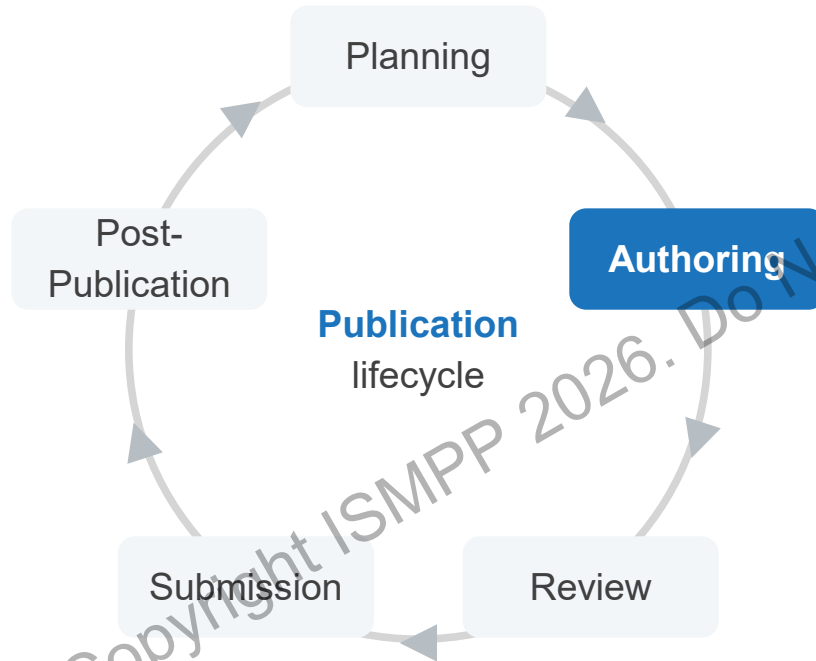


Journal selection,
balancing priorities;

Setting KPIs with
benchmarks;

Positioning and
language;

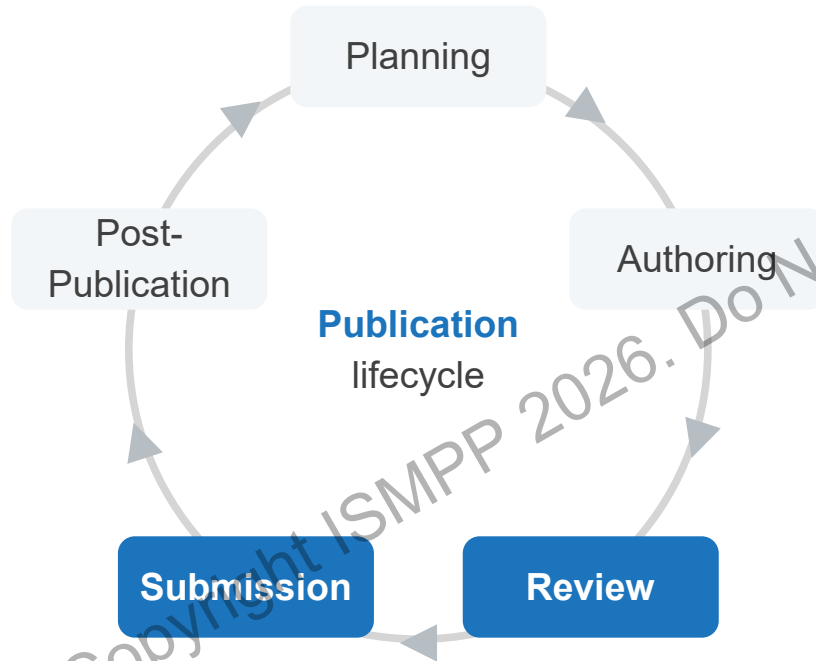
WORKFLOW



Managing expectations;

Using author insights to inform appropriate author selection;

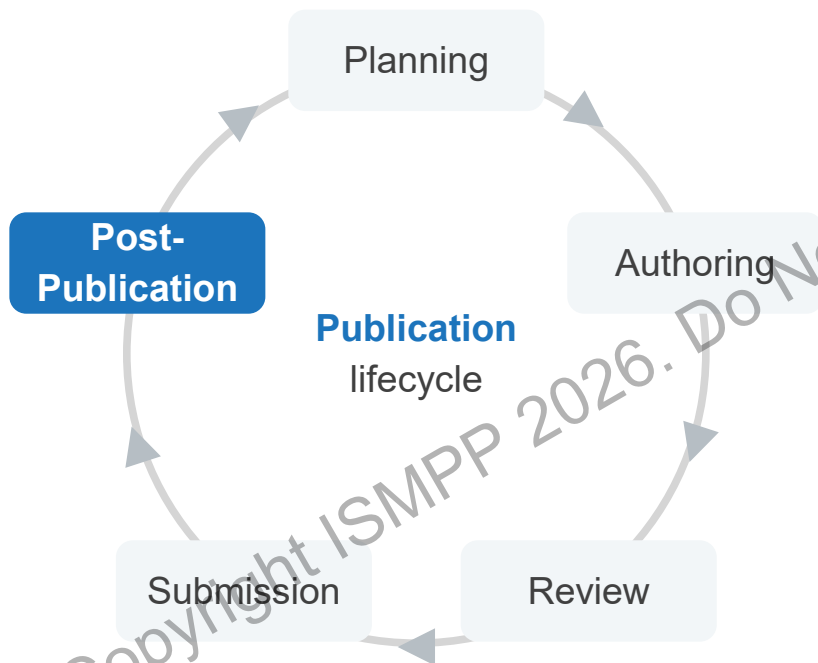
WORKFLOW



Preparation of ancillary content;

What does the data suggest works?

WORKFLOW



Collecting
usage data;

Capturing
reach,
engagement;

Longer-term
impact data;

DATA AVAILABILITY

What is being used in decision making?

Journal
status /
quality /
speed
indicators;

Information
requests;

Field-medical
feedback;

Engagement
data from,
e.g.

Proximity,
Medscape;

(Largely
manual)

Clinical guideline data;

Engagement signals
(e.g. shares and
sentiment);

Reach data (news,
podcasts, YouTube etc)

COMMON GAPS

Here's what we hear teams wish they had.

Usage data
from
publishers -
the collection
of this is
often
manual;

Automatic
data from
clinical apps,
e.g. Doximity
etc

Private
platforms,
eg, TikTok,
LinkedIn;

AI usage /
readership;

Strong
evidence of
changes in
treatment
practise;

Moving Beyond Gut Instinct And Fragmented Spreadsheets

Current State: Disconnected Approach

- **Reliance on Gut Instinct:** Critical publication decisions are driven by intuition rather than empirical strategy.
- **Fragmented Spreadsheets:** Data is siloed, making real-time collaboration and oversight difficult.
- **High Risk & Ambiguity:** Disconnected systems introduce errors and lack transparency across teams.

Target State: Integrated Publication Strategy

- **Precise Decision Points:** Pinpoint key junctures across planning, authoring, and review stages.
- **Integrated Data:** Unify workflows to eliminate operational blind spots and misalignments.
- **Mitigated Risk:** Proactively identify and resolve data gaps before they impact strategy.

► Poll Readout: What the Room Told Us



POLL READOUT

How would you describe your team's publication workflow today?

Which publication planning decision do you find hardest to support with data?

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ANSWER IN THE Q&A

What's the most critical data gap you have?

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Bringing It All Together: Prioritizing Workflow Decisions



PANELIST QUESTION

How should someone prioritize which workflow and data gaps to close first?

Process Impact

Evaluating prioritization based on how closing the gap improves the overall workflow.

+

Data Feasibility

Evaluating prioritization based on the availability and accessibility of the required data.

ANSWER IN THE Q&A

After today's session, what's your next step?

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December 9th, 2026 - 11:00 ET

ISMPP U - Excellence in Scientific Communication Platforms: Ensuring an Engaging and Consistent Narrative

This webinar will enable participants to:

- Explain the importance of a full SCP or a SCP-lite for effective scientific storytelling.
- Describe the best format and timing to start the SCP or SCP-lite.
- Translate practical ideas into actions to engage stakeholders in the development and use of a SCP.

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Valerie Moss, PhD, ISMPP CMPP™, Chief Scientific Officer at Prime



Ash Dunne, ISMPP CMPP™ Scientific Director in Medical Communications at Merck KGaA



Richa Chhabra, M.S. (Pharm.), Senior Medical Affairs professional at Daiichi Sankyo Europe

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Thank You!



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Head of Insights at Altmetric



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