

Perspectives of field/medical on the value of publication extenders

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The views and opinions expressed here are those of the author and do not necessarily reflect the position of Sanofi and/or Regeneron.



Scan the QR code or [click here](#) to take a survey on publication extenders

The why & how of this research

Interactions with field/medical represent an important channel for healthcare professionals (HCPs) to gain scientific publication information.

A survey was sent to field/medical (e.g. medical scientific liaisons, medical managers, medical advisors) working in immunology.

This survey collected the perspective of field/medical on the use and value of publication extenders.

Field/medical respondents (n=40) covered the Americas, Europe, and Asia-Pacific

Not all respondents answered all questions; n number for each question is provided.

The generalizability of the survey's outcomes is restricted due to the limited sample size and the focus on immunology.

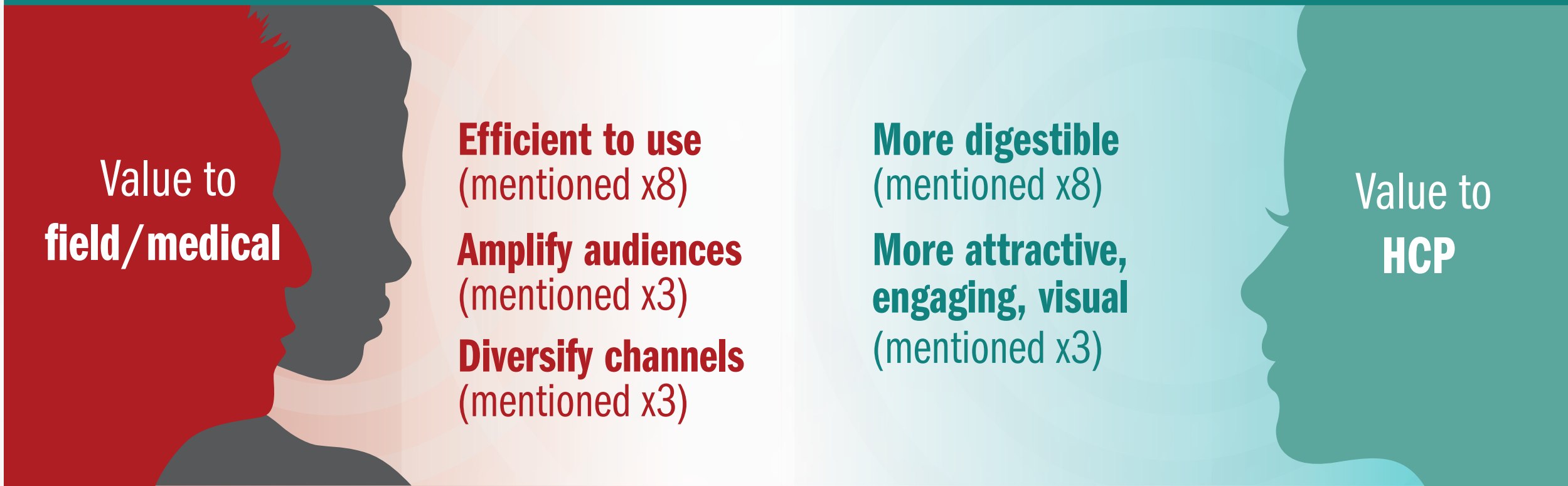


Outcomes of the survey:

83% of field/medical respondents used one or more types of publication extenders in their role.

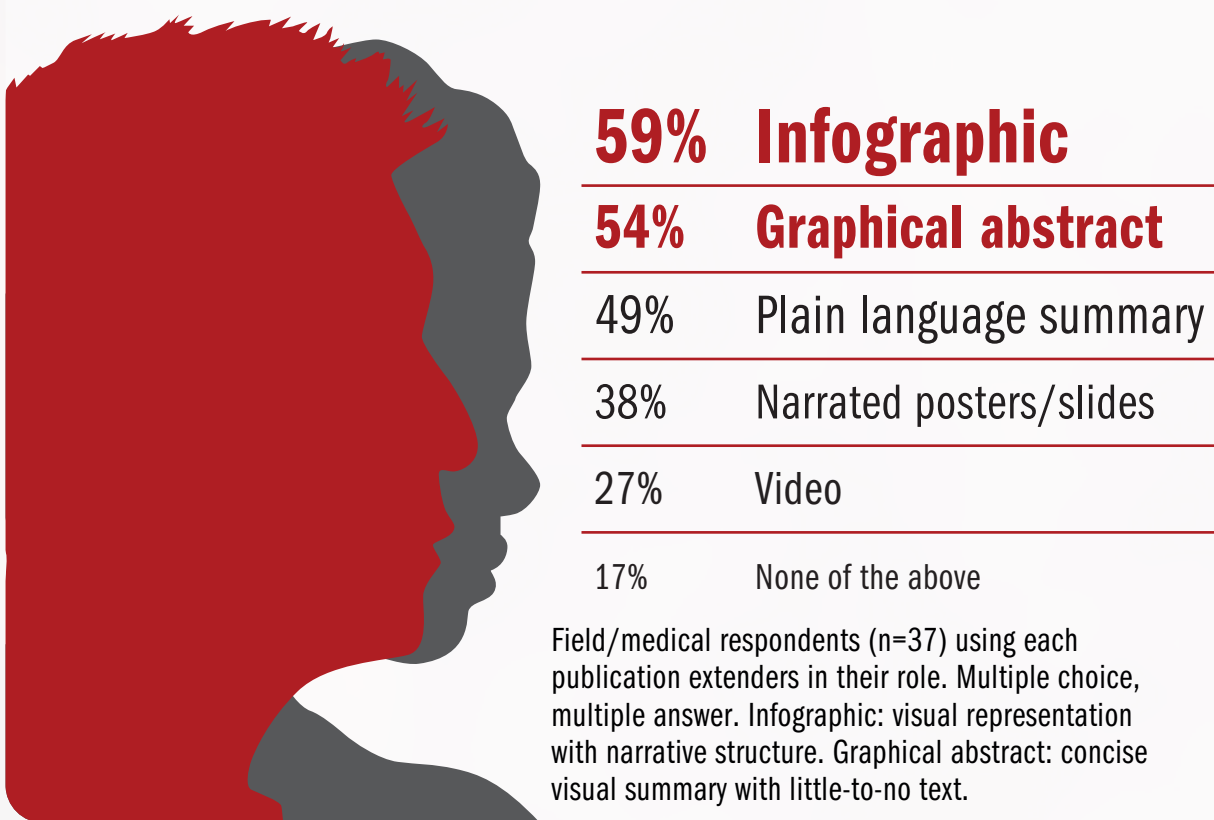
Field/medical respondents (n=37)

Field/medical respondents perspective on the value of publication extenders

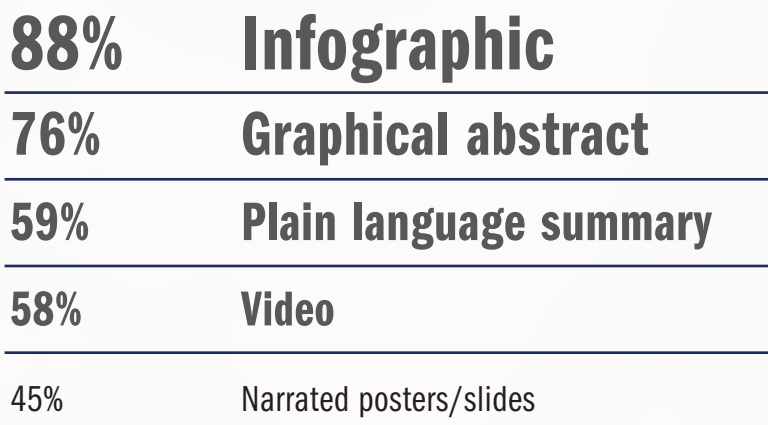


Free text. Responses were categorized and split by 'value to Field/Medical' or 'value to HCP'. Two 'other' values were each mentioned only once. n=26; one response included value in both the field/medical and HCP categories

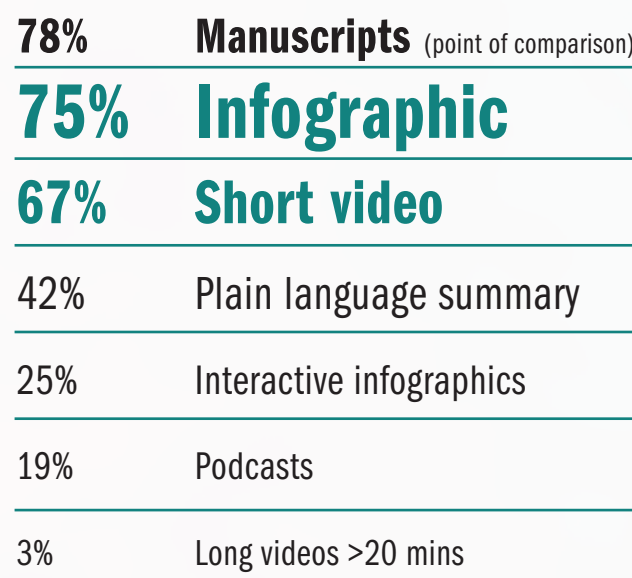
Most USED by field/medical:



Most VALUED by field/medical:



Most USED by HCPs according to field/medical:



Infographic: Infographic/data visualization

Conclusion of this research:

This survey demonstrates that field/medical staff value publication extenders, especially **infographics** and **graphical abstracts**, which are more visual in nature than text-driven items.

In their view, publication extenders can **increase digestibility** of the information and **are more efficient** to use in their interactions with HCPs.