

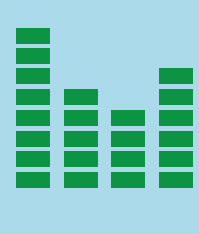
An evaluation of QR code content in recent congress posters

Fanette Royzen, Paul Ricigliano, and Sashi Nadanaciva
Daiichi Sankyo, Basking Ridge, NJ, USA

BACKGROUND

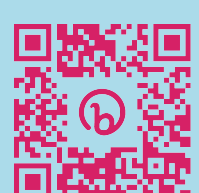
Enhanced publication content (EPC) is a valuable way to disseminate additional information related to a publication. EPC, often referred to as a “publication extender,” can take a range of formats, including:

 **Plain language summaries**, which summarize the original publication in a clear and less complex way with text or graphics for nonspecialists and lay audiences

 **Audio/visual materials** (eg, infographics, author-led videos or podcasts) that enhance or expand on the content being presented

Congress presentations serve as particularly good opportunities to expand on content with EPC, as they may be subject to limitations regarding the information that can be included.

OBJECTIVE

 EPC use is encouraged by Good Publication Practice 2022 Guidelines¹. Since quick response (QR) codes are a means to include EPC in congress posters, we assessed the use of these codes in recent congress posters.

METHODS

 249 posters on 2 congress websites were surveyed for the presence of QR codes and linked content between October 1 and November 20, 2022.*

2022 ASCO ANNUAL MEETING 126 posters on metastatic NSCLC	2022 ESMO ANNUAL CONGRESS 123 posters on NSCLC
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ASCO, American Society of Clinical Oncology; ESMO, European Society for Medical Oncology; NSCLC, non-small cell lung cancer.
*A total of 241 posters were evaluable (8 posters were unavailable/not posted to the ASCO website).

CONCLUSIONS AND OPPORTUNITIES

While some posters at ASCO 2022 and ESMO 2022 had EPC, the overall rate of inclusion in the sample surveyed was low, with only 17% of posters linking to EPC.

Our findings underscore the need for further education on, and encouragement to use, EPC in congress posters, as these resources are an excellent opportunity to extend the reach and impact of key data.

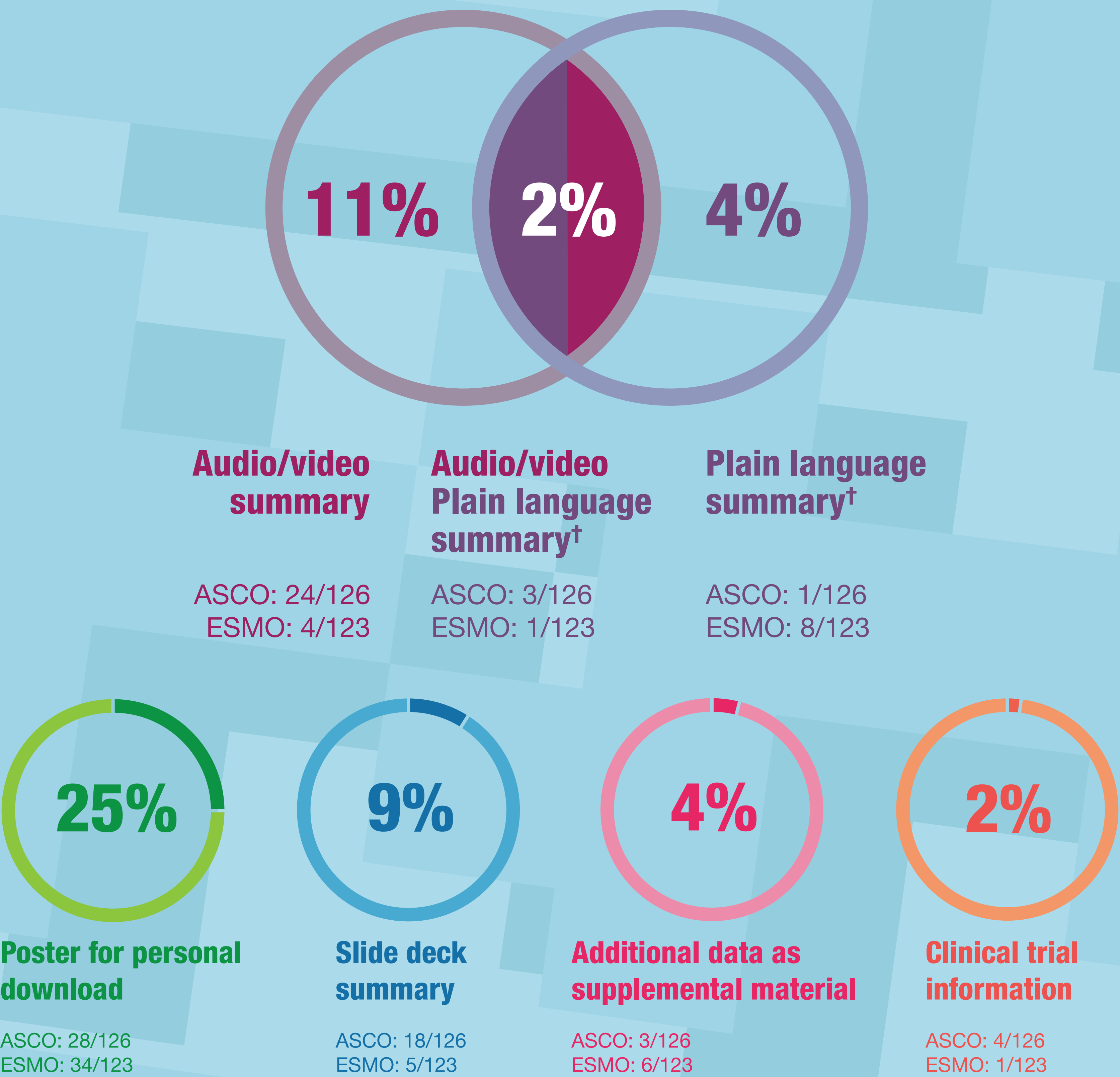
Reference: 1. DeTora LM, Toroser D, Sykes A, et al. Good Publication Practice (GPP) guidelines for company-sponsored biomedical research: 2022 update. *Ann Intern Med.* 2022;175(9):1298-1304.

QR Code Findings

90 of 249 posters had a QR code*

*Of the 90 posters that had a QR code, 11 codes were disabled, not working, or nonscannable.

Enhanced Publication Content



At ASCO 2022:
Of 28 posters with ≥1 type of EPC, 20 were industry sponsored and 8 were not industry sponsored.

At ESMO 2022:
All 13 posters with ≥1 type of EPC were industry sponsored.

Overall, 80% of posters (33 of 41) with ≥1 type of EPC were industry sponsored.

†Of the 13 plain language summaries available, 4 were included in the posters instead of the QR codes.