

Research Design and Methods

What information in PLSes is critical in order for a lay audience to understand oncology/hematology research?

One-on-one, in-depth (30-75 minutes) interviews regarding 4 oncology/hematology PLSes were conducted with:

11 individuals: 10 Oncology physicians (n=3) and 1 Nurse practitioner (n=1)

Individuals with no healthcare background (lay people) (n=11)

Feedback was collated to identify common elements useful in understanding and presenting of PLSes

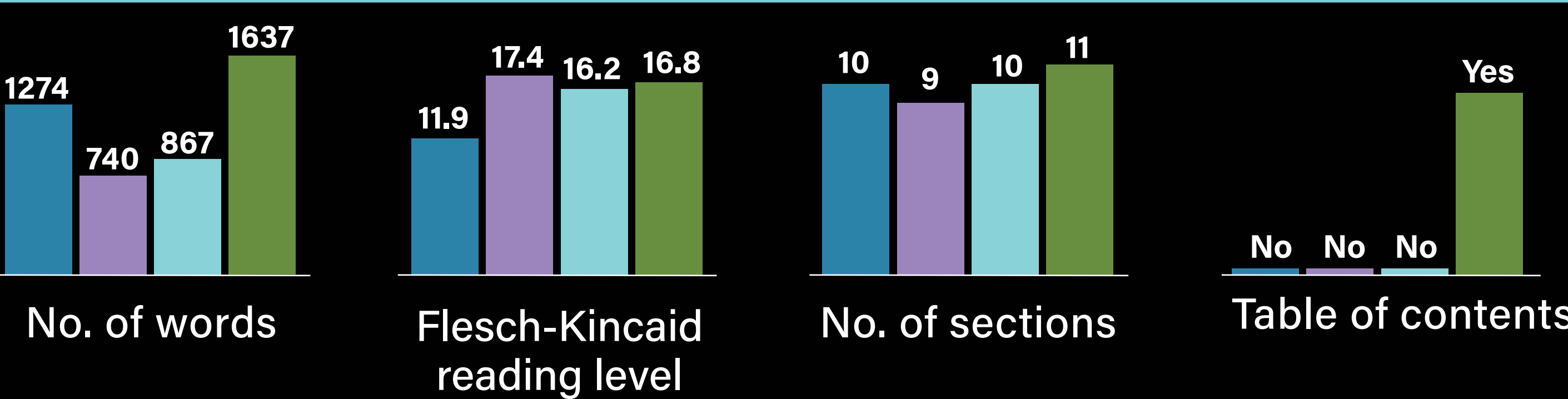
Interviewee feedback provided guidance to help address PATIENT CENTRICITY

Results

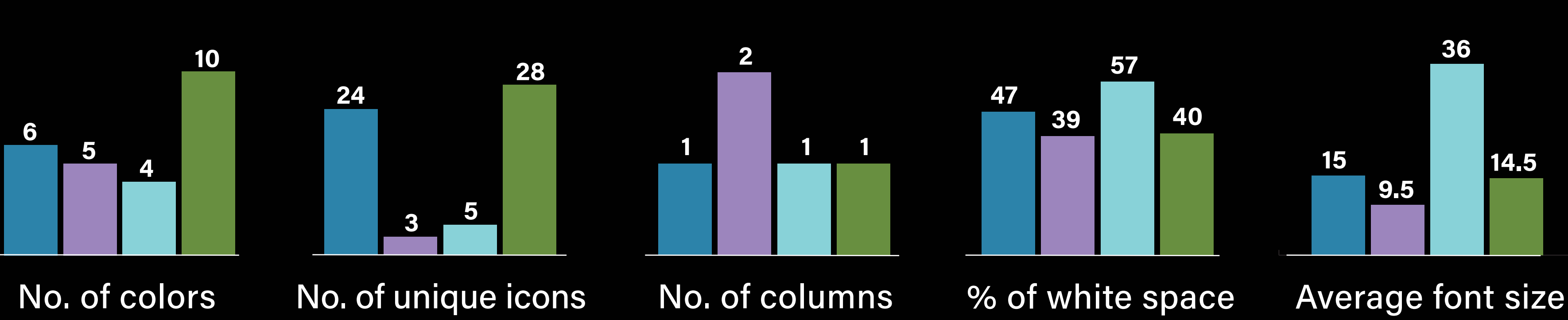
Four oncology PLSes had a varied approach to presenting CONTENT and VISUALS

PLS 1: Melanoma, PLS 2: Breast cancer, PLS 3: Chronic myeloid leukemia, PLS 4: Myeloproliferative neoplasms

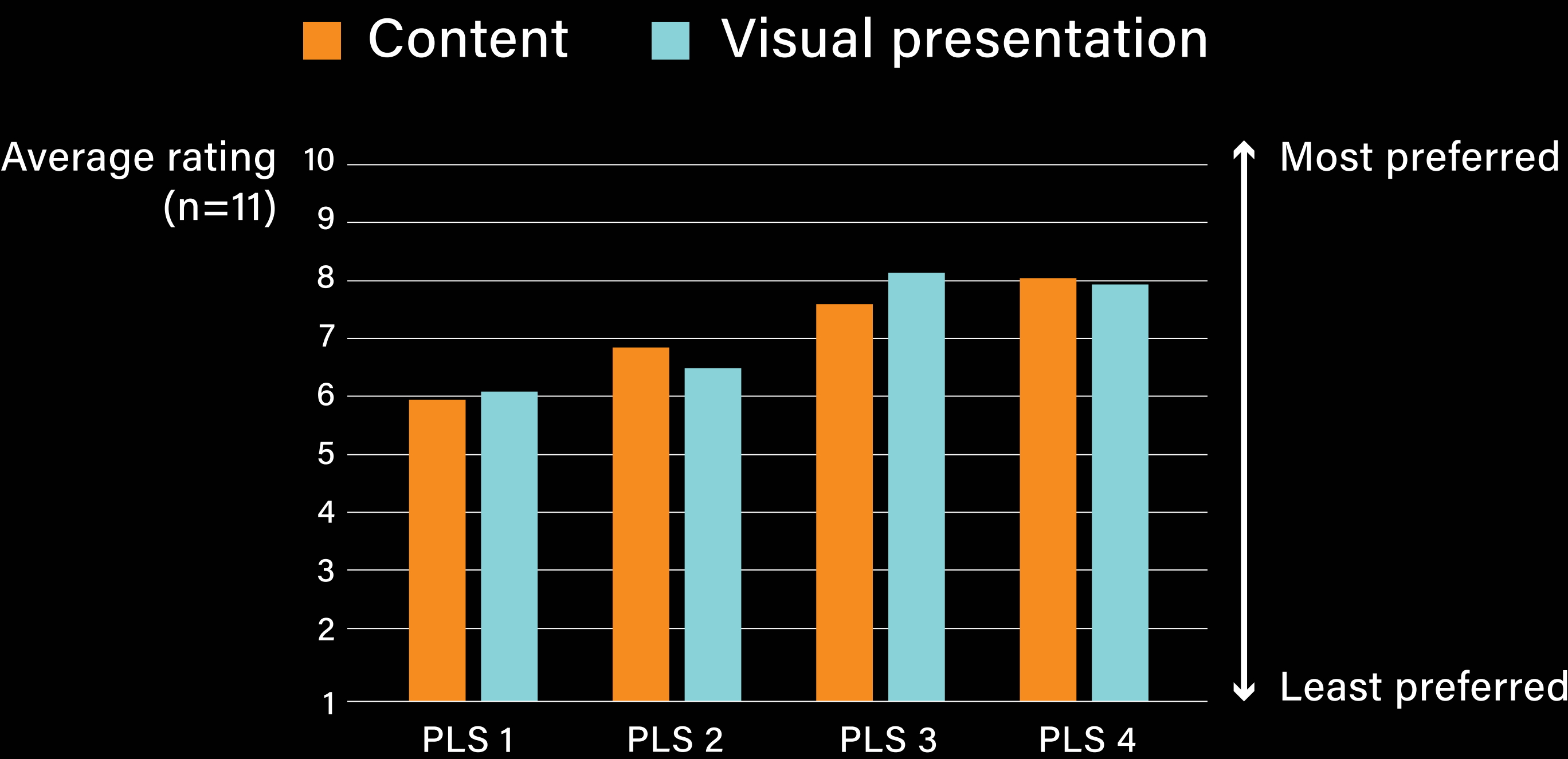
Content



Visual presentation



PLS content quality APPEARS TO BE CONSISTENT with layout quality among lay interviewees



There was NO CORRELATION between Flesch-Kincaid reading level or overall word count and lay person interviewee opinion of PLSes



Scan the QR code for full data and supplementary materials, including our "BEST" PLS template

We thank the interviewees for their time and feedback to generate insights. Interviewees received compensation for their time. We also thank Paul Reed, Jennifer Redfearn, and the team from Research Partnership who evaluated our questions prior to the interviews and Karen Francisco who helped with the design/layout of this poster and supplementary content.

Content	Visual presentation
✓ Commercial name	✓ Large font
✓ Disease state information	✓ Color coding (sections and/or treatment groups)
✓ Section breaks	✓ Icons/images that aid understanding and that are clear in meaning
✓ Short, simple, bulleted text	✓ Printable on a single page
✓ Approval status	
✓ Hyperlinks to aid document navigation	
✓ Questions as headers	

Consensus on unhelpful PLS elements	
✗ Technical information	✗ Multiple columns
✗ Long blocks of text	✗ Mechanism of action figures
✗ Nonengaging titles	
✗ Overly simple language	

While numbers were small, there was a GENERAL CONSENSUS between those with healthcare backgrounds and those without regarding helpful/unhelpful PLS elements

Recommendations for the "BEST" PLS approach for lay audiences

Content
Simplicity of language is less important than clear communication of message, appropriate visuals, text, and sectioning

Interactivity
As most PLSes are presented in digital (vs print) formats, increasing the interactivity of PLSes is likely to improve engagement and avoid concerns of the content appearing too advanced or "simple"

Visual Presentation
Appropriate use of fonts (eg, font size) and color coding is helpful to delineate hierarchy. Vague or misleading icons should be avoided

Key Takeaways

- PLSes for lay audiences require a more patient-centric approach; they should not be simplified versions of material targeted for healthcare professionals
- PLSes should be vetted by patients/lay audiences prior to publication/dissemination