

Multi-stakeholder insights on the barriers to enhanced publication content (EPC) and proposed solutions

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What’s preventing medical editors/publishers and publications planning professionals from developing or supporting more EPC?

The most common barrier was ‘financial and budget considerations’ for medical communications and pharmaceutical/biotechnology respondents and ‘amount of time required’ for editors/publishers.

What would help?

‘Improved metrics to assess reach, impact, and value’ was the most common proposed solution for overcoming barriers to EPC among all respondents.

What’s next?

Additional data showing the value of EPC and which type of EPC is preferred by target audiences, coupled with education around existing data, are essential. Such data could help to justify existing or additional budget and time, which are limited resources for all stakeholders. Journals may also increase perceived return on investment by making EPC more visible and accessible, and by standardizing the format and target audience. More leaders, including both small and large pharmaceutical/biotechnology companies and editors/publishers, are also needed to pave the way for broader uptake.



Access our IPG Health Medical Communications poster hall, a plain language summary of this poster, survey questions, additional results, and a discussion of the findings here!

Objective

To identify perceived barriers to developing or supporting EPC and potential solutions for medical publications professionals.

Methods

An anonymous, 13-question multiple-choice survey was distributed in person and online, available from April to September 2023. The survey was reopened from November-December 2023 and shared via the Council of Science Editors listserv. This report includes an expansion of the previously reported sample.¹

The survey

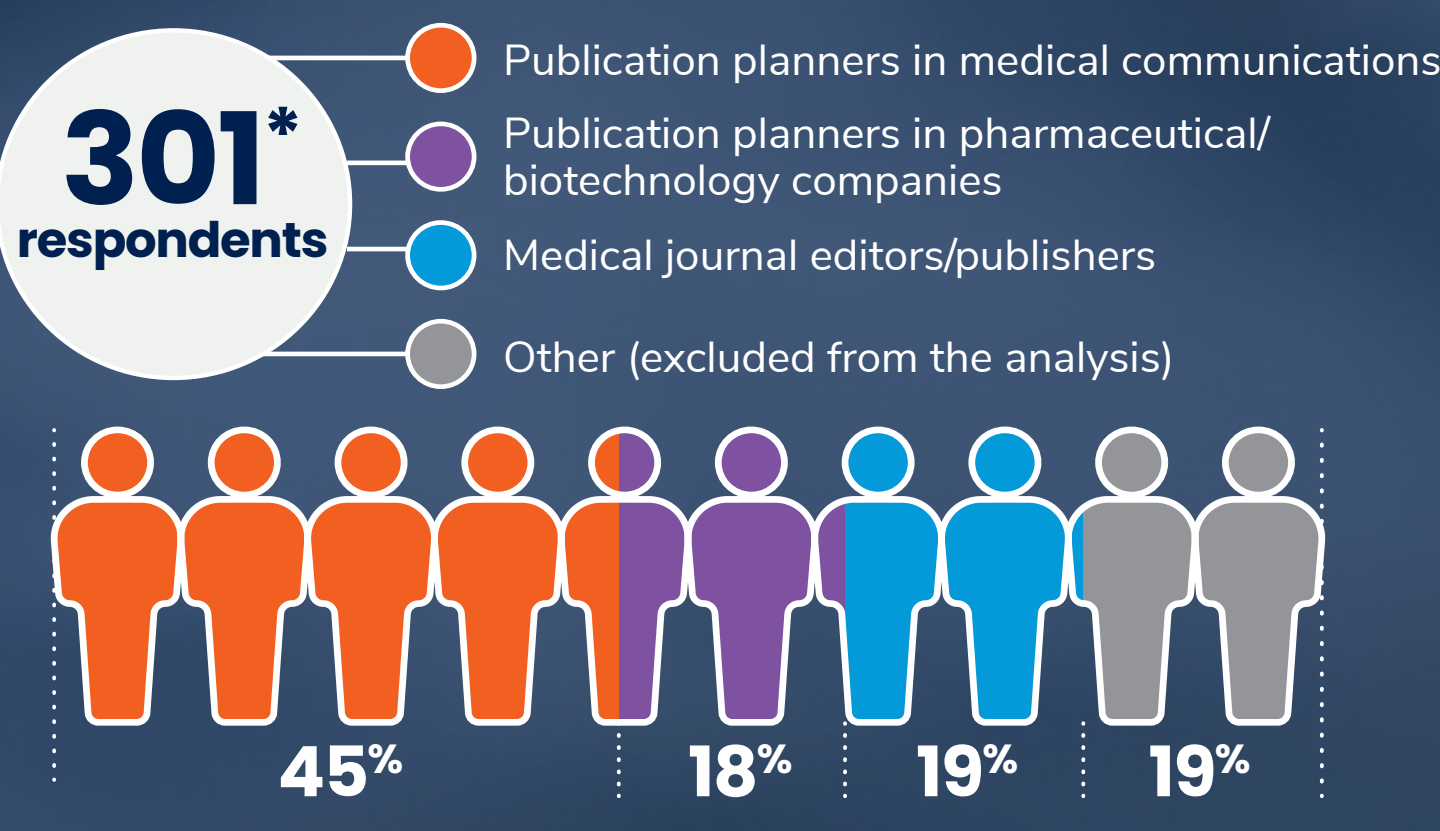
In person

- ISMPP 2023

Online and via email

- ISMPP Connect
- AMWA Connect
- MedComms Networking
- LinkedIn
- X (Twitter)
- Council of Science Editors listserv

Sample



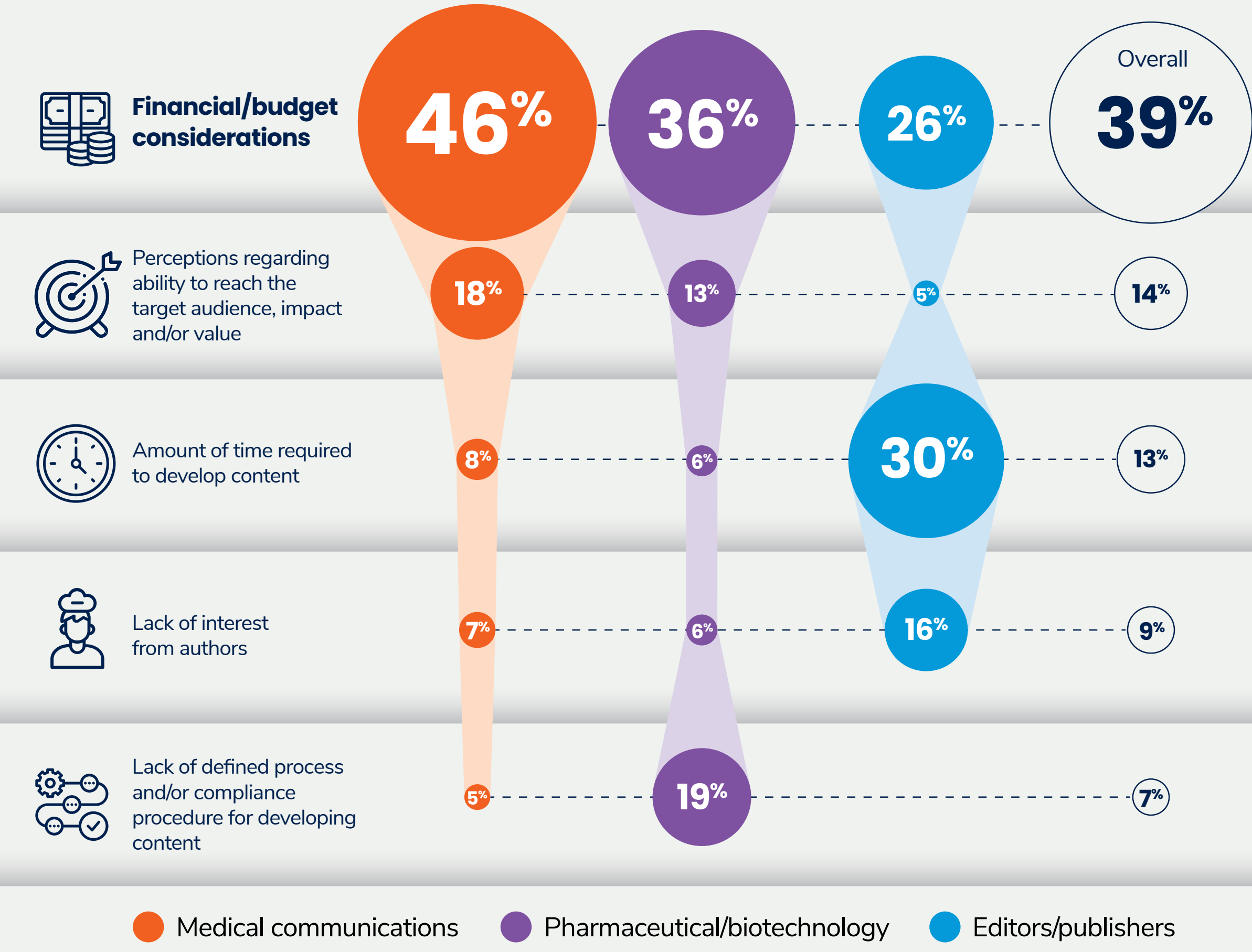
*238 were from the initial survey¹ plus 63 from the expansion.

- Most respondents were very familiar (49%) or somewhat familiar (48%) with EPC
- About half (51%) of publications planning professionals were very interested in developing EPC wherever possible
- Most (84%) journals/publishers currently host EPC, either developed by the authors or the journal

What are the perceived barriers to EPC?

- The top-ranked barrier was ‘financial/budget considerations’ for medical communications and pharmaceutical/biotechnology respondents and ‘amount of time required’ for editors/publishers

Top-ranked barrier[†]



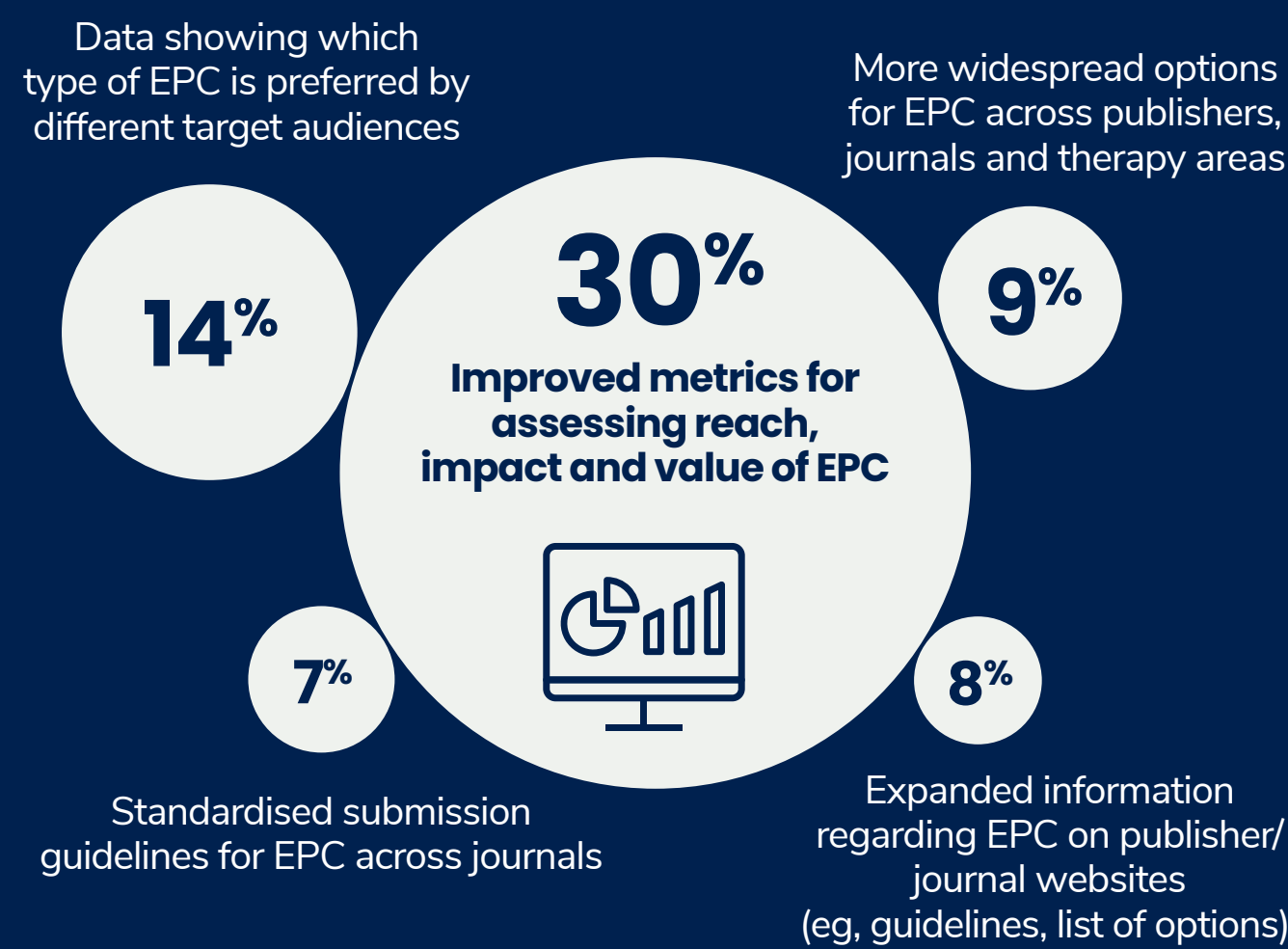
- The most common second-ranked barriers were ‘perceptions regarding the ability to reach target audience, impact, and/or value’ (medical communications, 26%) and ‘amount of time required’ (pharmaceutical/biotechnology, 28%; editors/publishers, 23%)

[†]Only the top five responses are shown. See additional materials via the QR code for full list of responses.

Solutions

- Across all stakeholders, the top-ranked solution was ‘improved metrics for assessing reach, impact, and value’
- This was also the second-ranked solution for publication planners in medical communications (22%) and pharmaceutical/biotechnology (29%), whereas for editors/publishers it was ‘data showing which type of EPC is preferred by different target audiences’ (21%)

Top-ranked solution[†]



“Journals need to make enhanced content visible and accessible. Uniformity across journals and platforms like PubMed and Google Scholar would be the icing on the cake.”

“It becomes so cumbersome to adapt your approach to each submission; this has time and budget implications.”

“Success begets success – few clients want to lead but may follow as practice grows.”

Limitations

- This study was limited by potential bias due to the distribution method

Reference

1. King J, et al. Barriers and solutions to advancing enhanced publications content (EPC): insights from a cross-stakeholder survey. Poster presented at: European Meeting of ISMPP; January 24-25, 2024; London, UK.

Presented at the 20th Annual Meeting of the International Society for Medical Publication Professionals (ISMPP) April 29-May 1, 2024, Washington, DC, USA