

Faster, better, pricier?

An analysis of factors associated with higher manuscript development hours

Why do expedited manuscripts require more work despite shorter timelines?

Reasons include longer author lists, phase 3 study designs, and higher target journal impact factor, which add complexity.

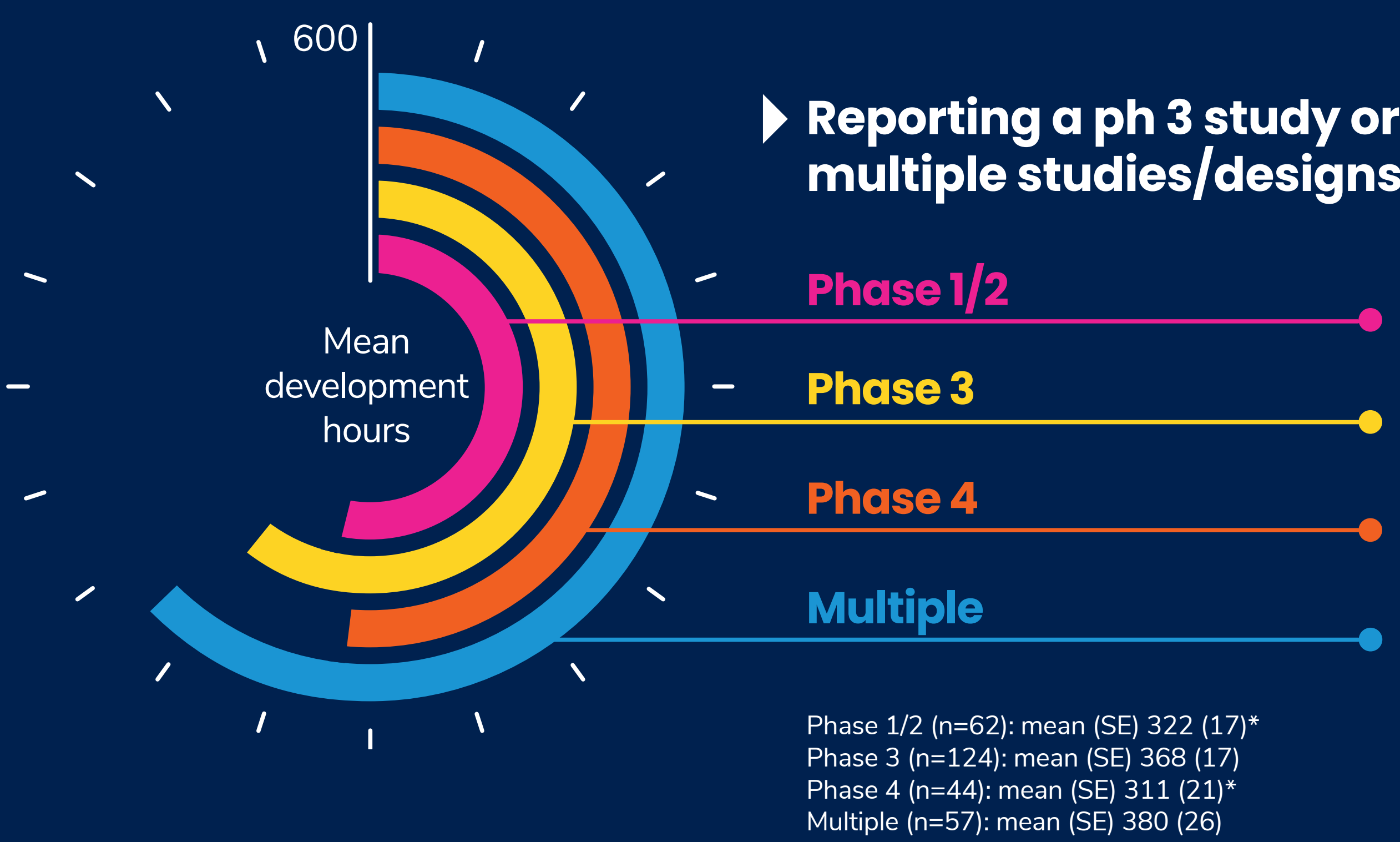
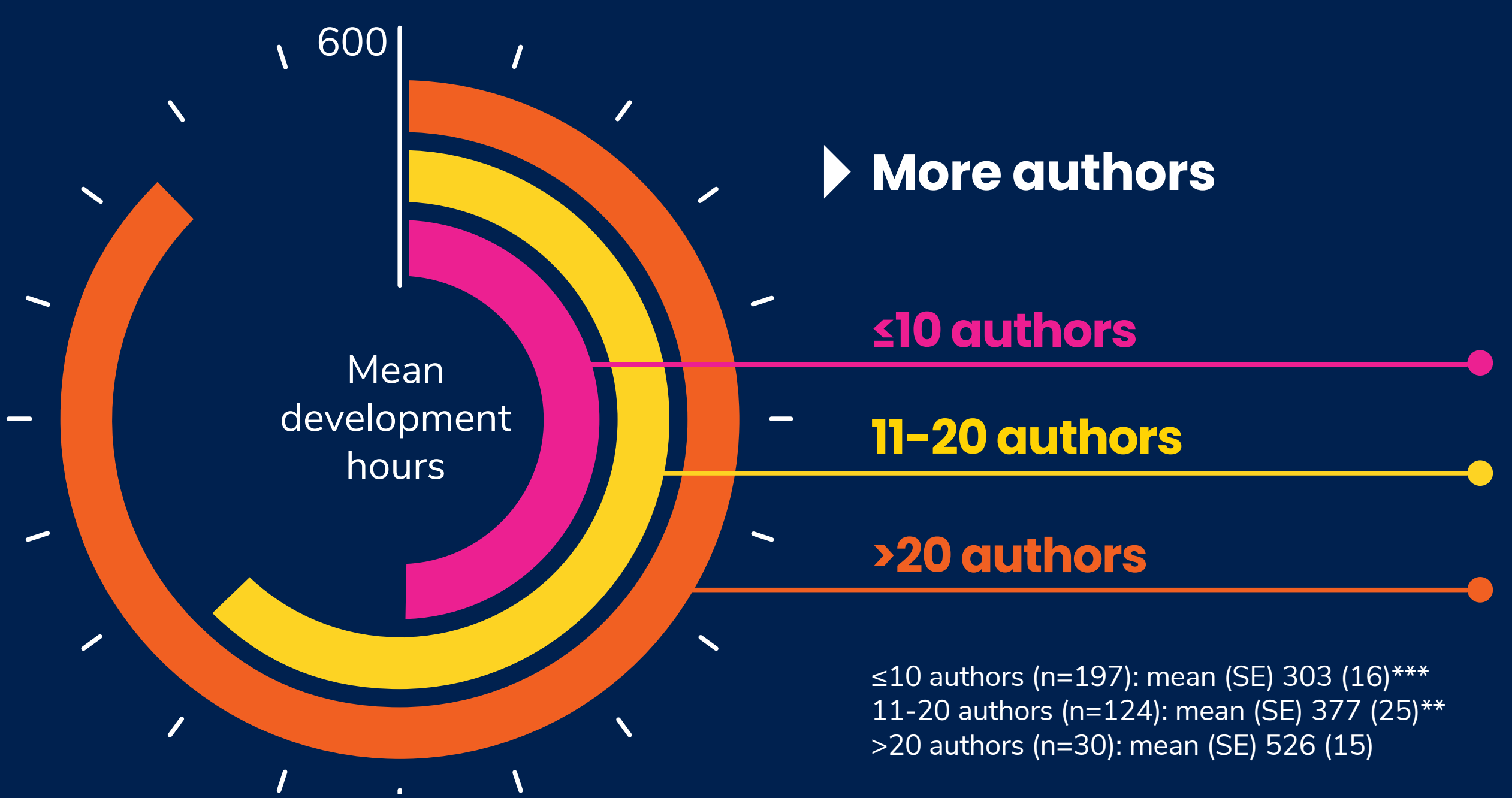
Why does this matter?

Higher development hours could translate to higher cost for expedited manuscripts and others having these complex features.

Where do we go from here?

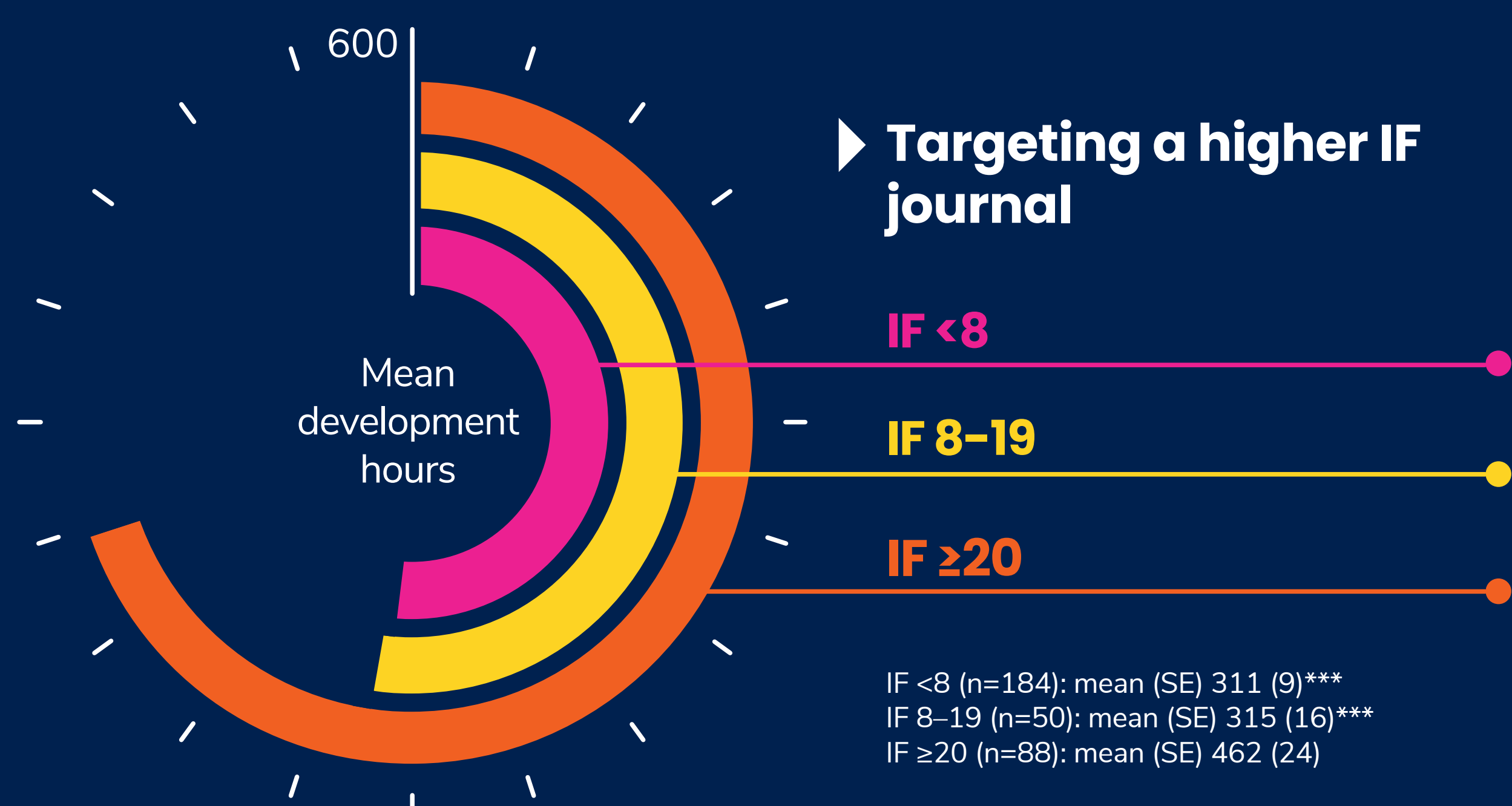
Understanding these potential drivers of increased workload can inform fixed/framework cost structures and efforts toward greater efficiency. Agencies and clients will both benefit from collaborating to achieve efficiencies with more complex manuscripts.

What manuscript characteristics contribute to higher workload?



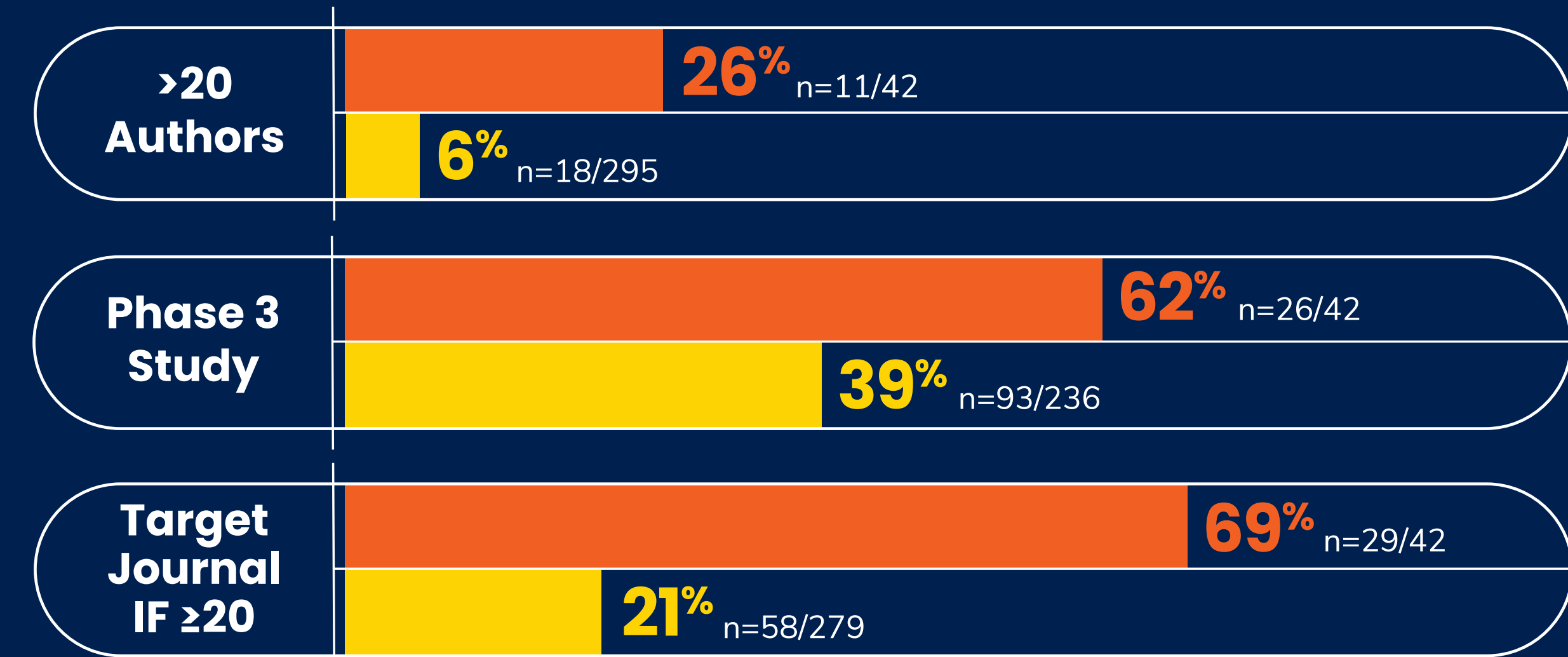
Limitations

This retrospective analysis may have agency-, product-, and client-specific confounds. It did not assess causality. Results are hypothesis-generating only.



Can these help explain why expedited manuscripts take more work despite shorter timelines?

All of these complex features were more common with expedited versus non-expedited manuscripts



Denominator for non-expedited varies due to some data not being available (eg, journal without an IF). Expedited Non-expedited



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Background and Objective

Previously, we showed that manuscript development hours (workload) correlate poorly with project duration (timeline).¹ Expedited manuscripts had shorter timelines but a higher workload.

The objective of this secondary analysis was to identify manuscript characteristics that may contribute to this.

Methods

Building off of a prior data set from 4 IPG Health Medical Communications agencies,¹ we analyzed project duration and development hours through first submission for 351 manuscripts submitted for publication between Jan 1, 2019, and Nov 30, 2022.

Mean (SE) and two-tailed t-tests were used to examine results based on number of authors, study phase, and impact factor (IF) of the target journal.

Sample



*Standard timeline accelerated through means such as shortening, combining, or eliminating steps (where compliant); mean (SD), 287 (163) days to completion vs 428 (185) days for non-expedited manuscripts.

Reference

1. Strangman N, et al. Cost implications of industry trends in publications. Curr Med Res Opin 2023;39(Suppl 1):S14. doi: 10.1080/03007995.2023.2194075.

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Disclosures

All authors are employees of IPG Health Medical Communications; Gary Burd and Nicole Strangman hold IPG stock.

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