

# Value of enhanced content in health-economic outcomes and real-world evidence publications

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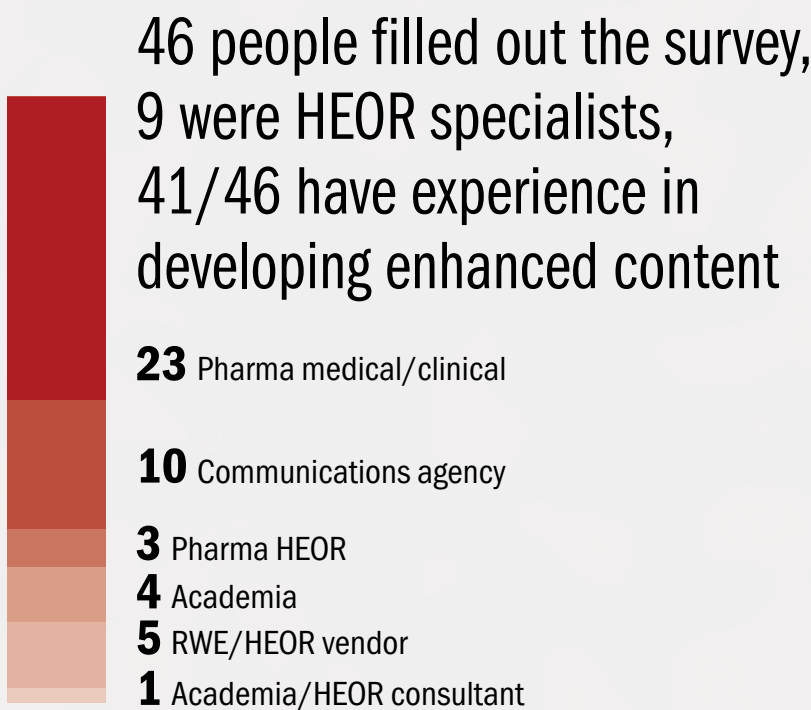
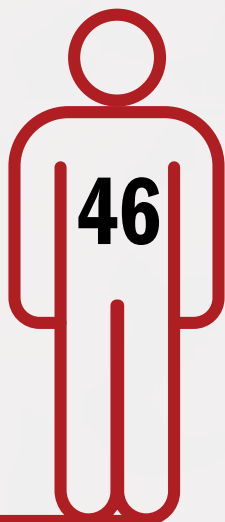
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## Background:

- Enhanced content is viewed as a successful tool to convey information in clinical manuscripts in a different format, aiming to increase visibility of and engagement with published content
- Enhanced content can include graphical abstracts, infographics, videos, podcasts and plain language summaries (PLS)
- While the publication of enhanced content is increasing in the medical literature<sup>1</sup>, their inclusion is not common in health-economic outcomes research (HEOR) and real-world evidence (RWE) publications

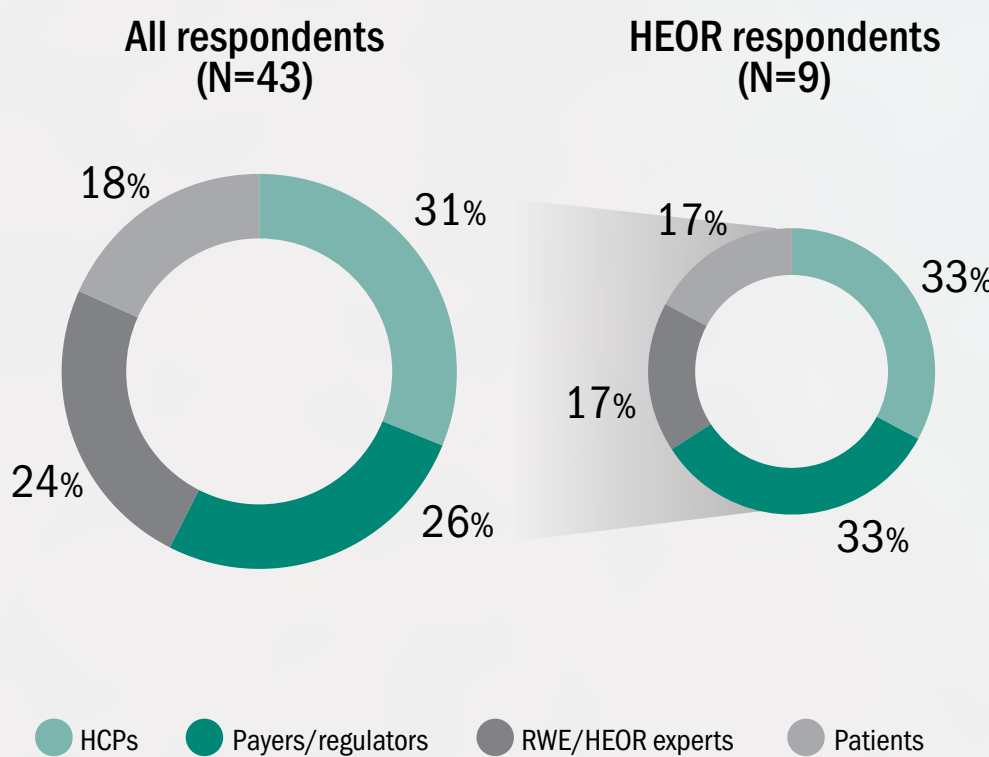
## Aim and Methods:

To assess how enhanced content for HEOR/RWE publications is valued by publication professionals through an **online survey**



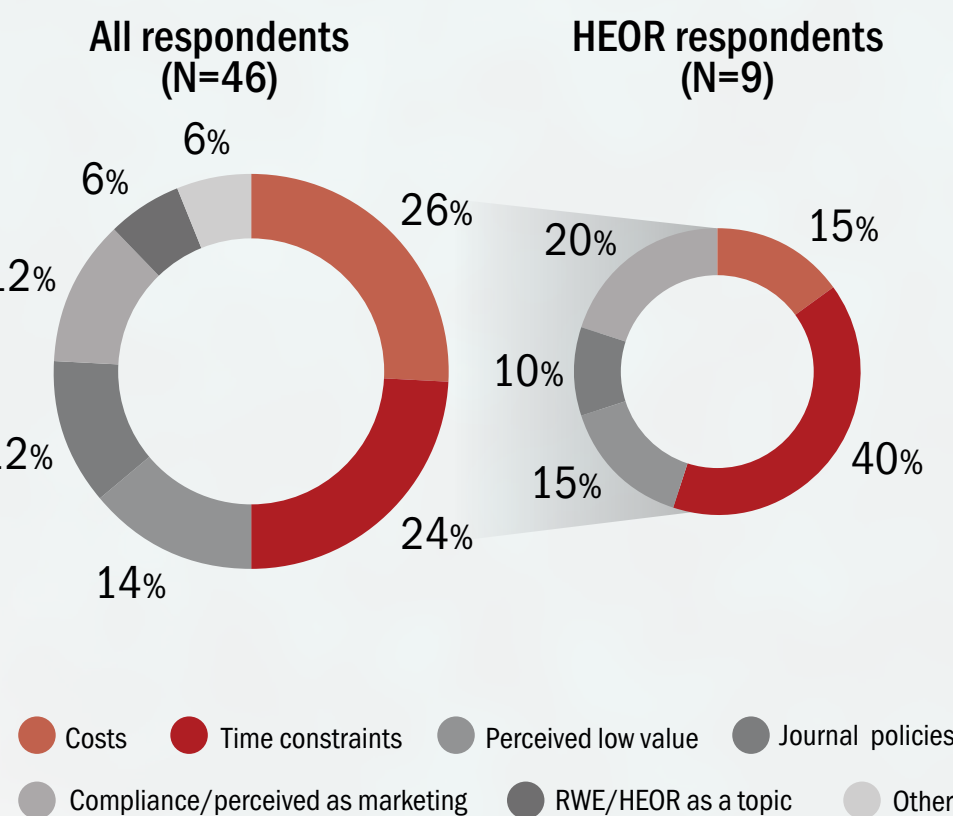
## Main target audience

HCPs and payers/regulators



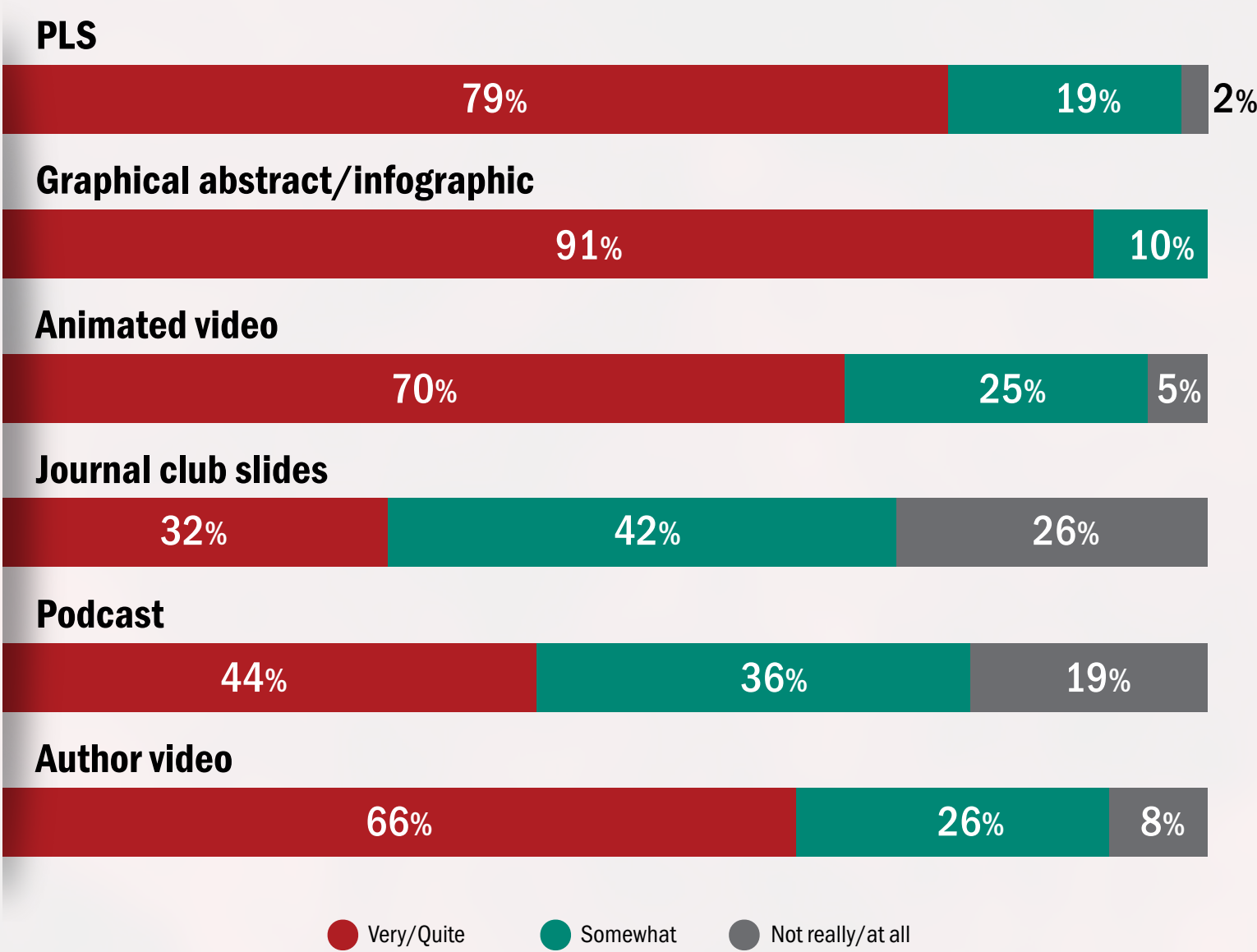
## Barriers for development

Time constraints and costs



## How valuable is enhanced content

PLS and graphical abstracts /infographics are valued most



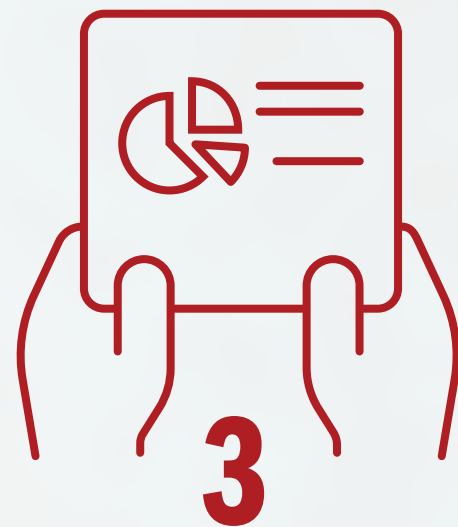
## Highest value of enhanced content in HEOR publications



1 Explain complex concepts to general audience



2 Bridge communication gap between HEOR specialists and HCPs



3 Provide a quick summary

## Conclusions:

- Nearly all (99%) of respondents view available enhanced content
- 90% of respondents place infographics and graphical abstracts as very or quite valuable
- Infographics and PLS are the enhanced content noted as working best in HEOR publications
- Cost and time constraints are noted as leading barriers to enhanced content use

## Recommendation:

**More effort should be made to demonstrate the value and utilization of enhanced content in HEOR/RWE publications**