

Author language and communication preferences for providing feedback on English-language publications in APAC: A cross-sectional survey

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Key takeaways

Consider the diverse cultural, language, and communication preferences of authors when requesting feedback on English-language publications. This may help to better capture clinical insights and expertise

Allow longer lead times for translations and face-to-face meetings

Obtaining comprehensive input from APAC-based authors will ultimately improve patient care

Background

- There are differences in the publication landscape within the Asia Pacific (APAC) region compared with the USA and Europe¹
- We conducted a survey to better understand (1) the current practices and challenges for collecting author feedback on industry-sponsored publications in APAC, and (2) the implications these may have on adherence to international publication guidelines. Here we report data on:
 - Author language and communication preferences in APAC based on the experiences of pharmaceutical company authors (**‘internal authors’**) and **publication professionals**
 - The understanding of good publication practices amongst **internal authors** and experiences of **publication professionals** with guideline implementation in APAC (**Poster #23**)

Results

Figure 1: Most respondents were affiliated to pharmaceutical companies (66%) and medical communications agencies (29%)

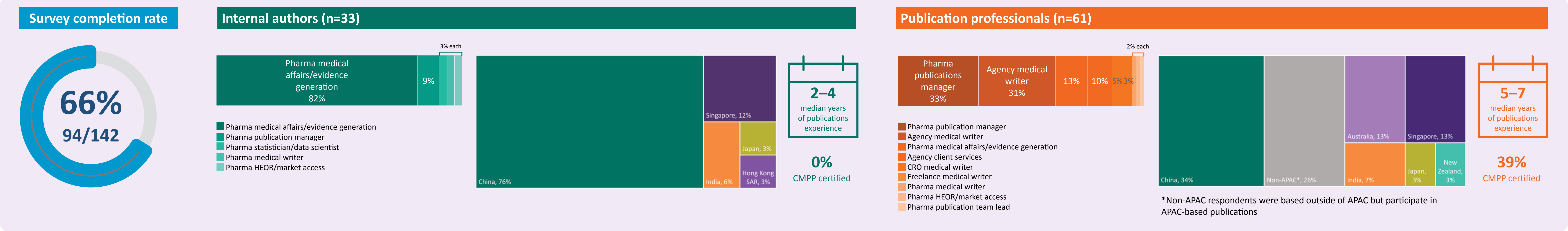
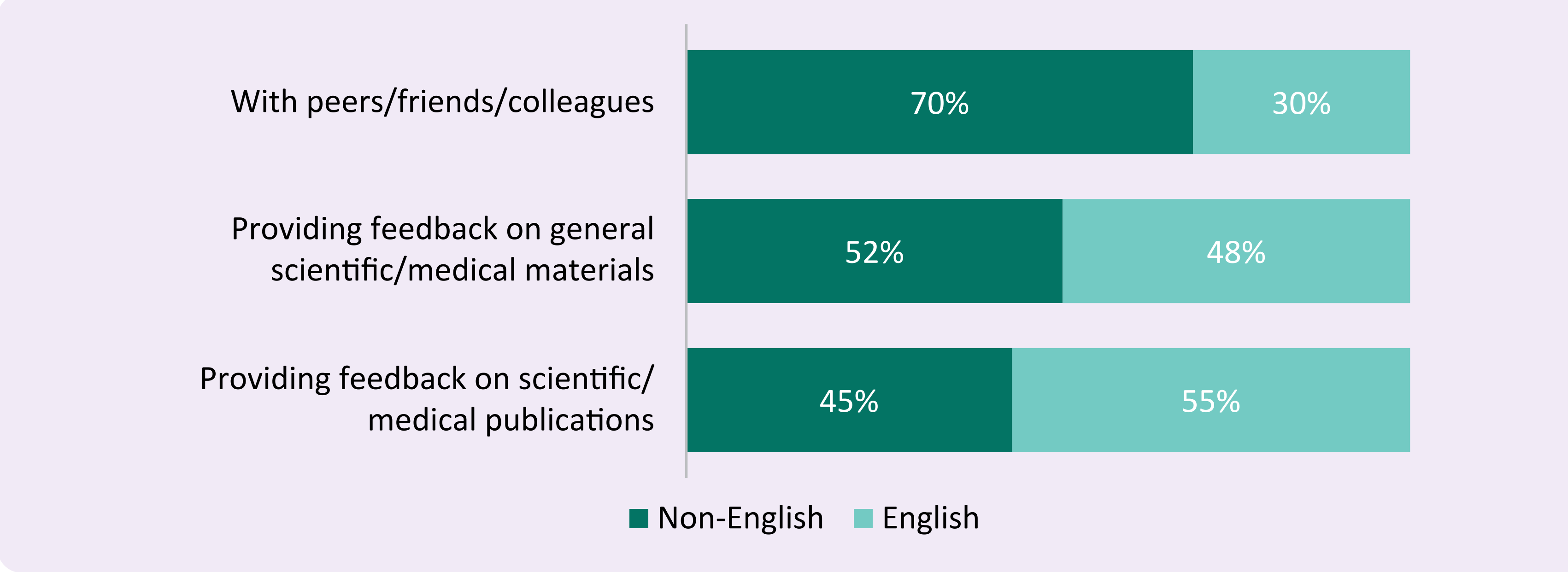
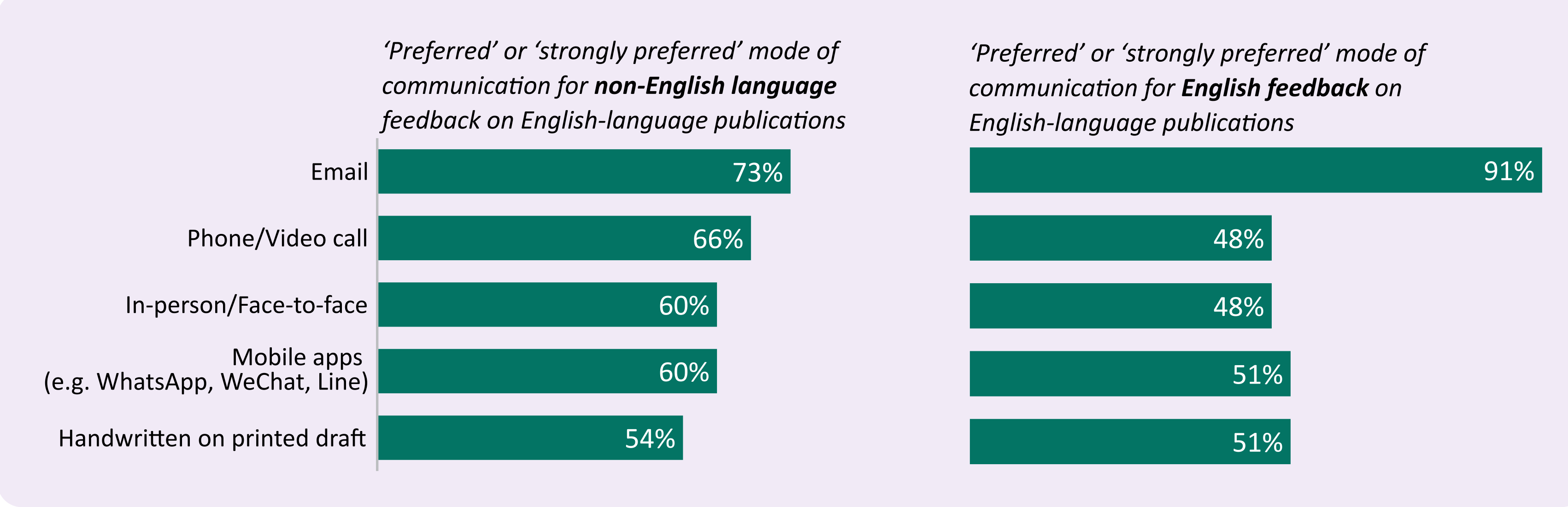


Figure 2: A large proportion of internal authors (n=33) prefer a non-English language for their day-to-day communications



- 69% of **internal authors** provide feedback on English-language publications in their **preferred non-English language**, wherever possible (*combined statistics of “Strongly agree” and “Agree”*)
- However, most **internal authors** indicated that they are comfortable with communicating medical and scientific concepts in written (e.g. via email; 91%) and verbal English (e.g. via video call; 71%) (*combined statistics of “Strongly agree” and “Agree”*)

Figure 3. Internal authors (n=33) indicated that email was the most preferred mode of communication when providing feedback on English-language publications



Barriers identified as moderate/major by more than half of the publication professional respondents were:

- 66% “external authors do not always provide feedback/responses in writing”
- 56% “external authors do not see a need to adhere to global publication guidelines”

(See **Poster #23** for barriers relating to global publication guidelines)

Conclusions

- Authors in APAC may prefer to use a non-English language when providing feedback on English-language publications
- Requiring feedback in English may lead to loss of medical/scientific detail and present a barrier to implementing global publication guidelines in APAC
- If required to communicate in English, authors in APAC are generally more comfortable with written over verbal communication, which aligned with their high preference for email

References

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Methods

- Study design:** Cross-sectional, internet-based survey of **internal authors** and **publication professionals** supporting publications in APAC (full details in supplementary materials)
- Groups of interest:**
 - Publication professionals:** defined as people whose current responsibilities involve the management and/or development of industry-sponsored publications
 - Internal authors:** defined as pharmaceutical company employees who have been authors on ≥1 industry-sponsored publication
 - External authors (not surveyed):** defined as non-pharmaceutical company employees, primarily healthcare professionals, who have been authors on ≥1 industry-sponsored publication

Figure 4: Some publication professionals have observed qualitative differences when internal and external authors provide feedback in a preferred non-English language compared with English



Figure 5: A large proportion of publication professionals agreed that internal and external authors tend to provide more substantive or critical feedback when they can respond in their preferred non-English language

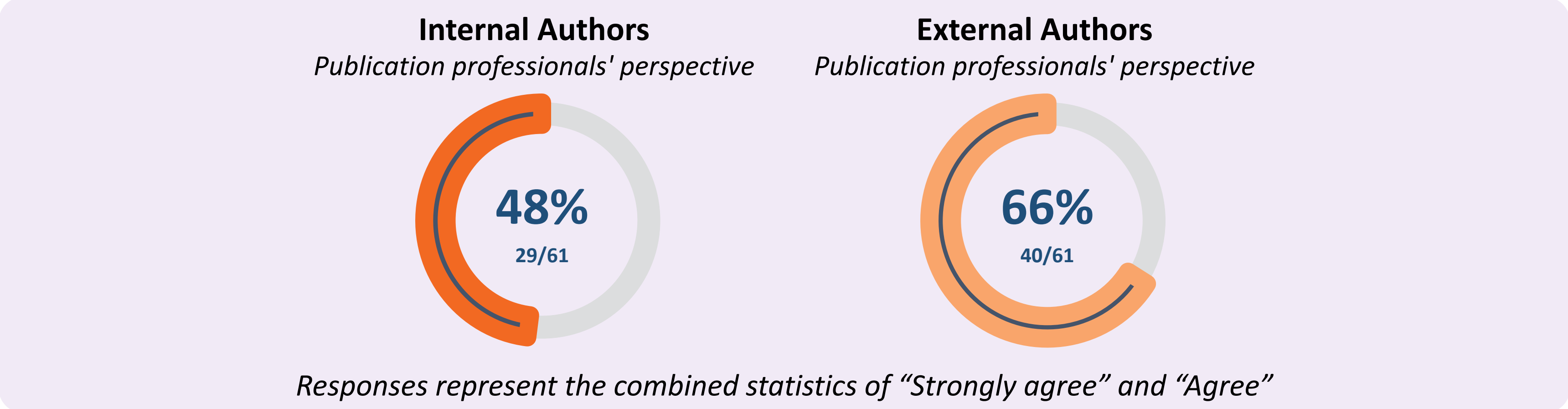
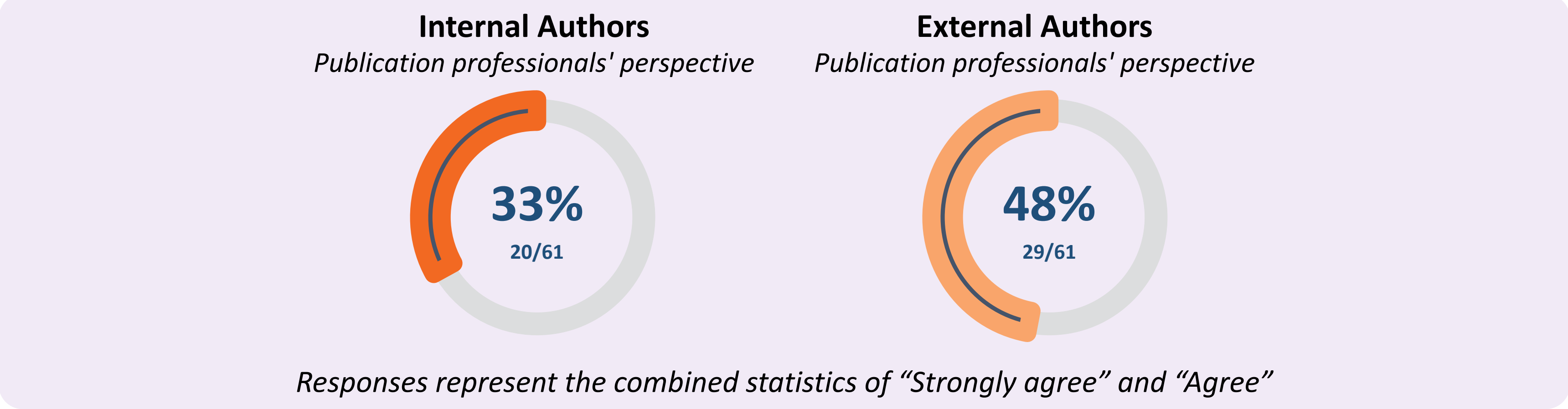


Figure 6: Some publication professionals agreed that individualized emails (versus group emails) were more likely to solicit feedback from internal and external authors



Strengths and limitations

- Cross-sectional survey, but many of the publication professional respondents have >5 years of experience in the publication industry
- Survey dissemination was via our personal networks, which may have risk of bias; however, demographic data indicated a broad audience was reached across APAC
- Given the wide respondent geography, our findings should be generalizable to the wider APAC community

Abbreviations

APAC: Asia Pacific; CMPP: Certified Medical Publication Professional; CRO: contract research organization; HEOR: health economics and outcomes research; SAR: Special Administrative Region