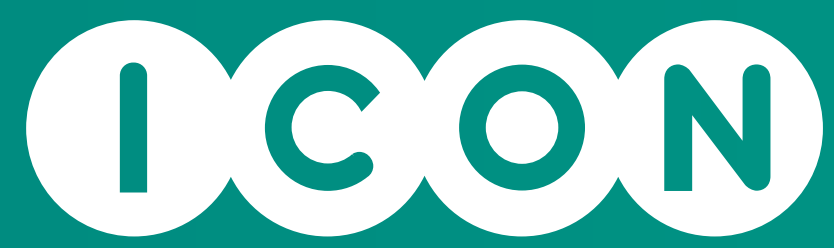


Assessing the Impact of Enhanced Content: A Review of Its Use in Lung Cancer Publications



Sheri Arndt^{1*}, Susan Tyree¹, Kathleen Estes¹, Ali Hassan¹, and Rebecca Rozich¹

¹ICON plc, Blue Bell, PA, USA

*Presenting author

Background

- Many journals now offer options to include enhanced content in order to improve readers' experience with the medical literature^{1,2}
- Enhanced content may broaden audience reach and strengthen impact of scientific communications; however, little is known about the use and impact of such content
- We performed a targeted assessment of the use and impact of enhanced content in lung cancer publications

Methods

- Author guidelines of journals that publish oncology clinical trials were reviewed to assess inclusion of enhanced content
- A PubMed search was conducted for the 5 highest-ranking oncology journals, to determine what proportion of 2021–2023 publications reporting primary phase 3 data in lung cancer included enhanced content
- The impact of enhanced content was evaluated by comparing Altmetric scores (altmetric.com), and number of posts on X (twitter.com) per Altmetric data, in publications with versus without additional content

Limitations

- The number of studies with enhanced content was small
- Results may be confounded by differing treatment settings, treatment modalities, or regions of trial conduct across the studies identified

References

- Press Release, December 18, 2023. <https://www.elsevier.com/about/press-releases/elsevier-introduces-digital-enhancements-to-medical-literature>
- Fonseca P. *AMWA Journal*. 2021;36(3):110-114.

Disclosures

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For more information, please contact:

Sheri Arndt

at Sheri.Arndt@iconplc.com

Results

Frequency and Types of Enhanced Content in Oncology Journals

- Enhanced content was permitted by 9/10 of the highest-ranking oncology journals, including plain language summaries, infographics, videos, and/or audio

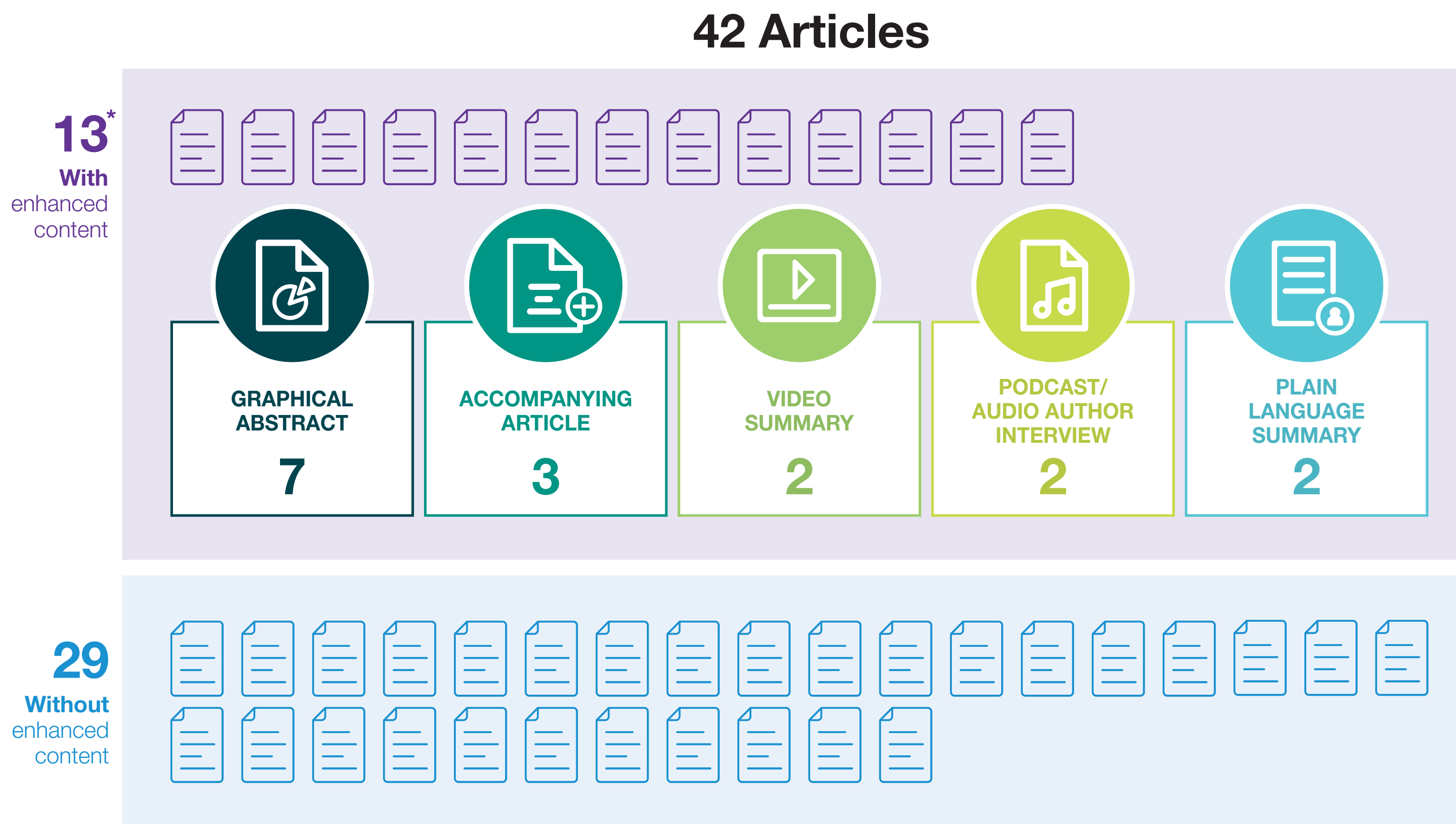
Comparison of enhanced content guidelines in 10 highest-ranking oncology journals

Journal ^a	VIDEO	GRAPHICAL ABSTRACT	AUDIO	INFOGRAPHIC	PLS
<i>Lancet Oncol</i>	✓	✓	✓	✓	×
<i>Ann Oncol</i>	✓	✓	✓	✓	✓
<i>J Clin Oncol</i>	✓	×	✓	×	×
<i>JAMA Oncol</i>	✓	✓	✓	×	×
<i>Clin Cancer Res</i>	✓	×	✓	×	✓
<i>J Natl Compr Canc Netw</i>	×	×	×	×	×
<i>J Natl Cancer Inst</i>	✓	✓	×	×	×
<i>Eur J Cancer</i>	✓	✓	✓	×	×
<i>Br J Cancer</i>	✓	✓	×	×	×
<i>Int J Cancer</i>	✓	✓	×	✓	✓ ^b

PLS, plain language summary.

^aListed by impact factor. ^bOffered as a service to be created by the journal, but the journal does not publish the PLS. It is for use in other venues/on social media, etc.

Search results from the 5 highest-ranking oncology journals

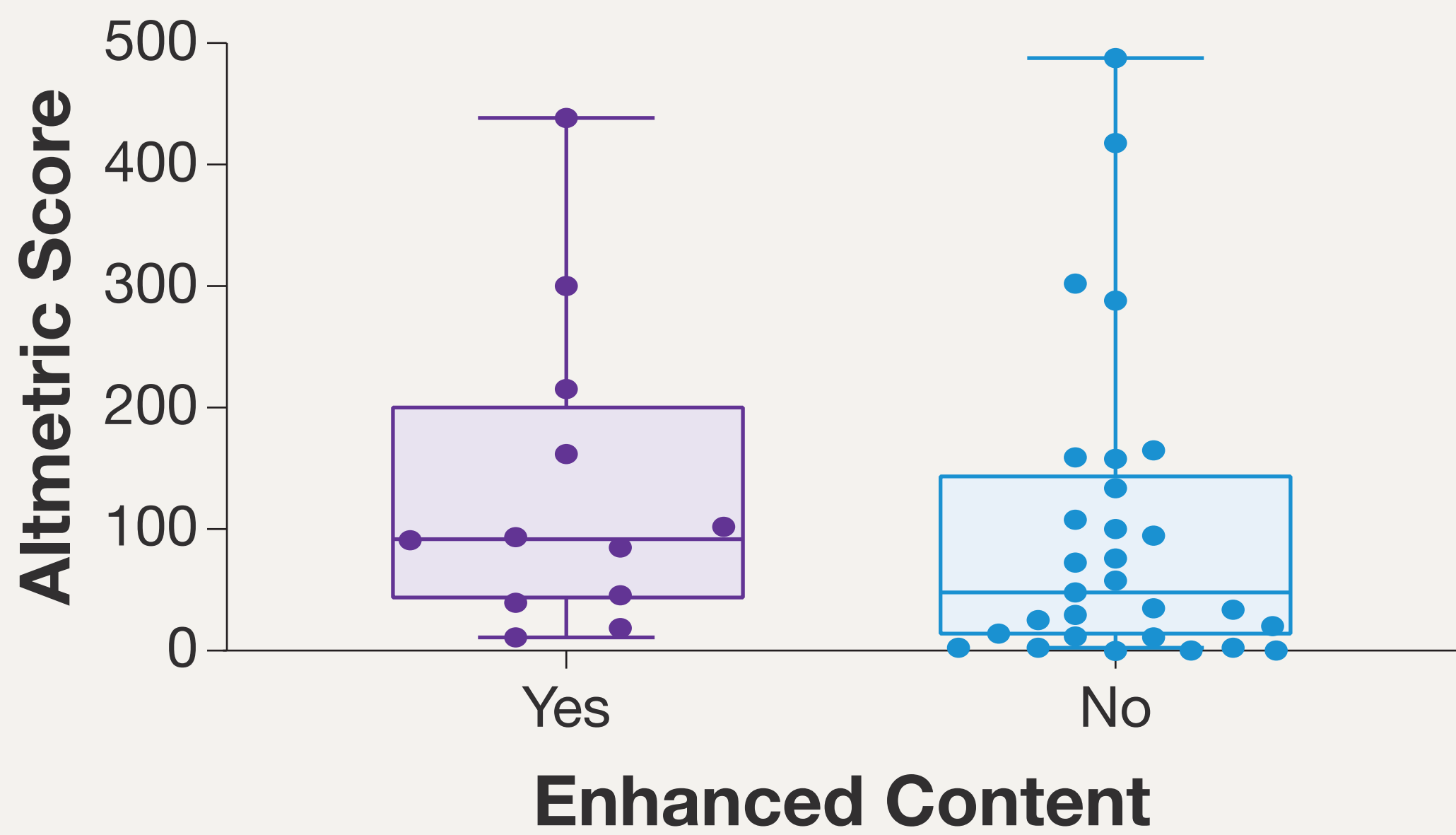


*Some articles included >1 type of enhanced content.

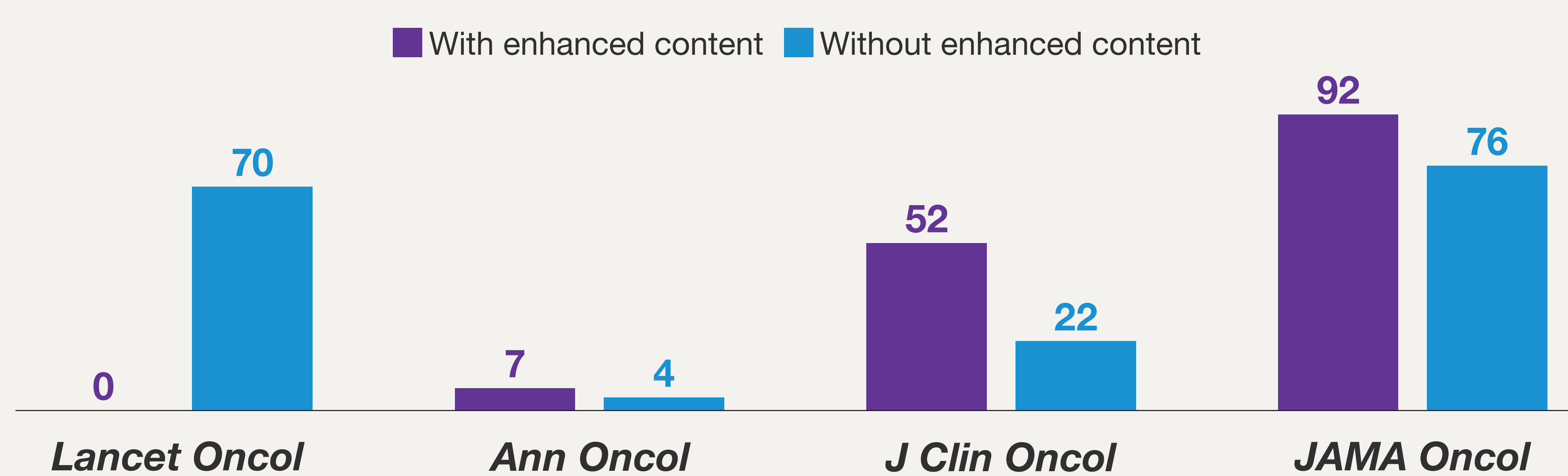
Impact of Enhanced Content in Oncology Journals

- Altmetric scores and number of posts on X (twitter.com) were generally higher for articles with versus without enhanced content

Altmetric scores for articles with versus without enhanced content by journal

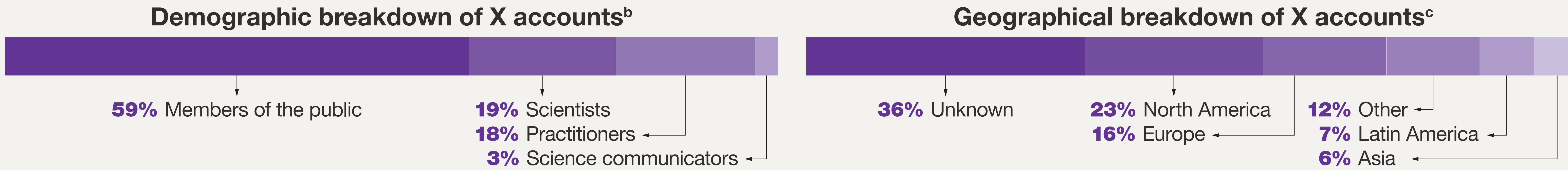


Number of posts on X (twitter.com) for articles with versus without enhanced content by journal



Qualitative assessment of social media activity for publications with enhanced content^a

701 X (twitter.com) users posted comments about the publications with enhanced content



- Most posts on X (twitter.com) highlighted key take-aways from study results; however, some included subjective assessments of the data presented, for example: **"...Indeed, results are impressive, but comparing it with (X drug) when it is no longer the standard treatment is 'tricky'. It is time to begin comparisons with (Y drug)."**

^aDemographic and geographic categories were determined by Altmetrics by looking at keywords in profile descriptions, the types of journals linked to, and follower lists. ^bProfiles were assigned to one of these four demographics categories: Member of the public, somebody who does not link to scholarly literature or otherwise fit any of the other categories; Researcher, somebody who is familiar with the literature; Practitioner, a clinician, or researcher who is working in clinical science; Science communicator, somebody who links frequently to scientific articles from a variety of different journals/publishers. ^cGeographical regions defined as: Asia (Hong Kong, India, Japan, Korea, Pakistan, Philippines, Turkey); Europe (France, Germany, Hungary, Ireland, Italy, Spain, Switzerland, UK); Latin America (Colombia, Mexico, Brazil, Chile, Peru, Venezuela, Ecuador); North America (USA, Canada); Other (countries representing ≤1% of the X accounts with posts for a given publication); and Unknown (users whose location is unknown).

Conclusions

- Publications with enhanced content were associated with higher Altmetric scores that positively impacted scientific communication by extending reach via social media
- These results, in addition to the finding that most social media posts highlight key take-aways from studies, suggest that enhanced content does increase the impact of medical publications



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