

Tracking delegate engagement with poster presentations across 453 congresses: what can QR codes tell us?

Tomas Rees,¹ Mark Haydon,¹ Kevin M Woolfrey,² Rachel C Brown,² Christopher C Winchester¹

¹Oxford PharmaGenesis, Oxford, UK;
²Oxford PharmaGenesis, Newtown, PA, USA

Scan here to access the poster and its supplemental content



Scan here for the plain language summary



Background

- Pharmaceutical companies expend substantial resources on congress-related activities, but tracking the impact of these investments is challenging.
- The inclusion of quick response (QR) codes on posters has dual purposes:
 - Delegates can download posters, supplemental data and enhanced content.
 - Poster sponsors can gather delegate engagement data.¹
- Here we report real-world data acquired from poster QR code scans at multiple scientific congresses across a range of therapy areas and provide metrics of audience engagement.

Objectives

- To explore trends in scientific poster visits, downloads and shares as revealed by QR code scans during congress poster sessions.
- To assess how the inclusion of supplemental content prompts delegate engagement.

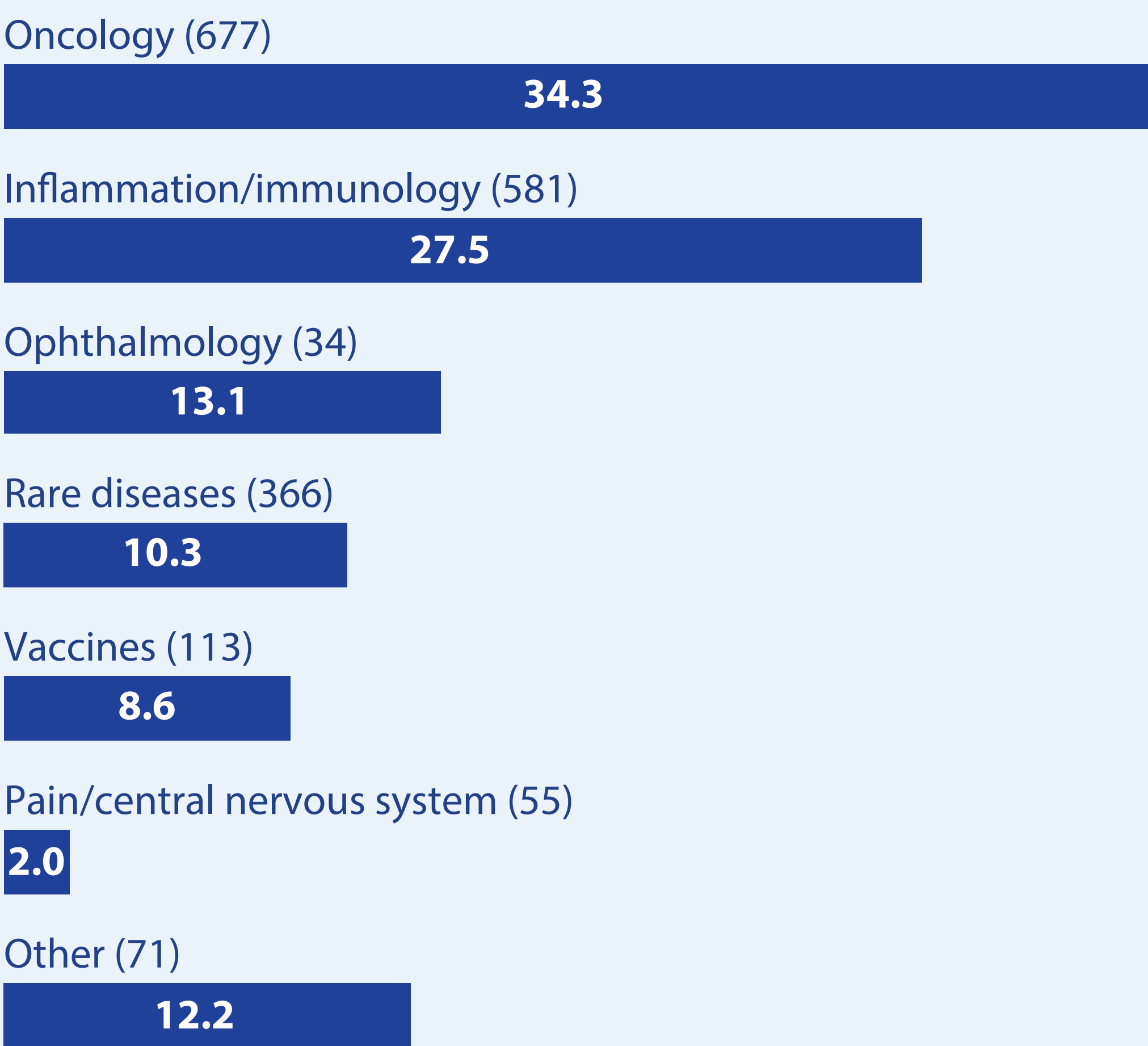
Methods

- Pharmaceutical companies (n = 6) provided access to scientific congress posters and their associated digital content via a poster QR code that linked to a proprietary eposter content management platform (QRdb, Oxford PharmaGenesis, Oxford, UK).
- Posters were uploaded by multiple parties to the platform and viewed using a delegate-facing interface.
- We analysed anonymized, pooled data on all QR-coded posters that were uploaded to the platform and were presented between 2020 and 2023.
- Metrics assessed included:
 - poster visits
 - poster downloads
 - email shares
- Metrics were assessed in the overall sample of posters and separately in those with and without supplemental content (supplementary data, plain language summaries, and audio or video content).

Results

- As of 25 September 2023, 1897 posters hosted on the system had been visited 45 313 times (mean: 23.9 visits per poster) and downloaded 20 077 times (mean: 10.6 downloads per poster).
- Posters in the data set were presented at 453 congresses, representing a range of therapy areas (**Supplemental Table S1**).
- Oncology posters had the highest mean number of visits per poster (34.3) while pain/central nervous system posters had the fewest mean number of visits (2.0) (**Figure 1**).

Figure 1: Oncology and inflammation/immunology posters were the most visited.

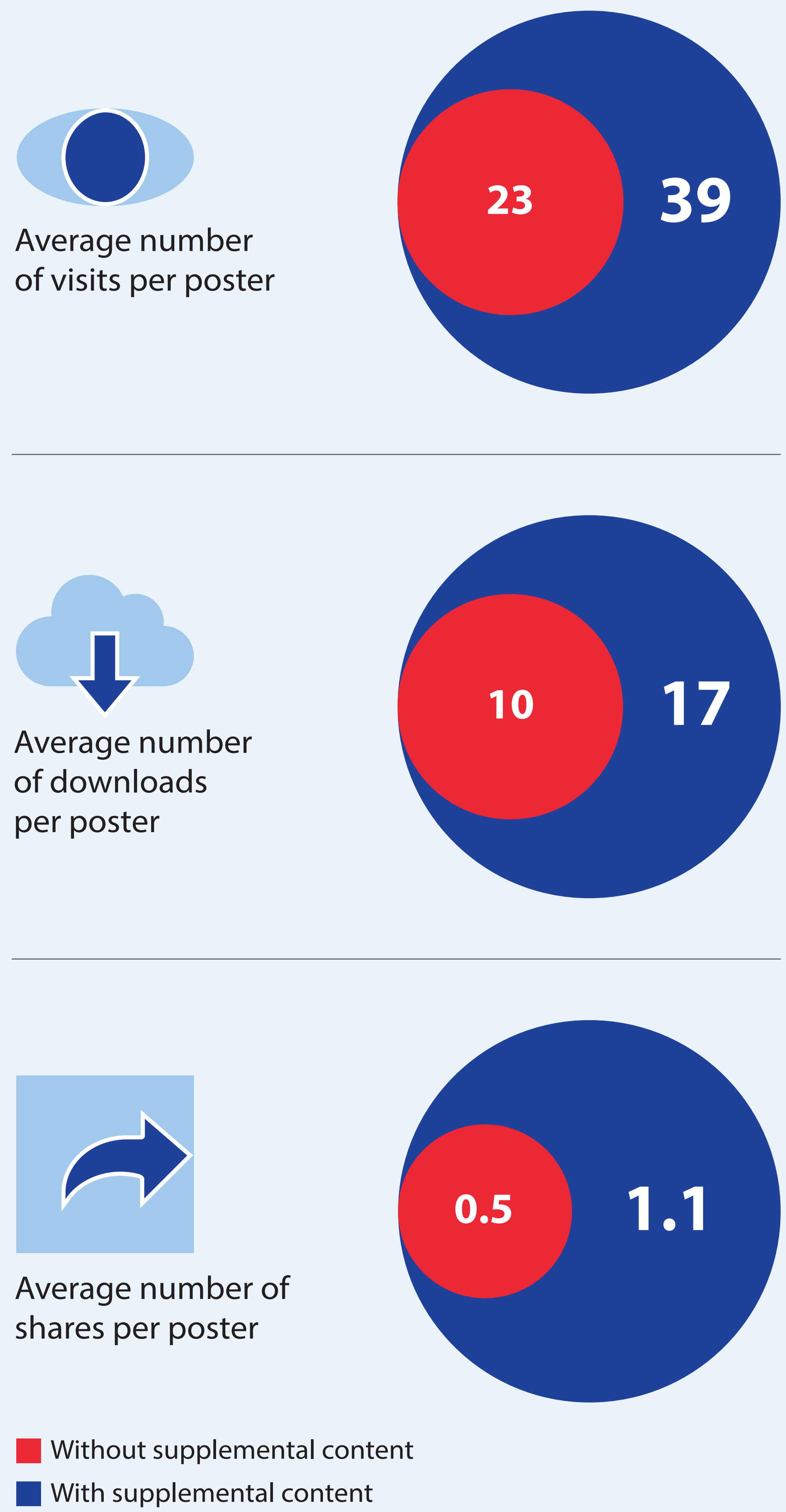


Mean number of poster visits by therapy area. Total number of posters per therapy area are shown in parentheses.

- Across all posters there was:
 - a high correlation ($r^2 = 0.88$) between visits and downloads.
 - a mean of one download for every 2.5 visits.
- There was little variation in the ratio of visits to downloads across therapy areas (**Supplemental Table S1**).
- The most popular posters had hundreds of visits and downloads (**Supplemental Table S2**).

- Posters with supplemental content (n = 329) averaged 76% more visits, 72% more downloads and more than twice as many shares as those without supplemental content (n = 1568) (**Figure 2, Supplemental Tables S3 and S4**).

Figure 2: Posters with supplemental content received more visits, downloads and shares.



Conclusions

- Adding links to digital content via QR codes not only enriches the poster experience for congress delegates, but also provides an automated system for tracking poster views and shares.
- Although many factors contribute to interest in individual posters, our usage metrics suggest that the inclusion of supplemental content may enhance audience engagement.

Reference

1. Young F *et al.* *Curr Med Res Opin* 2017;33(Suppl 1):20.

Limitations

- Congress attendance and poster session formats were likely impacted by COVID-19 in 2021, with unknown implications for our delegate engagement data.
- Some congresses (e.g. ASCO) now require posters to be uploaded to a congress-specific proprietary platform. While solutions are available in QRdb, for a small subset of posters in this data set, there was no landing page in place within QRdb to ensure the collection of appropriate metrics.

Declarations of interest

TR and MH are employees of Oxford PharmaGenesis Ltd, UK. KMW and RCB are employees of Oxford PharmaGenesis Inc., USA. CCW is an employee, Director and shareholder of Oxford PharmaGenesis Ltd, a Director of Oxford Health Policy Forum CIC, a Trustee of the Friends of the National Library of Medicine and an Associate Fellow of Green Templeton College, University of Oxford.

