

Making Data Engaging and Comprehensible – What Is the Impact of Enhanced Publication Content (EPC)?

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Insights

- Enhanced publication content (EPC) augments the effectiveness of our communications by increasing reading comprehension and retention
- Survey respondents found value in EPC
- Nuances in preferences help tailor EPC to specific audiences
- Case studies demonstrate how EPC can extend the impact of an individual publication and introduce it to new audiences

Objectives

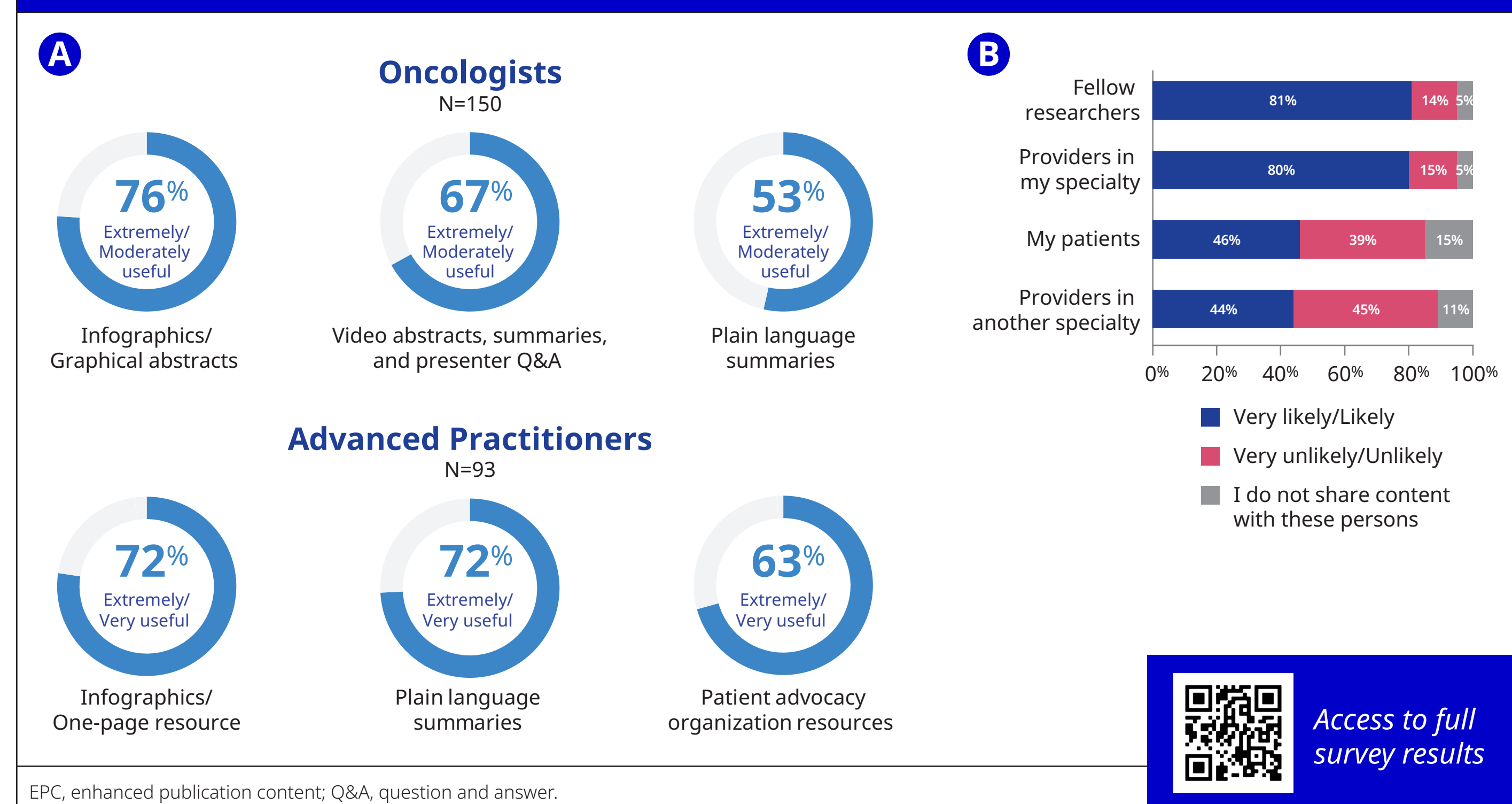
- To understand the value of EPC formats to different audiences
- To evaluate the impact of EPC on article reach over time

Results

EPC VALUE AMONG HCPS

- Oncologists (N=150) and oncology advanced practitioners (N=93) valued EPC, with certain types of EPC deemed most useful, including infographics, PLS, video abstracts, and patient advocacy resources (Figure 1A)
- Oncologists were very likely or likely to share EPC with fellow researchers (81%) or providers in their specialty (80%); only 46% were very likely or likely to share EPC with their patients (Figure 1B)
- Of those oncologists who were authors (n=137), 59% were likely or very likely to incorporate EPC to enhance audience accessibility to publications

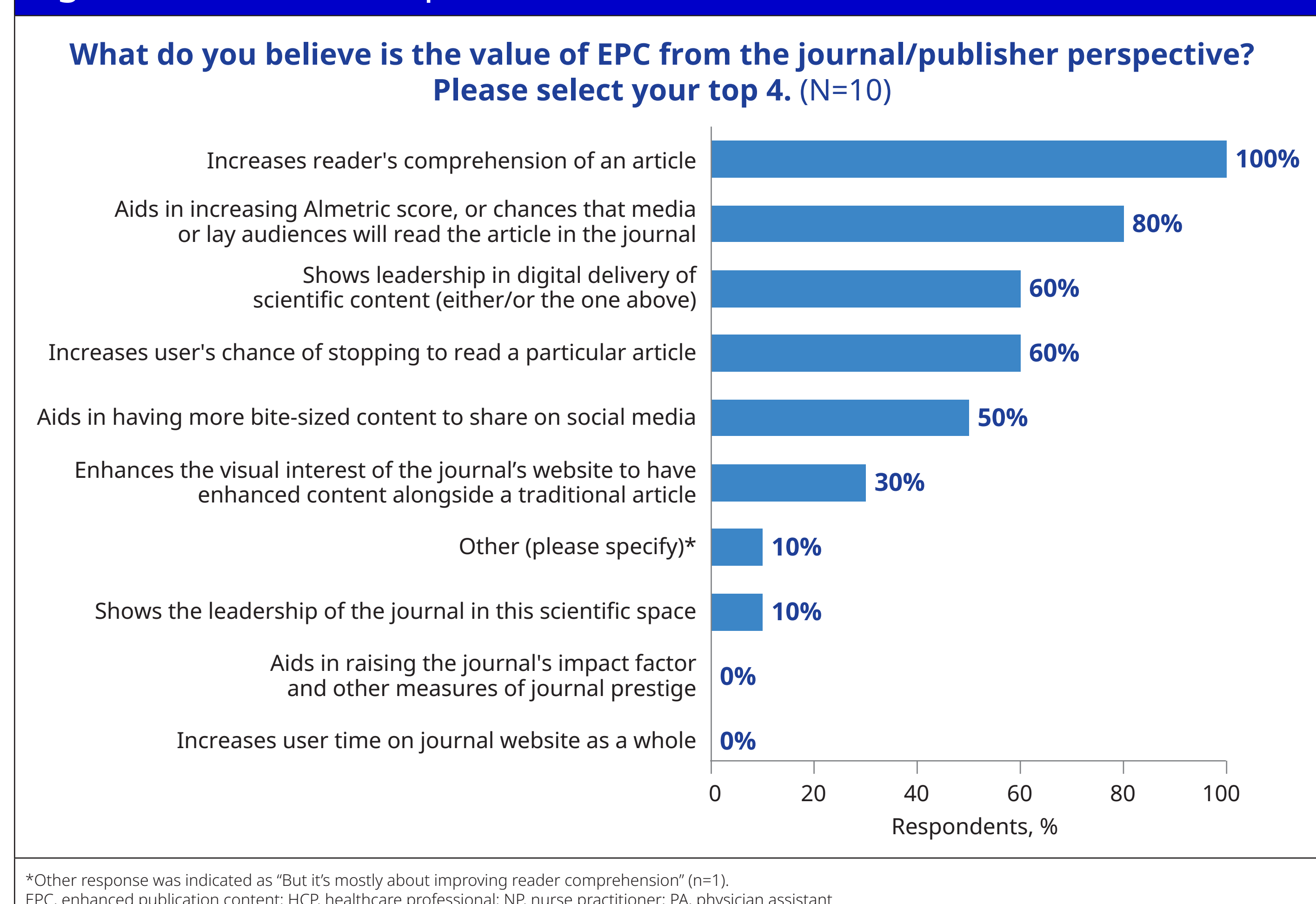
Figure 1. (A) Most valuable EPC by HCPs surveyed, and (B) the likelihood of oncologists to disseminate EPC to others.



EPC VALUE AMONG PUBLISHERS

- Surveyed publishers (N=10) are expanding EPC offerings, with the primary benefit being increased reading comprehension (100%; Figure 2)
- These publishers found EPC to be at least moderately valuable (Figure 3A)
 - They stated that EPC was most valuable for HCPs and nonacademic physicians (Figure 3B)
- The main challenge to offering EPC to authors was website logistics (60%)
- Despite repeated email campaigns, only 10 out of 300 publishers answered the survey, with some citing company policies as reason to not complete the survey

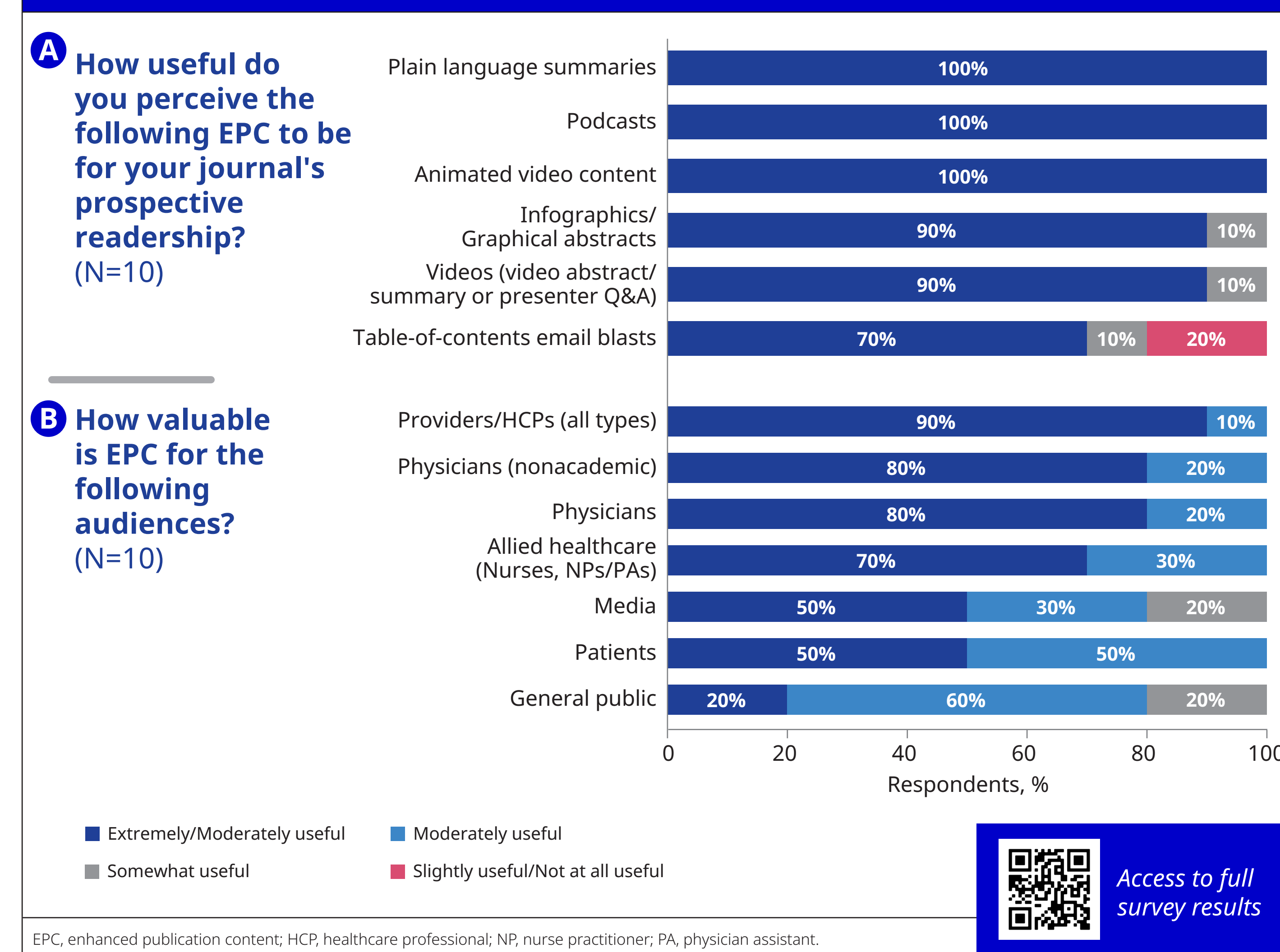
Figure 2. Publisher-reported benefits of EPC.



Introduction

- Publishers are offering new peer-reviewed options to enhance reader engagement¹
- Journals are expanding use of EPC
 - EPC may include podcasts, infographics, plain language summaries (PLS), and videos. In most instances, journals have authors develop this content and it undergoes peer-review, although some journals develop EPC with their editorial staff
- Although some studies have examined the effectiveness of different types of EPC,^{1,2} few have assessed preferences and perspectives on EPC from a range of audiences, including healthcare providers, publishers, and patients
- We conducted 4 surveys to different audiences about EPC and highlight case studies of different EPC formats and their value

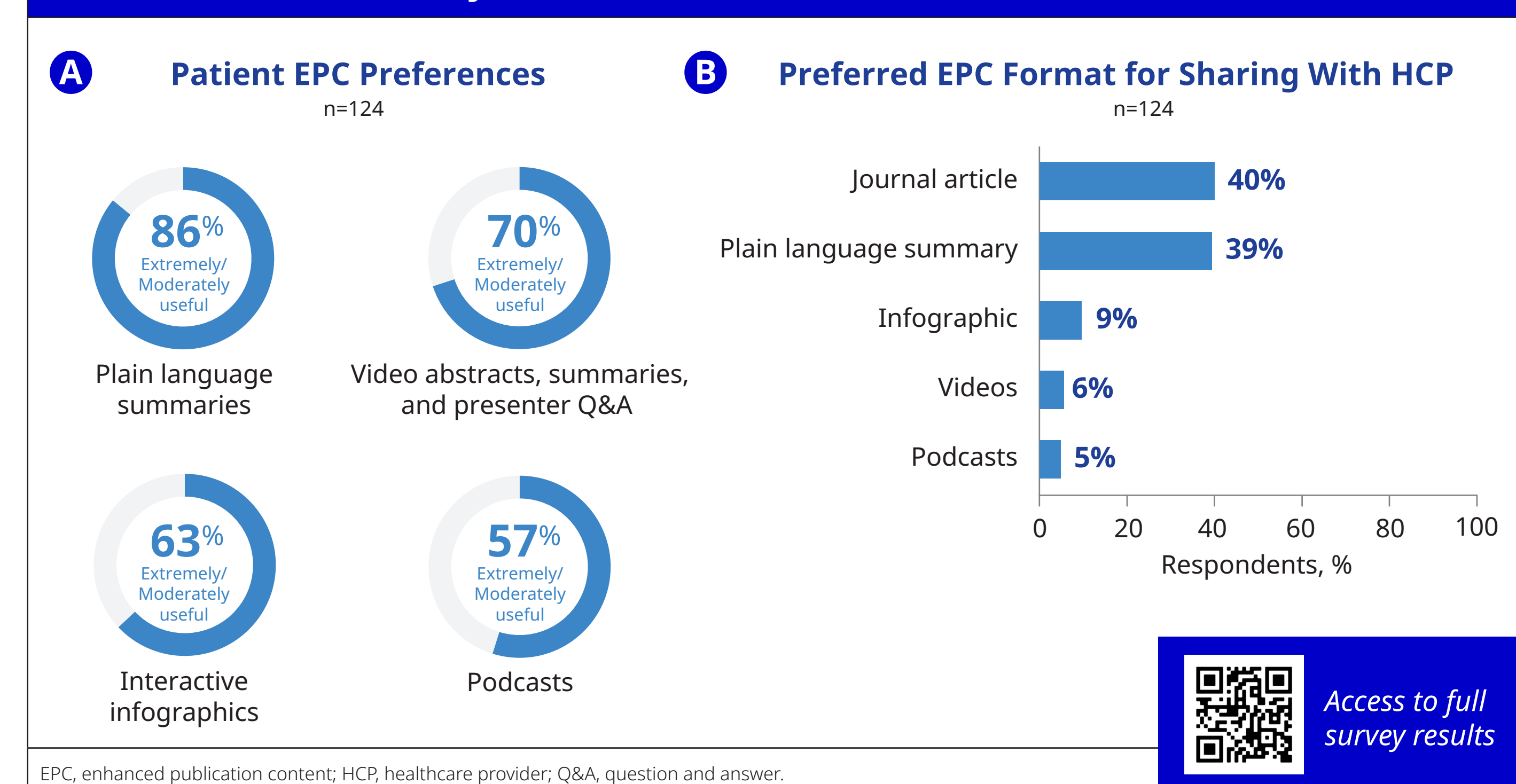
Figure 3. Publisher-reported (A) value of different EPC formats, and (B) value of EPC for different audiences.



EPC VALUE AMONG PATIENTS AND CAREGIVERS

- 125 oncology patients and caregivers were surveyed on EPC
 - PLS and videos were considered extremely useful forms of EPC (Figure 4A)
 - 92% of respondents indicated they would share EPC relevant to cancer diagnosis or treatment with their HCP, with preferred formats being PLS and journal articles (Figure 4B)

Figure 4. (A) Preferred EPC formats among oncology patients and (B) EPC formats likely to be shared with HCPs.



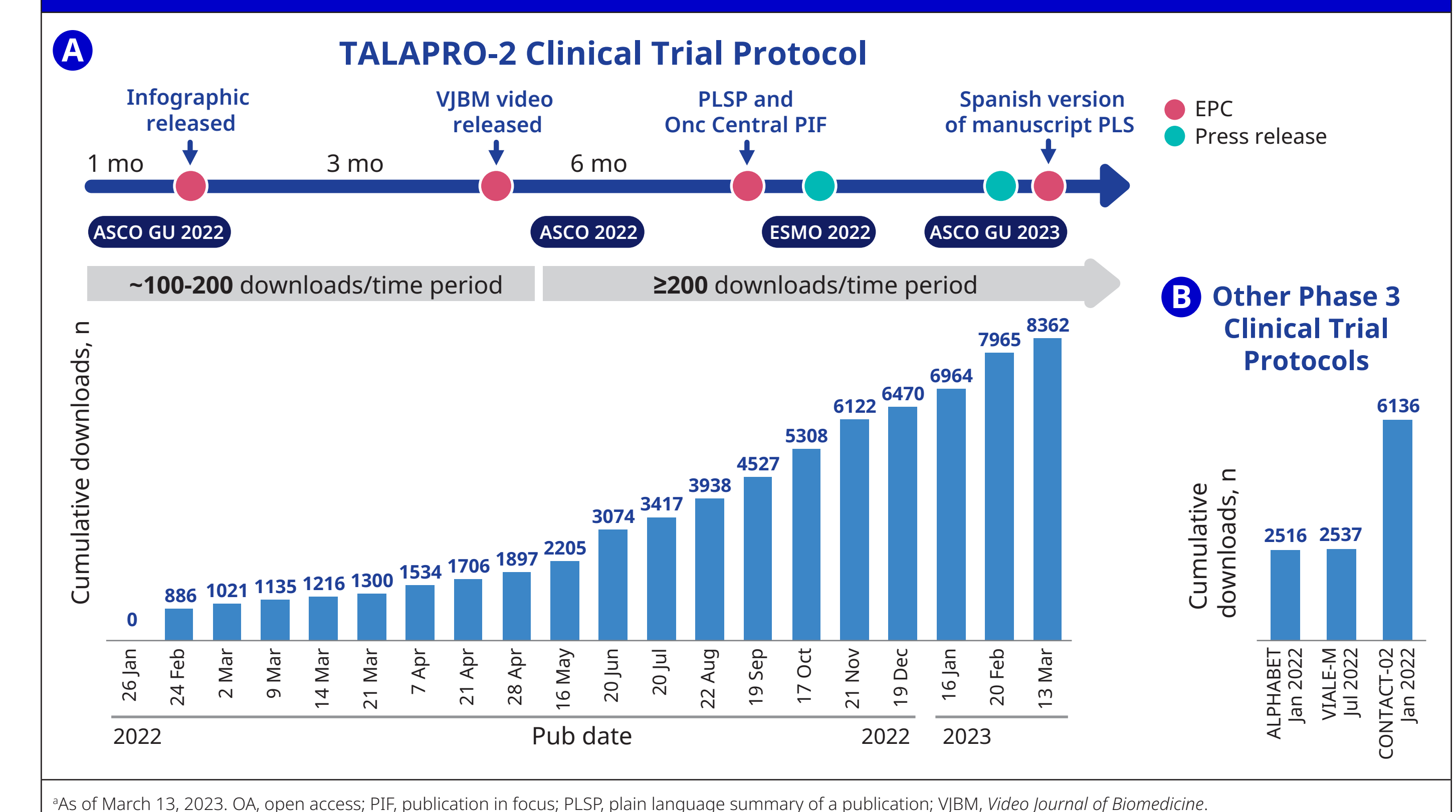
CASE STUDIES

- To quantify the impact of EPC on article reach over time, we examined 3 case studies of publications that had EPC
- The TALAPRO-2 phase 3 clinical trial protocol article published in *Future Oncology*³ used several EPC formats, including an infographic, video, and PLS at various time points after the initial publication
 - To assess the impact of EPC on article reach, we examined the number of cumulative downloads over time (Figure 5A) compared with that of other open-access phase 3 clinical trial protocols (without EPC) that were published within the same year (Figure 5B)

Methods

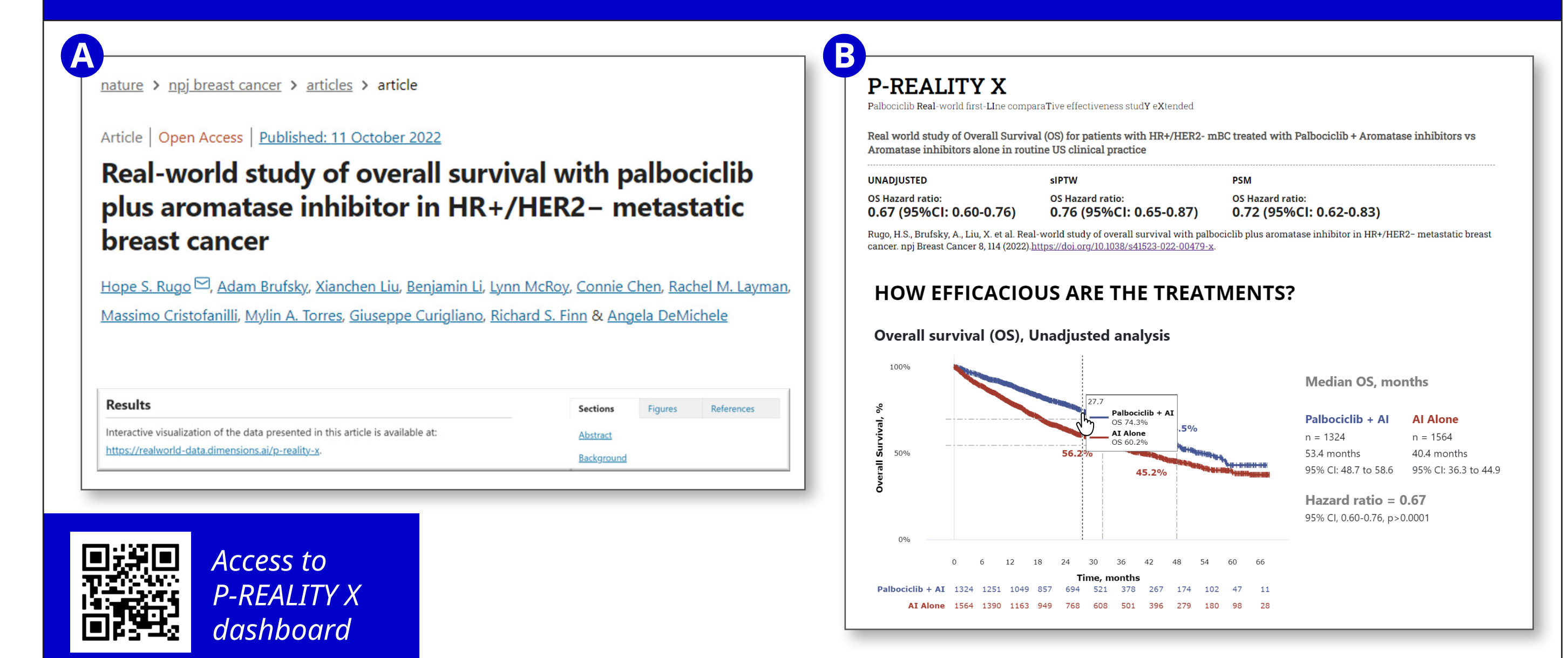
- Four surveys on EPC value were distributed
 - Oncologist survey (N=150) was delivered through SERMO, a private social network for physicians only, which is available in 150 countries
 - Advanced practitioner survey (N=93) was facilitated through the Advanced Practitioner Society for Hematology and Oncology (APSHO)
 - Publishers survey was conducted via direct email campaign to publishers
 - Patients/Caregivers survey (N=125) was administered via online survey through Savvy Cooperative (#AskPatients) to patients with cancer
- Case studies evaluated EPC associated with publications from clinical trials and a real-world evidence study

Figure 5. (A) TALAPRO-2 protocol article cumulative downloads over time, and (B) cumulative downloads of other phase 3 open access clinical trial protocols published in 2022.



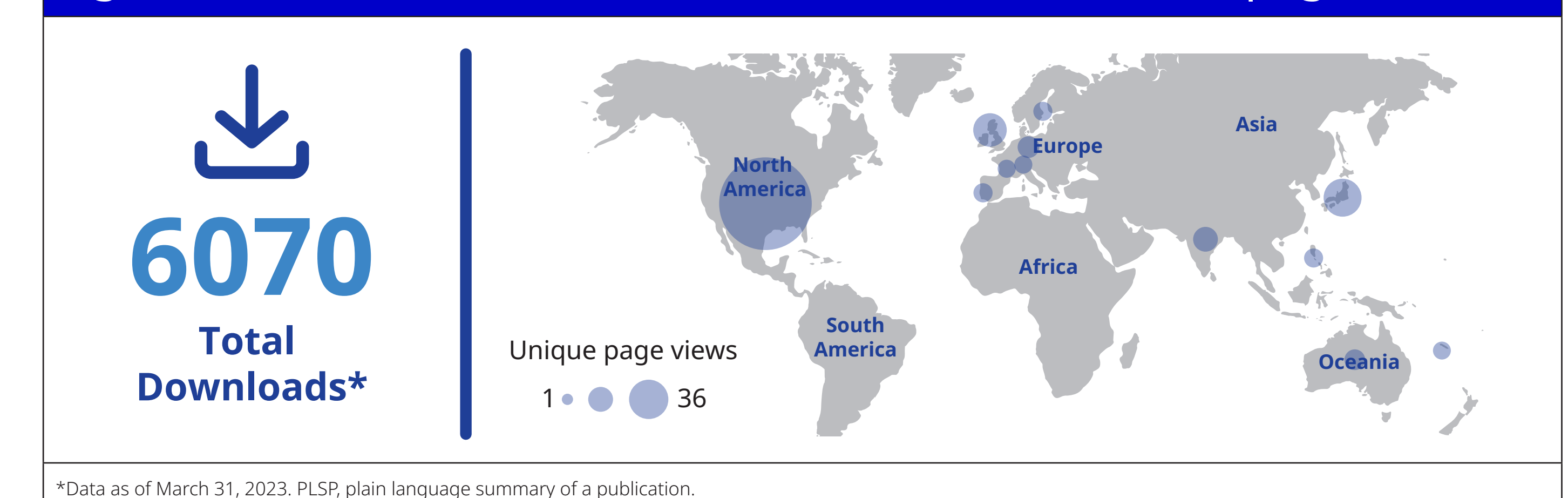
- An article describing the Palbociclib REAL-world first-Line comparative effectiveness study eXtended (P-REALITY X) results was published in *npj Breast Cancer*⁶ along with a data visualization dashboard to facilitate reading comprehension in October of 2022 (Figure 6)
 - The audience reach for P-REALITY X has been extended via additional EPC, including a PLS of a publication (PLSP) published in March of 2023,⁵ a soon-to-be published podcast article, and a stand-alone peer-reviewed publication perspectives video in *Video Journal of Biomedicine*
 - See poster 10 for additional information on interactive data visualization dashboards (see QR code)

Figure 6. (A) P-REALITY X research article and (B) its corresponding data visualization dashboard.



- For the JAVELIN Bladder 100 study,⁶ a PLSP was used to extend audience reach from the primary publication⁷
 - Article reach was extended globally through translations into Arabic, English, French, German, Italian, Japanese, Portuguese, and Spanish (Figure 7)
 - Translations were published at different time points (most recently in January 2023)

Figure 7. JAVELIN-100 PLSP total article downloads and page views.



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