

Barriers and solutions to advancing enhanced publications content (EPC): insights from a cross-stakeholder survey

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What’s preventing medical editors/publishers and publications planning professionals from developing or supporting more EPC?

The most common barrier was financial and budget considerations.

What would help?

Improved metrics to assess reach, impact and value was the most common solution for overcoming barriers to EPC.

What’s next?

Additional data showing the value of EPC, coupled with education around existing data, is essential. More leaders, including both small and large pharma/publishers, are also needed to pave the way for broader uptake. Journals may also increase perceived return on investment by making EPC more visible and accessible, and by standardising the format and target audience.



Access the survey, additional results, and a discussion of the findings here!

Objective

To identify perceived barriers to developing or supporting EPC and potential solutions for medical publications professionals.

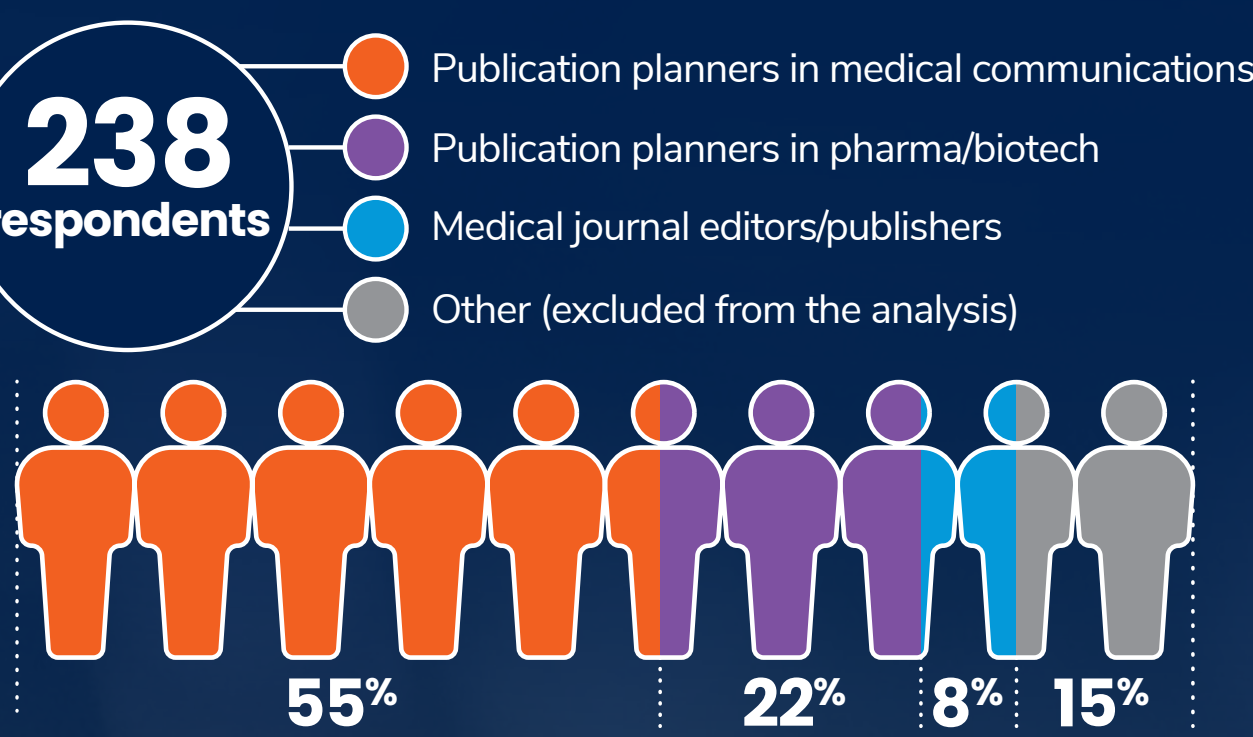
Methods

An anonymous, 13-question, multiple-choice survey was distributed in person and online, available from April to September 2023.

The survey



Sample

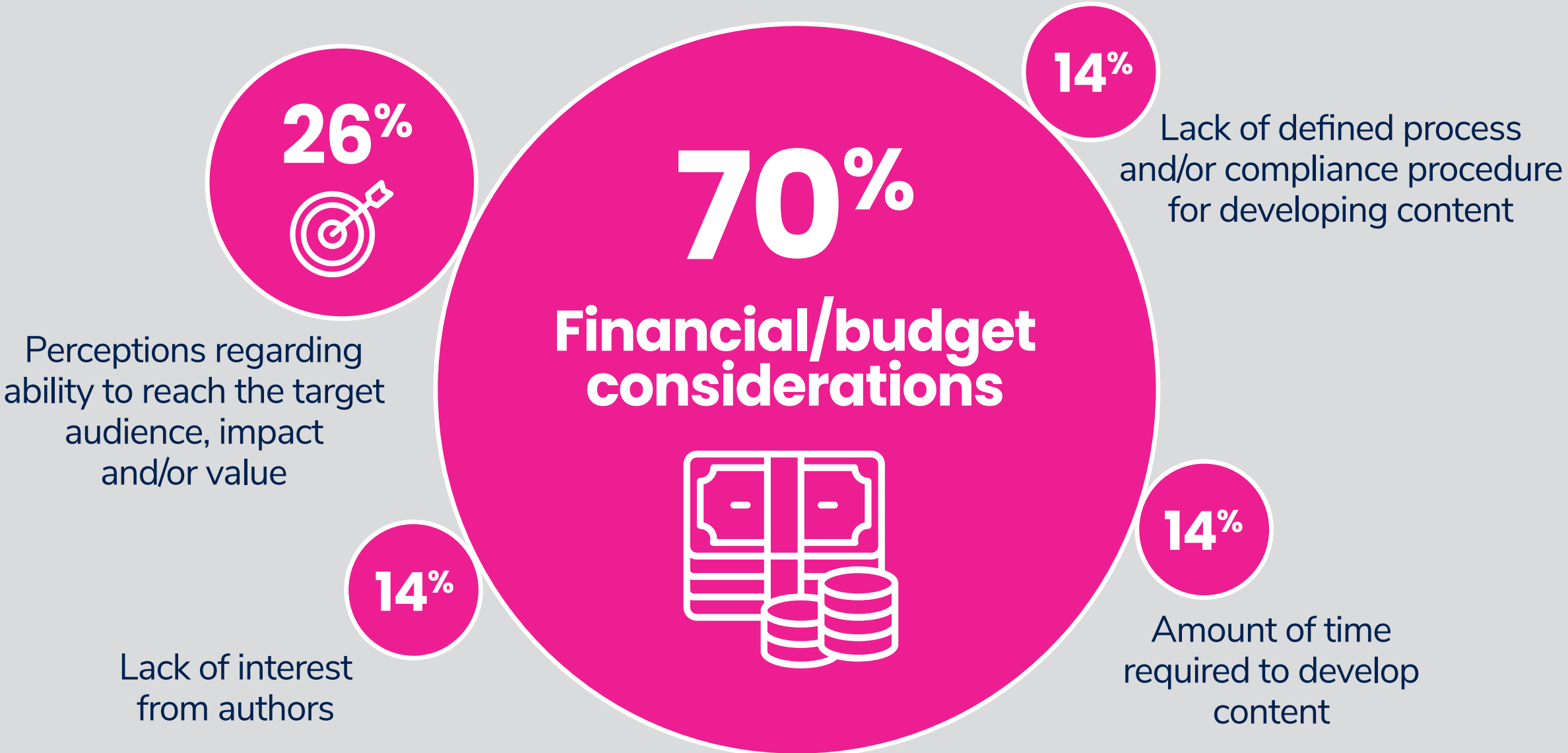


- Most respondents were very familiar (52%) or somewhat familiar (46%) with EPC
- The majority (65%) of publications planning professionals were very interested in developing EPC wherever possible
- Most (93%) journals/publishers currently host EPC, either developed by the authors or the journal

What are the perceived barriers to EPC?

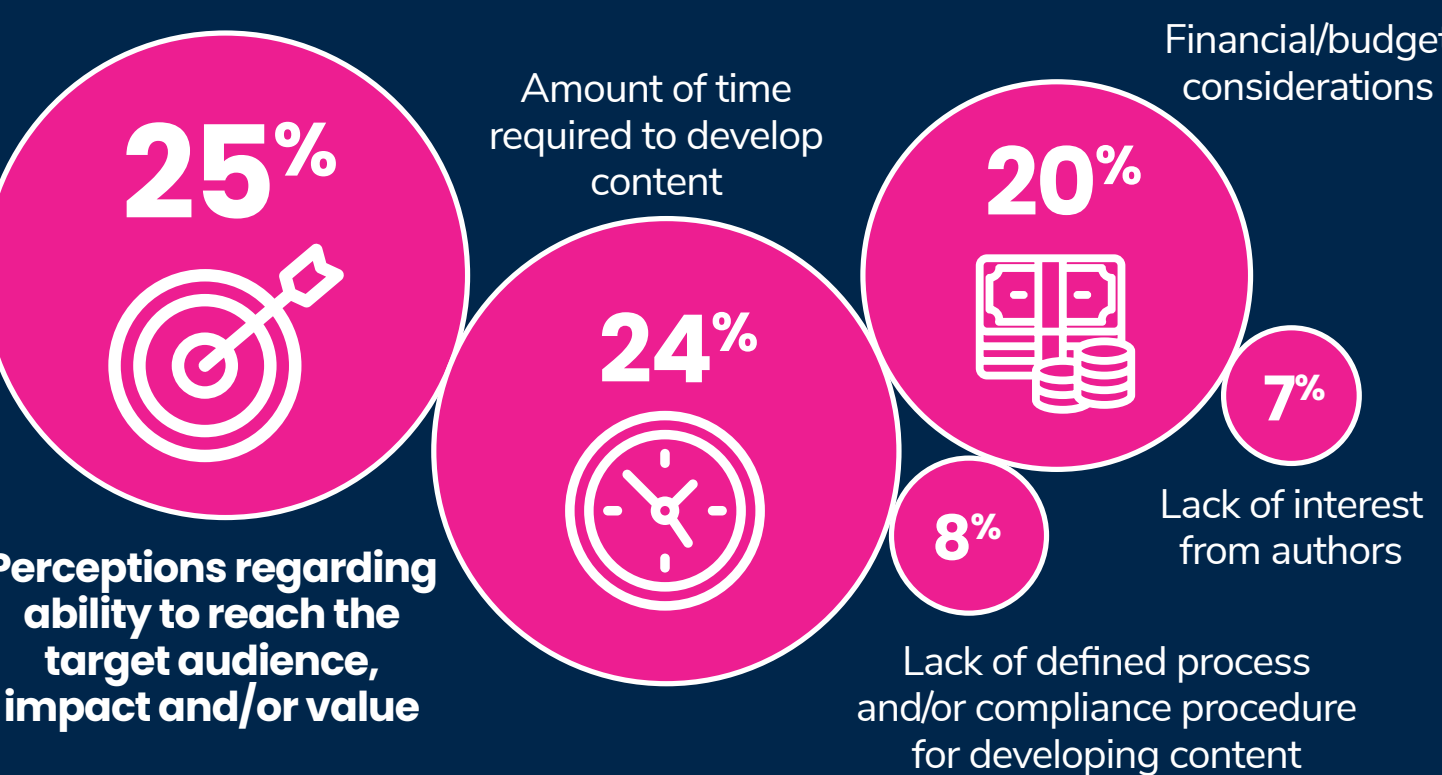
- The top-ranked barrier for all three groups of respondents was financial and budget considerations

Top-ranked barrier*



- The most common second-ranked barriers were perceptions regarding the ability to reach the target audience, impact and/or value, and amount of time required to develop content

Second-ranked barrier*

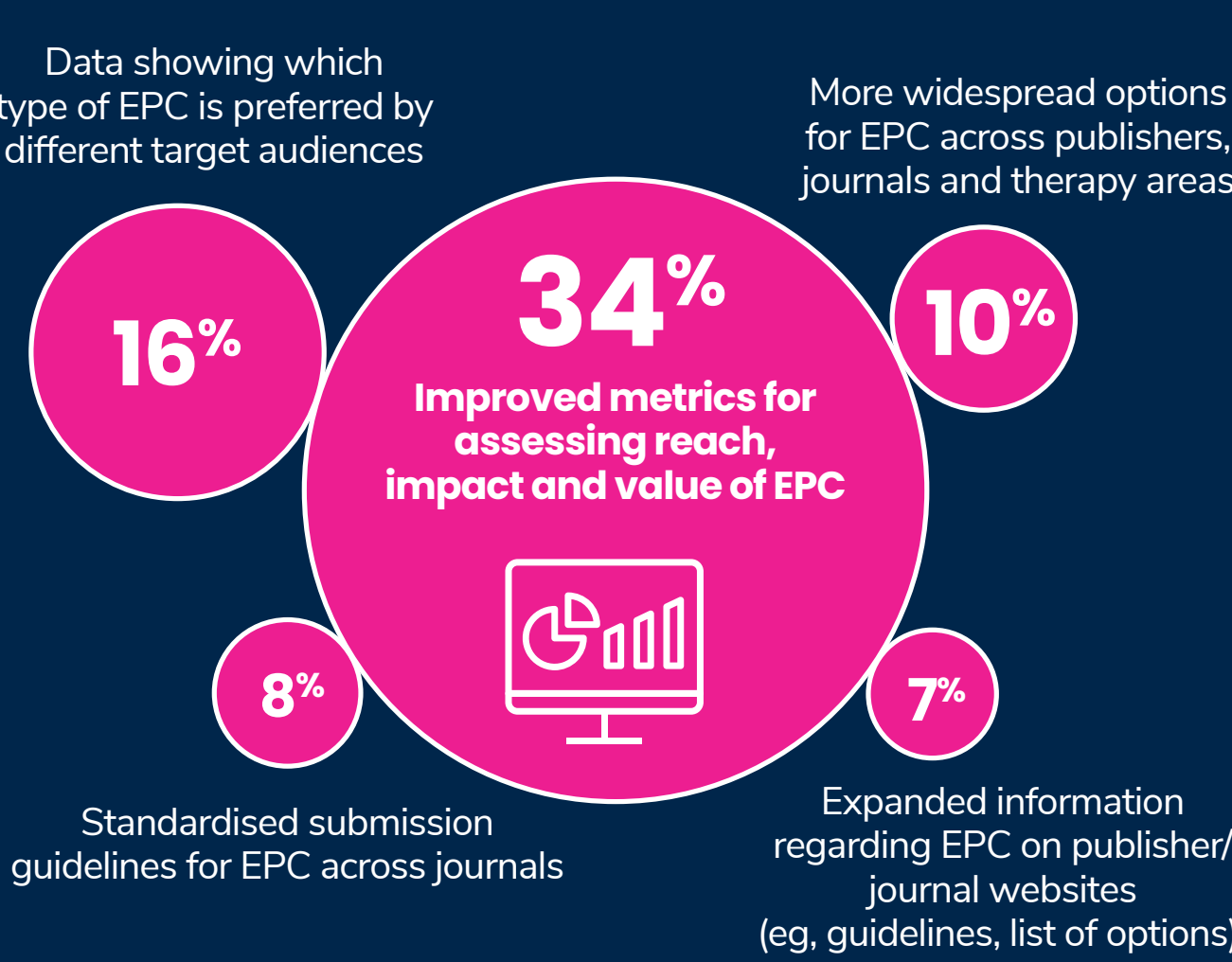


*Only the top five responses are shown. See additional materials via the QR code for full list of responses.

Solutions

- The top-ranked solutions to overcoming barriers were improved metrics, followed by data showing which type of EPC is preferred by different audiences
- 54% of respondents would increase and 39% might increase the use/development of EPC if their top-ranked barrier could be overcome

Top-ranked solution*



“It becomes so cumbersome to adapt your approach to each submission; this has time and budget implications.”

“Success begets success – few clients want to lead but may follow as practice grows.”

“Journals need to make enhanced content visible and accessible. Uniformity across journals and platforms like PubMed and Google Scholar would be the icing on the cake.”

Limitations

- This study was limited by the small sample size of editors/publishers and the potential bias due to the distribution methods