

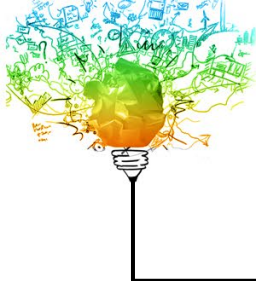
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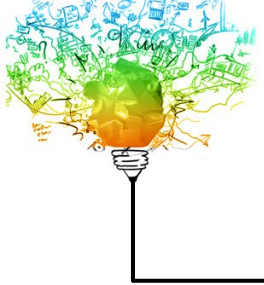
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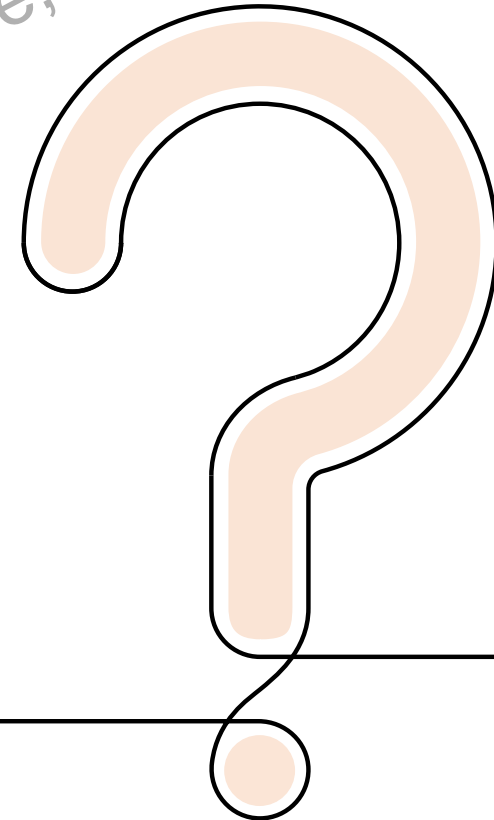
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We will make every effort to respond to all questions live (out loud)



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Learning Objectives

- Define the unmet needs and impact of publication extenders
- Describe ways to streamline and simplify terminology, development and peer review process
- Implement a decision-tree framework for developing publication extenders as part of medical communications

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What is the Publication Extender Toolkit?

- 1 Developed a comprehensive toolkit designed to guide ISMPP members through the integration of publication extenders into their publication strategies
- 2 This toolkit, which is specifically focused on digital/visual publication extenders (author videos, infographics, etc), aims to address the unmet needs of diverse audiences, cater to different learning preferences, and ultimately, increase the reach and awareness of medical publications
- 3 We will explore the "why do it", "what to do", and "how to do it" for incorporating digital/visual publication extenders into medical publications



Thanks to the ISMPP Digital/Visual Communications Committee 2024–2025

Amanda Smith, Syneos Health

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Ann Overton, MedThink SciCom

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- Breanne Fishman
- Jenna Kitz
- Kevin Mitchell
- Michael Hobert
- Nicola Truss
- Stephanie Springer
- Tim Becker

Past members who contributed to development:

- Avishek Pal
- Chirag Patel
- Beth Whann

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Where Can I Find the Toolkit?

Toolkit will be available soon, look for information to come from ISMPP

Publication Extenders

Over the past several years, publication extenders, also known as enhanced publication content or digital features, have become a gold-standard enhancement to peer-reviewed journal articles. Extenders include infographics, video abstracts, podcasts, and plain language summaries (PLS). Through its meeting programs, webinars, articles, and best practices guidances, developed by our member-volunteers, ISMPP provides resources related to the implementation of publication extenders as well as research that looks into extender impact, discoverability, and readability.



A Toolkit for Harmonizing Publication Extenders – coming soon!



Developed by members of the 2024-2025 Digital/Visual Communications Committee, the Publication Extenders Toolkit is designed to guide ISMPP members through the integration of publication extenders into their publication strategies. It is specifically focused on digital/visual publication extenders such as author videos, infographics, etc and aims to address the unmet needs of diverse audiences, cater to different learning styles, and ultimately, increase the reach and awareness of medical publications. Members can use the toolkit to explore the value (“why do it”) and the practical implementation (“what to do” and “how to do it”) of publication extenders.

The MAP Newsletter article, Publication Extenders: Yes, They Are Worth the Effort



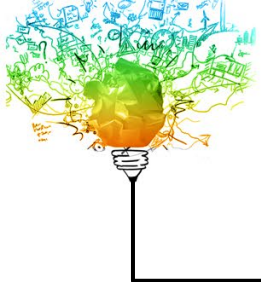
As interest has steadily increased, so has the research looking into publication extender impact, uptake, discoverability, and readability. [This article](#), by Kelly Soldavin (Taylor & Francis), Caroline Halford (Springer Healthcare), Adeline Rosenberg (Oxford PharmaGenesis), Joanne Walker (Becaris Publishing), and Hamish McDougall (Sage Publishing) and published in The MAP Newsletter on April 8, 2025, takes a question-and-answer approach to the evidence supporting the role of publication extenders in increasing impact and reach of scientific articles.



Why do it? What is the impact of publication extenders, and what unmet needs remain?

Lydia Alborn

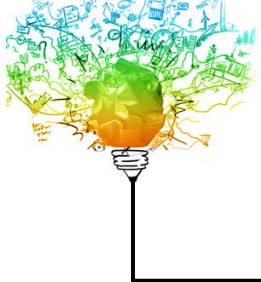
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Background

- Over 1.2 million articles are added to MEDLINE each year¹
- The readability of these scientific texts is also decreasing over time, impacting the accessibility of this research²
- As published research proliferates, clinical guidelines evolve, and therapeutic innovations develop, **information burden** is a major concern for HCPs³

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Background

- HCPs have limited time. To filter research effectively, they look for **quick, accessible** answers^{4,5}
- Clinicians across all fields uniformly appreciate anything that saves time or reduces cognitive load
- There's an **unmet need** within publications to help HCPs and other readers minimise information overload^{6,7}
- Publication extenders alleviate this unmet need by maximising research discoverability, accessibility, and reader engagement^{8,9}

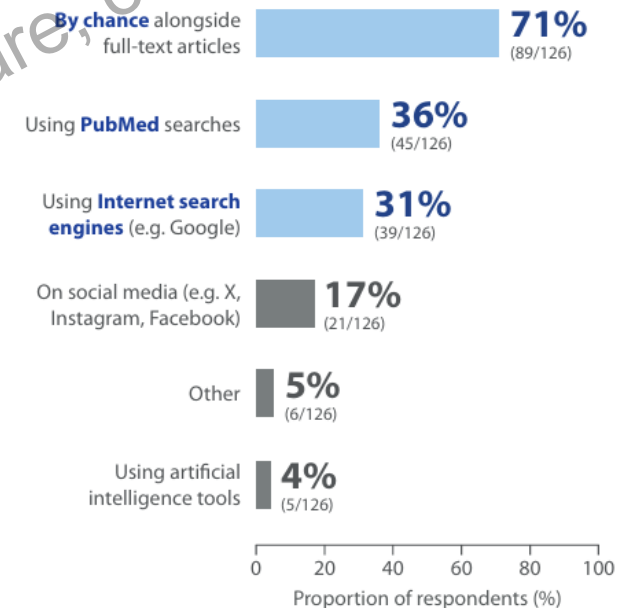


Why *publication extenders*?

- HCPs trust and seek information from scientific articles
- HCPs discover publication extenders primarily by chance alongside full-text articles¹⁰
- HCPs value this joint access to comprehensive data, alongside accessible content¹¹

Figure 4. Most HCPs found PLS by chance alongside full-text articles, while one-third used PubMed or Internet searches.

Question: How do you typically find/discover PLS?^a



^aRespondents could select one or more options from a predefined, multiple-choice list. Respondents who had 'never' read a PLS (5%, 7/133; Figure 2) did not answer this question. HCP, healthcare professional; PLS, plain language summary(ies).

Hadland P, Thomas S, Drevon G et al. Use of plain language summaries by healthcare professionals: an Open Pharma survey. 2022 ISMPP US. poster 51



Benefits are Good on Paper...

- Extenders are^{12, 13}
 - Valuable in keeping HCPs informed on research
 - Easier and quicker to read
 - Tailorable for different audiences
 - Shareable
 - Vetted & verifiable





Ample Evidence Supports This Notion

Article Readership

- Video abstracts and plain language content significantly **increase readership** of articles^{14, 15, 16}

Reader Comprehension and Retention

- Video abstracts, infographics, and PLS **increase reader comprehension and retention**¹⁷

Trust In Data

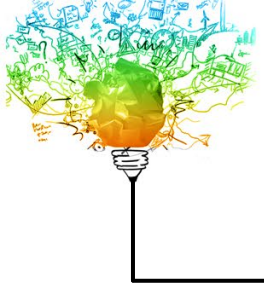
- **Video** abstracts **featuring** authors can **engender trust** in the data¹⁸

Citations

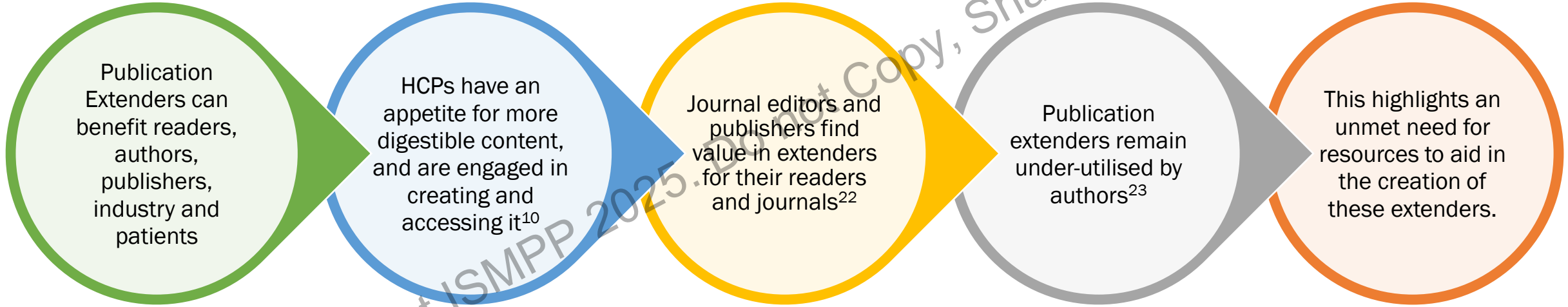
- Graphical Abstracts published on a publisher website saw **higher citation rates**^{19,20}

Shareability

- Enhanced content boosts **Altmetric and other engagement scores**, plus social media reach generally²¹



Demand vs Output



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So why are they underutilised?

Access - Not permitted by all publishers/ journals

Discoverability – Does this journal consider them? Are they visible in articles?

No Standardisation – No inter-journal consensus

Hesitation – Industry/ Author Alignment on Development

Resources – time, effort, cost, audience

Regulations – Compliance concerns/ publisher roadblocks



Publisher Perspectives: What Might Help?

Welcome Innovation

- Be open to consider novel article types and publication extenders²⁴

Reach consensus where possible

- Within publishers, across journals
- Between publishers, publishing professionals, authors and readers

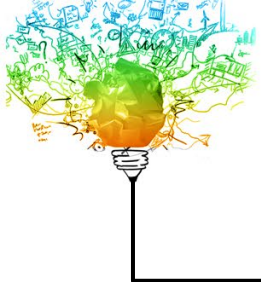
Welcome dialogue between all stakeholders²⁵

- Can processes be amended?
- Maintain and maximise scientific integrity

Showcase Capabilities

- Increase awareness and visibility of offerings²⁶

A toolkit to help publication professionals navigate publication extenders is timely



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What are digital/visual publication extenders, and how should we use them?

Nicola Truss, Ph.D., ISMPP CMPP™



What is a publication extender?

A publication extender is a collection of strategies and resources used to broaden the reach and awareness of research beyond traditional academic publishing

-  Extend
-  Engage
-  Increase visibility

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What is a publication extender?

A publication extender is a collection of strategies and resources used to broaden the reach and awareness of research beyond traditional academic publishing



Influenced by commercial-led efforts



Intended to market data/product



Key attributes of digital/visual publication extenders



Provide interactive content in concise, easy to understand visual and audio formats



Focus on the key information from the original publication



Aim to extend reach and engagement

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Types of digital/visual publication extenders

Graphic

Video

Audio

Graphical
abstract

Infographic

Graphical
PLS-P

Interactive
poster

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Types of digital/visual publication extenders

Graphic

Video

Audio

Graphical abstract

Graphical PLS-P

Infographic

Interactive poster

Video abstract

Video PLS

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Types of digital/visual publication extenders

Graphic

Video

Audio

Graphical abstract

Graphical PLS-P

Infographic

Interactive poster

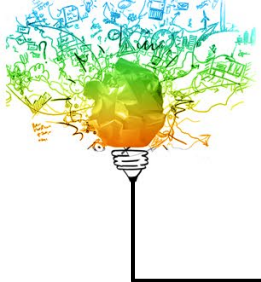
Video abstract

Video PLS

Author audio

Podcast

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Poll

- Which of these visual extenders are you using the most?
 - Graphical abstract
 - Graphical PLS-P
 - Infographic
 - Interactive poster
 - Video abstract
 - Video PLS
 - Author audio
 - Podcast
 - None of these





Case study: Graphical PLS-P

Jargon-free language

What were the main conclusions reported by the researchers?

The BECOME survey provides a unique caregiver perspective on nonseizure outcomes that may be affected by CBD. These results support further study of CBD for nonseizure outcomes in people with LGS or DS.

2 PAG authors

Nonseizure- and seizure-related benefits of cannabidiol treatment in the real world: plain language summary of the results from a caregiver survey

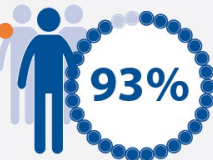
Anne T. Berg,¹ Tracy Dixon-Salazar,² Mary Anne Meskis,³ Sherry R. Danese,⁴ Ngoc Minh D. Le^{5*} & M. Scott Perry⁶

¹Northwestern University Feinberg School of Medicine, Chicago, IL, USA; ²Lennox-Gastaut Syndrome Foundation, San Diego, CA, USA; ³Dravet Syndrome Foundation, Cherry Hill, NJ, USA; ⁴Outcomes Insights, Ventura, CA, USA; ⁵Jazz Pharmaceuticals, Inc, Palo Alto, CA, USA; ⁶Jane and John Justin Institute for Mind Health, Cook Children's Medical Center, Fort Worth, TX, USA

*Ngoc Minh D. Le was affiliated with Jazz Pharmaceuticals, Inc at the time this study was conducted.

Visual enhancements

What were the caregivers' plans for continuing CBD treatment?



93% of the 498 caregivers surveyed planned to continue CBD treatment



LGS and DS are types of epilepsy that start early in childhood, are accompanied by various nonseizure symptoms and cause life-long disability.

Audio clips

How to say (double click to play sound)

- **Lennox-Gastaut syndrome:** LEH-nuhks-gas-TOE sin-DROME
- **Dravet syndrome:** druh-VAY sin-DROME
- **Cannabidiol:** ka-NAH-buh-DAI-uhl

Clear headings

How was the survey done?

Who took part in the survey?

What do the results of the study mean?

Definitions

Epilepsy: a disease of the brain, in which the person experiences repeating seizures that do not have any identifiable cause, such as an illness.

Seizures: excessive electrical activity in a person's brain that can affect how the person appears or acts. Seizures can cause changes in behavior and movement, abnormal violent muscle contractions and loss of awareness.

Caregiver: a family member, professional caregiver or any other person who reported that they were the main person caring for the person with LGS or DS.

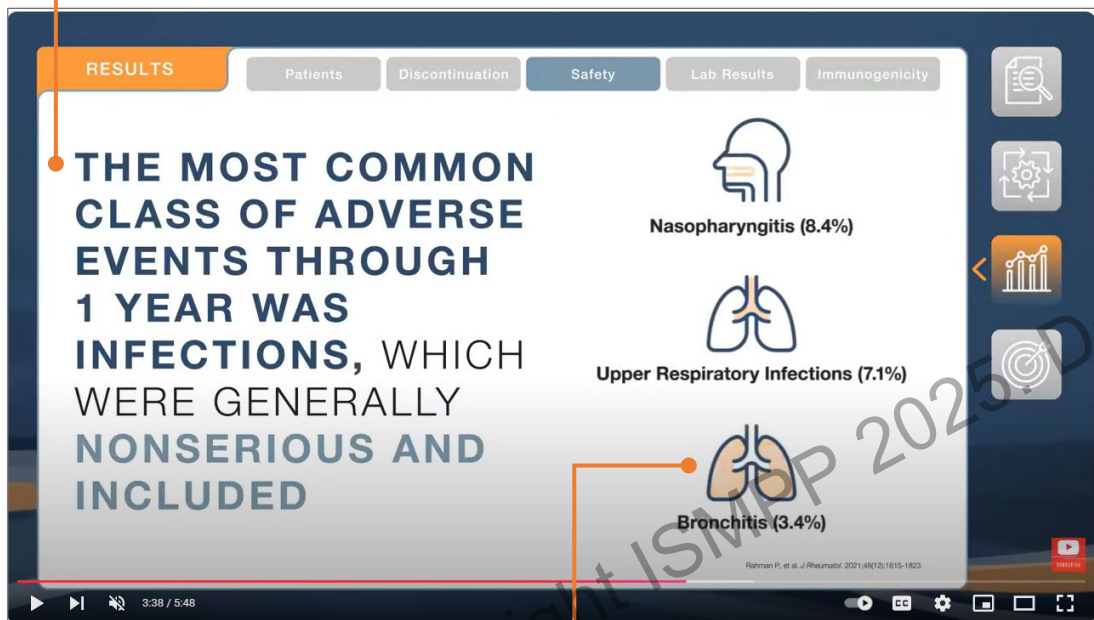
Nonseizure outcomes: aspects that are different from the effect on seizures, including the ability to learn and stay alert, communicate, behave well, interact with others, do activities of daily living and sleep well.

Original publication: Berg, A. T., Dixon-Salazar, T., Meskis, M. A., et al. Nonseizure- and seizure-related benefits of cannabidiol treatment in the real world: plain language summary of the results from a caregiver survey. *Future Neurology*, 19(1). <https://doi.org/10.2217/fnl-2023-0033>. View PLS-P: <https://www.tandfonline.com/doi/full/10.2217/fnl-2023-0033>



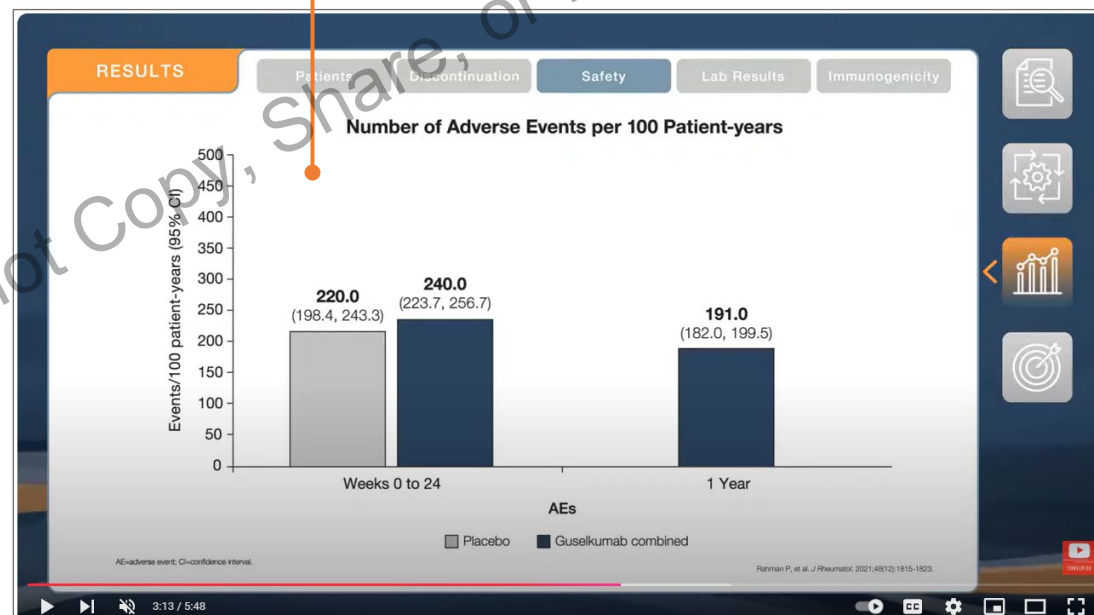
Case study: Video abstract

Concise language



Infographics

Data visualization



Original publication: Rahman P, Ritchlin CT, Helliwell PS, et al. Pooled safety results through 1 year of 2 phase III trials of guselkumab in patients with psoriatic arthritis. J Rheumatol. 2021;48(12):1815-1823. <https://doi.org/10.3899/jrheum.201532>. View video abstract: <https://www.jrheum.org/content/48/12/1815.tab-supplemental>



Case study: Infographic

Efficacy of Cannabidiol in Convulsive and Nonconvulsive Seizure Types Associated With Treatment-Resistant Epilepsies in the Expanded Access Program

This infographic is intended for healthcare professionals and researchers and reflects the content of the following article: [Flamini RJ, Comi AM, Bebin EM, et al. Efficacy of cannabidiol in convulsive and nonconvulsive seizure types associated with treatment-resistant epilepsies in the Expanded Access Program. Epilepsia. 2023;64\(8\):e156-e163. <https://doi.org/10.1111/epi.17665>. Erratum in: Epilepsia. 2024;65\(6\):1805. <https://doi.org/10.1111/epi.17977>](#)

Understanding treatment-resistant epilepsy (TRE)

Affects up to **36%** of patients with epilepsy*

Is associated with increased risk of

- Prolonged seizures or status epilepticus
- Seizure-related injuries that require hospitalization
- Sudden unexpected death in epilepsy (SUDEP)
- Neuropsychological and psychiatric impairments
- Social impairments

Patients with TRE receive only partial relief with antiseizure medications (ASMs)

Epidiolex® is a plant-derived, pharmaceutical formulation of highly purified cannabidiol (CBD)^{2,3}

CBD is approved for the treatment of seizures associated with Lennox-Gastaut syndrome, Dravet syndrome, and tuberous sclerosis complex⁴

In the US, the recommended maintenance dosage of CBD is 10-20 mg/kg/d for 100 and 150 and 25 mg/kg/d for 150*

The CBD Expanded Access Program (EAP) is authorized in January 2014 providing compassionate use access to patients with TRE

Prior EAP reports on general assessments of seizures in TREs rather than evaluating individual seizure subtypes

Aim: To evaluate the effectiveness of add-on CBD in convulsive seizure types, nonconvulsive seizure types, and epileptic spasms using pooled data from the EAP

This EAP analysis used data collected at 35 US-based epilepsy centers from January 2014-January 2019

All patients had TRE and were receiving stable ASM doses for at least 2 weeks

Parents/caregivers recorded all countable seizure types in a diary during a 4-week baseline period

Patients received add-on CBD (Epidiolex®) 100 mg/mL oral solution starting at 2-10 mg/kg/d and gradually increased until tolerability limit or maximum of 25-50 mg/kg/d

Patients were seen every 2-4 weeks for the first 16 weeks, and every 2-12 weeks thereafter

Patients enrolled in the study

Numbers	Median Age	Concomitant ASMs
892 patients prospectively enrolled	12 years, Range 0-75	Median 3, Range 0-10

Efficacy and safety were evaluated

Efficacy results

Patients had fewer convulsive and nonconvulsive seizure types and epileptic spasms

Across 144 weeks of treatment, median monthly percentage reductions in convulsive seizure types

58%-100% reduction (n=3-22)	64%-75% reduction (n=40-248)	47%-72% reduction (n=43-248)	77%-96% reduction (n=43-132)	61%-77% reduction (n=31-77)
Clinic seizures	Tonic seizures	Tonic-clonic seizures	Absc seizures	Epileptic spasms

Across 144 weeks of treatment, median monthly percentage reductions in nonconvulsive seizure types* and epileptic spasms

60%-75% reduction (n=47-223)	80%-100% reduction (n=36-142)	67%-80% reduction (n=41-129)	67%-80% reduction (n=41-129)	67%-80% reduction (n=10-33)
Food seizures	Absence seizures	Myoclonic seizures	Malicious seizures	Epileptic spasms

At least 49% of patients had a ≥50% reduction in convulsive and nonconvulsive seizure types and epileptic spasms at nearly all time points through 144 weeks of treatment

Safety through 222 weeks*

88% (n=789)	7% (n=63)	24% (n=210)	20% (n=178)	7% (n=63)
Most common adverse events (AEs) associated with CBD (AEs)	Discontinuation due to AEs	Most common liver-related AEs	Most common liver-related AEs	Deaths

Conclusion: Add-on CBD was associated with a reduction in the frequency of convulsive seizure types, nonconvulsive seizures, and epileptic spasms through 144 weeks of treatment in patients with TRE, who may experience various seizure types. Future controlled trials are needed to confirm these findings.

Affects up to **36%** of patients with epileps

Is associated with increased risk of

- Prolonged seizures or status epilepticus
- Seizure-related injuries that require hospitalization
- Sudden unexpected death in epilepsy (SUDEP)
- Neuropsychological and psychiatric impairments

Patients with TRE receive only partial relief with antiseizure medications

Epidiolex® is a plant-derived, pharmaceutical formulation of highly purified cannabidiol (CBD)^{2,3}

CBD is approved for the treatment of seizures associated with Lennox-Gastaut syndrome, Dravet syndrome, and tuberous sclerosis complex

The CBD Expanded Access Program

Visual enhancements

Concise, jargon-free language

Data visualizations

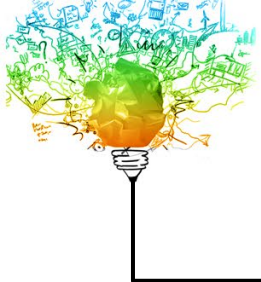
Original publication: Flamini RJ, Comi AM, Bebin EM, et al. Efficacy of cannabidiol in convulsive and nonconvulsive seizure types associated with treatment-resistant epilepsies in the Expanded Access Program. Epilepsia. 2023;64(8):e156-e163. <https://doi.org/10.1111/epi.17665>. Erratum in: Epilepsia. 2024;65(6):1805. <https://doi.org/10.1111/epi.17977>





Practical Guidelines and Ethical Considerations for Development of Effective Publication Extenders

Justine Kennedy, Ph.D., ISMPP CMPP™



Polling Question

Do your extenders go through a peer review or formal approval process?

- A) Yes, always
- B) Sometimes, depending on the journal
- C) No, but we review internally
- D) No formal review process





Best Practices for Publication Extender Development

Planning & Strategy

- Begin development concurrently with the manuscript
- Define the purpose of the extender (e.g., increase awareness, improve comprehension)
- Identify and tailor to the target audience (e.g., HCPs, patients, caregivers)
- Align with journal guidelines for format, size, and submission timing

Content Development

- Simplify complex data
- Focus on 2–3 key points to maintain clarity
- Choose appropriate visuals
- Ensure visual simplicity and relevancy in design
- Include captions, transcripts, or alternative text for accessibility
- Consider using layout/design specialist

Collaboration & Review

- Align with internal stakeholders early (authors, publication teams, agencies)
- Use templates or storyboards to streamline approvals
- Obtain permissions and attribution for reused content or branding
- Ensure peer review of extender to maintain the scientific integrity of the piece

Ethical & Professional Standards

- Adherence to GPP
- Ensure content is scientifically accurate and unbiased
- Clearly communicate any limitations
- Avoid promotional language
- Be mindful of cultural nuances and sensitivities
- Clearly disclose funding and relationships



Suggested Publication Extender Development Process

- 1** Publication extender format agreed upon by authors/sponsor/journal

Ensure appropriate selection of extender format for the information being communicated and the audience needs
- 2** Review journal submission guidelines and factor into planning for development of Draft 1

Comply with all formatting, size, and submission requirements (where applicable)
- 3** Develop Draft 1 of publication extender in conjunction with Draft 2 of associated publication/manuscript

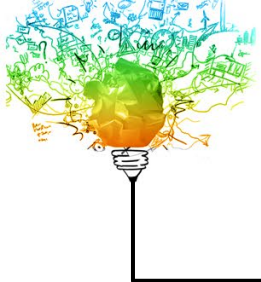
Content in publication extender should reflect information being presented in the main publication/manuscript, no additional content to be included; limitations to be included
- 4** All authors review Draft 1 of publication extender along with Draft 2 of associated publication/manuscript

All authors should have chance to review publication extender at the same time as Draft 2 of associated publication/manuscript
- 5** Address author feedback; finalize publication extender; gain final approval to submit

All key stakeholders should provide documented approval to submit the publication extender alongside any additional submissions
- 6** Submit publication extender to journal

Publication extender should undergo peer review in conjunction with any associated publication submission
- 7** Review/address peer review comments on the publication extender

The publication extender should fully reflect the key aspects of any associated publication and convey essential or key information at-a-glance



Conclusions

- Integrating digital and visual publication extenders into medical publications is no longer just an innovative enhancement—it's a critical evolution to address the diverse needs of today's audiences
- When we treat extenders as part of the publication strategy, we elevate both the impact and reach
- This toolkit outlines why these approaches matter, how to implement them effectively, and the ethical standards that must be followed
- By adopting a consistent approach for development, review, and execution, we can ensure these extenders achieve the same scientific rigor and integrity as peer-reviewed manuscripts to meet audience needs

Together, we can redefine medical publications for the digital age and deliver science that connects with broad audiences



Reminder

Toolkit will be available soon, look for information to come from ISMPP

Publication Extenders

Over the past several years, publication extenders, also known as enhanced publication content or digital features, have become a gold-standard enhancement to peer-reviewed journal articles. Extenders include infographics, video abstracts, podcasts, and plain language summaries (PLS). Through its meeting programs, webinars, articles, and best practices guidances, developed by our member-volunteers, ISMPP provides resources related to the implementation of publication extenders as well as research that looks into extender impact, discoverability, and readability.



A Toolkit for Harmonizing Publication Extenders – coming soon!



Developed by members of the 2024-2025 Digital/Visual Communications Committee, the Publication Extenders Toolkit is designed to guide ISMPP members through the integration of publication extenders into their publication strategies. It is specifically focused on digital/visual publication extenders such as author videos, infographics, etc and aims to address the unmet needs of diverse audiences, cater to different learning styles, and ultimately, increase the reach and awareness of medical publications. Members can use the toolkit to explore the value (“why do it”) and the practical implementation (“what to do” and “how to do it”) of publication extenders.

The MAP Newsletter article, Publication Extenders: Yes, They Are Worth the Effort



As interest has steadily increased, so has the research looking into publication extender impact, uptake, discoverability, and readability. [This article](#), by Kelly Soldavin (Taylor & Francis), Caroline Halford (Springer Healthcare), Adeline Rosenberg (Oxford PharmaGenesis), Joanne Walker (Becaris Publishing), and Hamish McDougall (Sage Publishing) and published in The MAP Newsletter on April 8, 2025, takes a question-and-answer approach to the evidence supporting the role of publication extenders in increasing impact and reach of scientific articles.

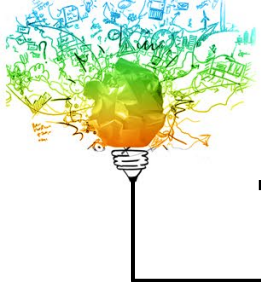
The Pubs Extender Toolkit will be linked via this webpage: [Enhanced Communications: Digital, Visual, and Accessibility Innovations](#)



Audience Q&A

To ask a question, open the Q&A window and type your question into the Q&A box. [Click Send](#).

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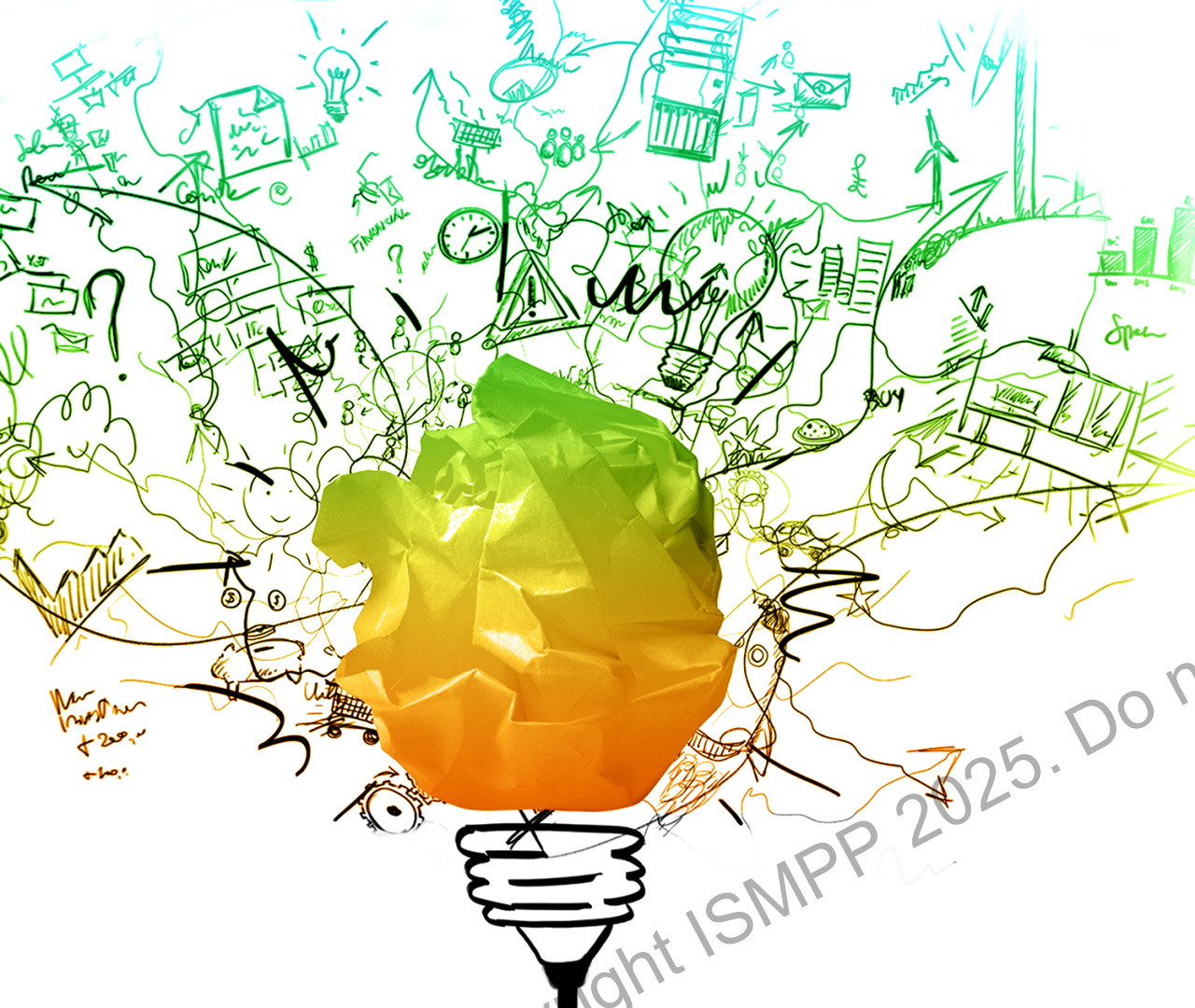
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Optimizing Publication Extenders: A Toolkit for Standardization

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