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February 24, 2021



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April 12-14, 2021
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Note: Check **Send Anonymously** if you do not want your name attached to your question in the Q&A

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



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- Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers



Learning Objectives

- Be aware of how preprint articles are being used to generate news stories and garner social media attention in the UK
- Understand the use of MedRxiv preprint server for industry-sponsored research of COVID-19 versus non-COVID-19 research
- Understand how the combination of open access publication, digital enhancements and collaboration and planning between the publisher and study sponsor can enhance the visibility of a journal publication.
- Be aware of the use of podcasts as a medium to provide medical education to healthcare professionals (HCPs) in different countries.



Thank You

- 2021 EU Abstract Committee
 - Maud Boyer
 - Maria Haughton
 - Laura McGovern
 - Rob Pilbrow
 - Fiona Plunkett
 - Grannum Sant





Faculty

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Graham Allcock, PhD, Scientific Director, Spirit Medical Communications Group Ltd

Caroline Halford, Digital Publishing Manager, Springer Healthcare Ltd

Lisa Jolly, PhD, ISMPP CMPP™, Senior Scientific Specialist, Parexel International

Kelly Soady, PhD, Communications Team Leader, Oxford PharmaGenesis

Moderator:

Laura McGovern, Director, Scientific and Editorial Services, Articulate Science, part of Nucleus Global



Assessment of the abuse of preprint articles for the sensationalisation of news in the Covid-19 era

Graham Allcock^a, Sophie Walton^b, Nikki Kendrick^a

^a Spirit Medical Communications Group Ltd, Alderley Edge, Cheshire, UK; ^b Spirit Medical Communications Group Ltd, Didsbury, Manchester, UK



Wuhan empties out as coronavirus takes hold of city

Coronavirus: More than half of Wuhan cases were asymptomatic or mild enough not to be reported, study says

Research comes as concerns raised over China's recording of asymptomatic cases

25 March 2020

nature

What the cruise-ship outbreaks reveal about COVID-19

Close confines help the virus to spread, but closed environments are also an ideal place to study how the new coronavirus behaves.

26 March 2020

Daily Mail

**Does smoking
PROTECT against
coronavirus? That
was the amazing
claim from David
Hockney but multiple
scientific studies now
suggest he might be
on to something**

15 April 2020

Daily Mail

**Do testicles make
men more
vulnerable to
coronavirus? Study
suggests testes
harbour Covid-19
giving virus
sanctuary from
immune system**

18 April 2020

**DAILY
STAR**

**Scientists confirm
coronavirus can
enter body
through eyes,
casting doubt on
face masks**

10 May 2020



Preprints

Manuscript submissions that have yet to undergo peer-review housed on a server, such as MedRxiv



Advantages

- Open publication
- Set precedence for research
- Avoids selection bias of negative findings
- Rapid dissemination of results

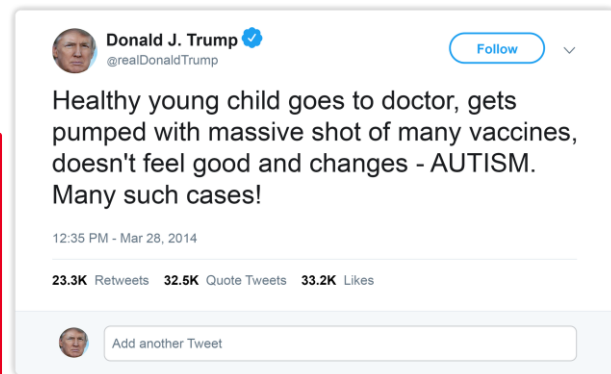
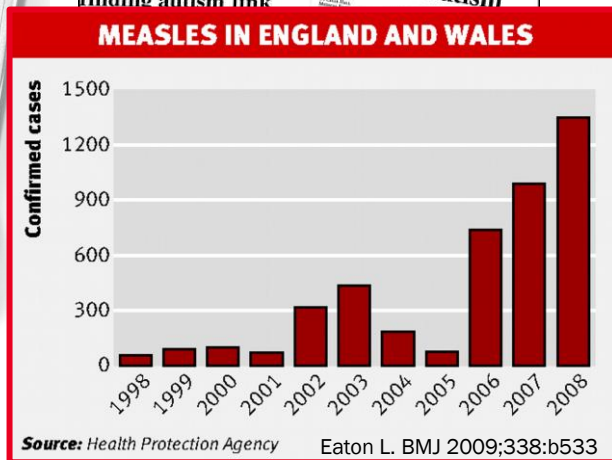


Disadvantages

- Robustness of study not confirmed by peer review
- Conclusions and discussion may not be balanced



Long term consequences of sensationalising public health issues





Objective



To understand what role preprint servers have on the communication of science-based news in the COVID-19 era



Methods

Website articles citing the preprint server MedRxiv between March and August 2020 were searched using Talkwalker social listening tool

Results were filtered for articles from the UK and for news articles



Articles cross-checked manually to see

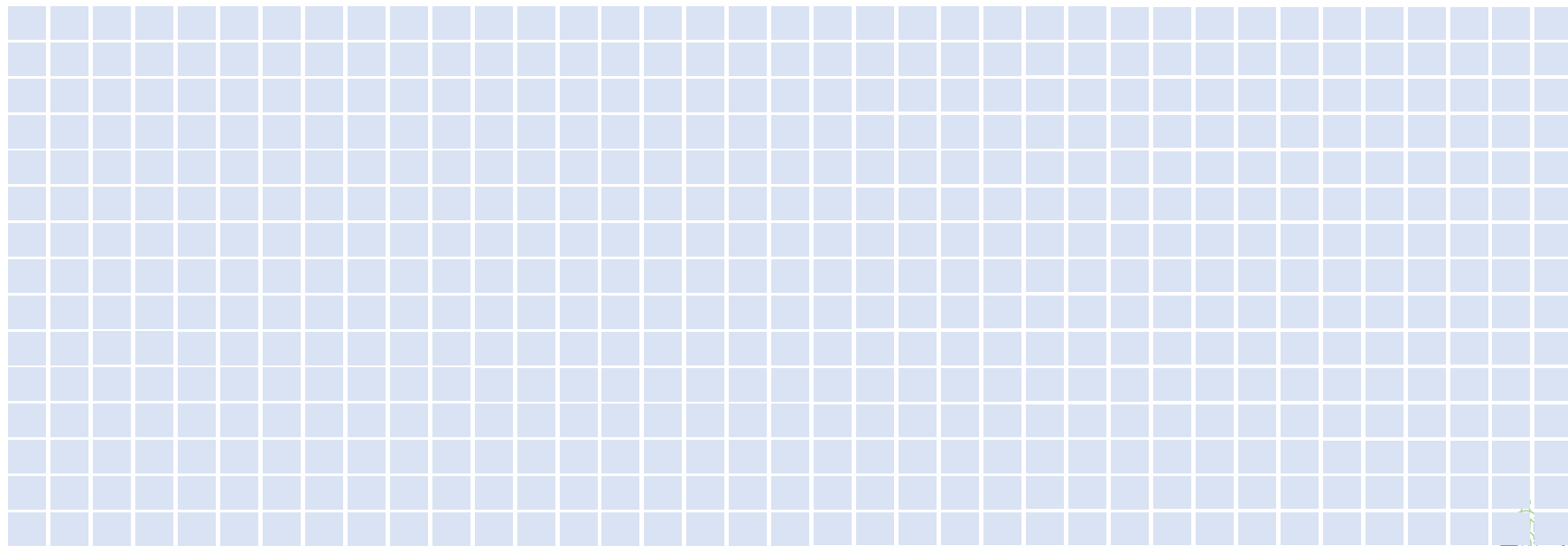
- if the specific MedRxiv article was identified
- if an article was subsequently published



Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

555 articles cited MedRxiv

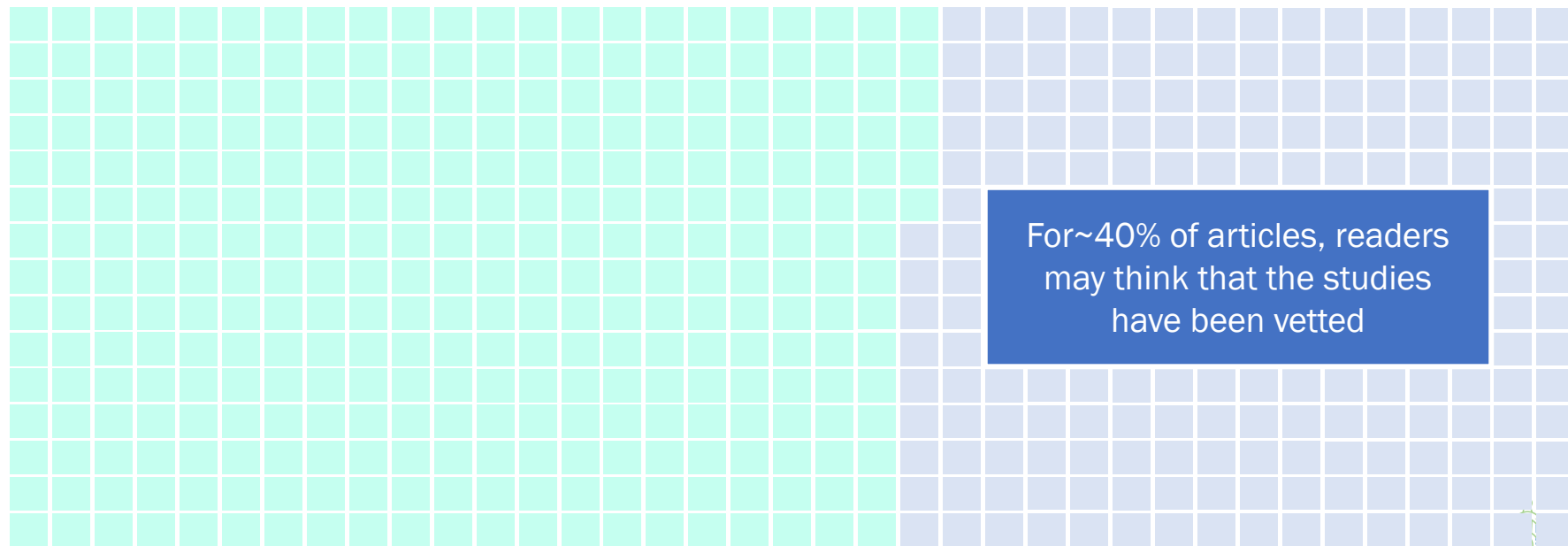




Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

321 articles indicated that data were from a preprint





Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

383 had not been published as of 1st October 2020

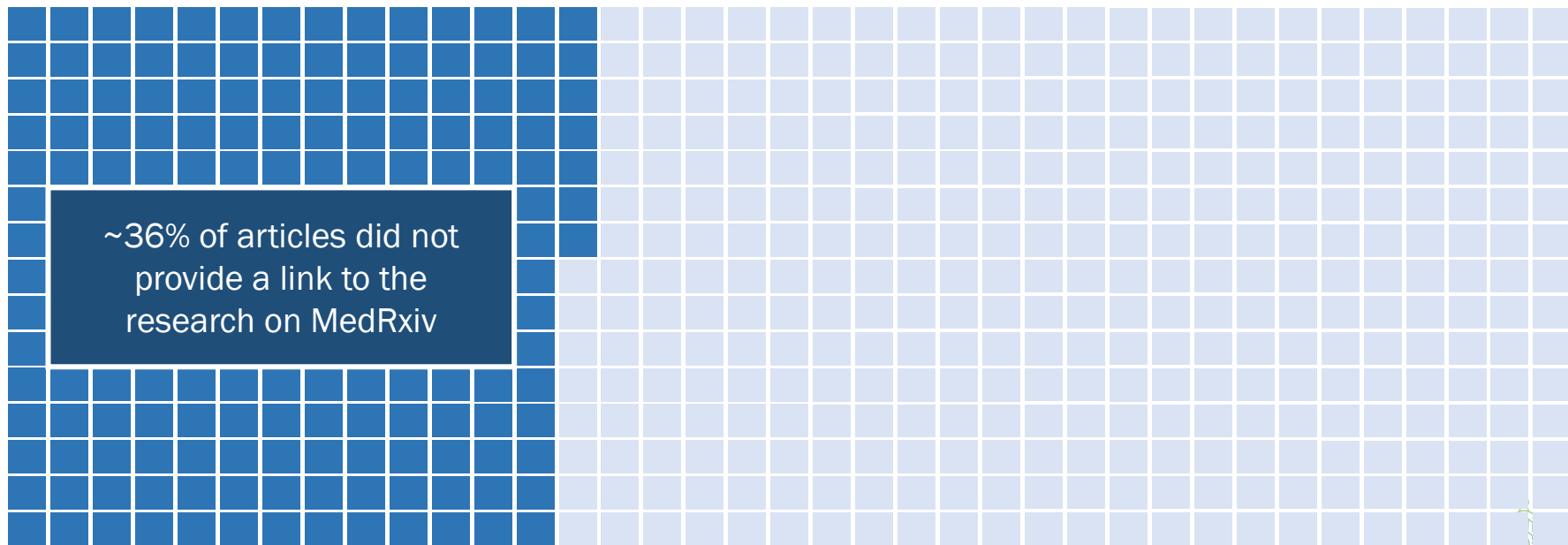
~70% of articles had not
been fully vetted



Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

202 articles did not link through to the MedRxiv article

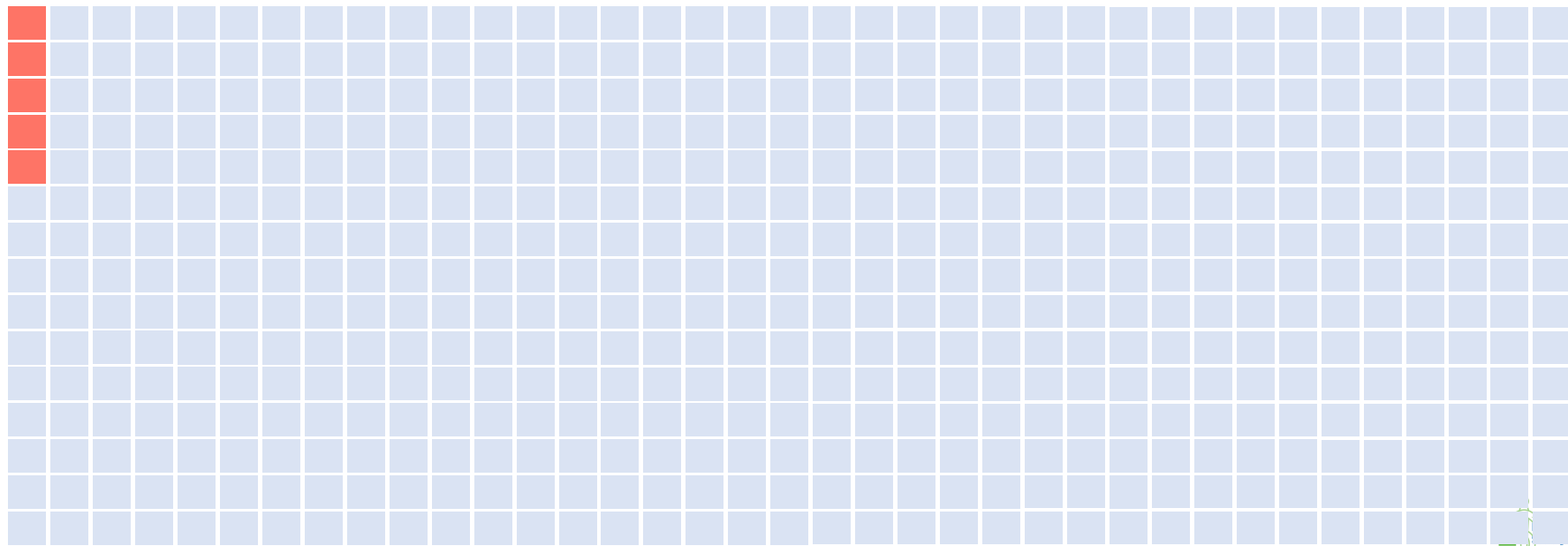




Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

5 articles were based on preprints that had subsequently been withdrawn from MedRxiv

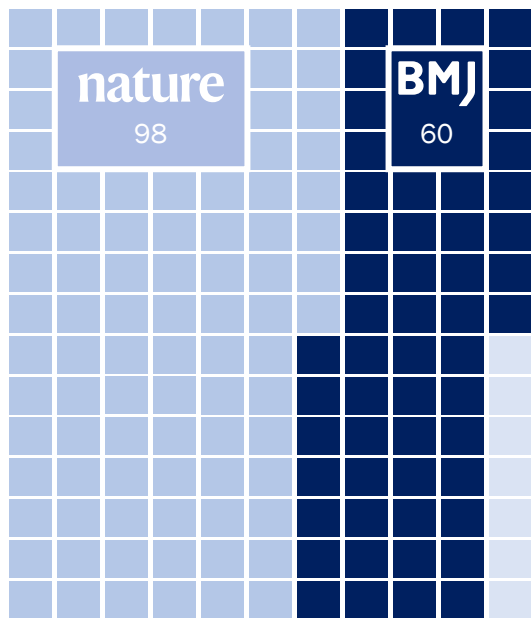




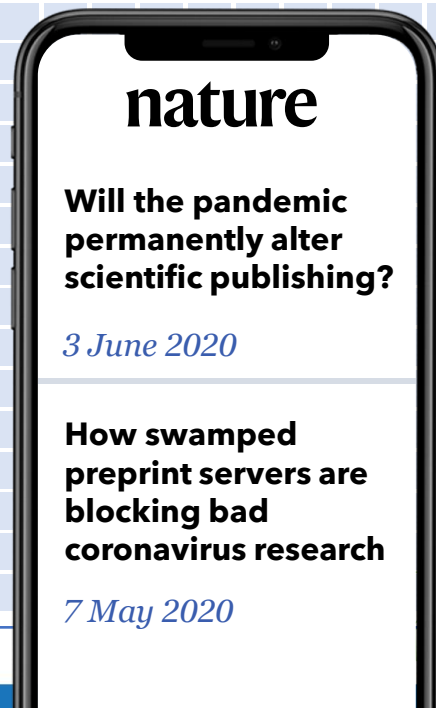
Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

Which outlets were responsible for most of the articles?



- Many news articles aimed at scientifically literate audience who understand preprint and peer review
- Articles not sensationalised and with different focus

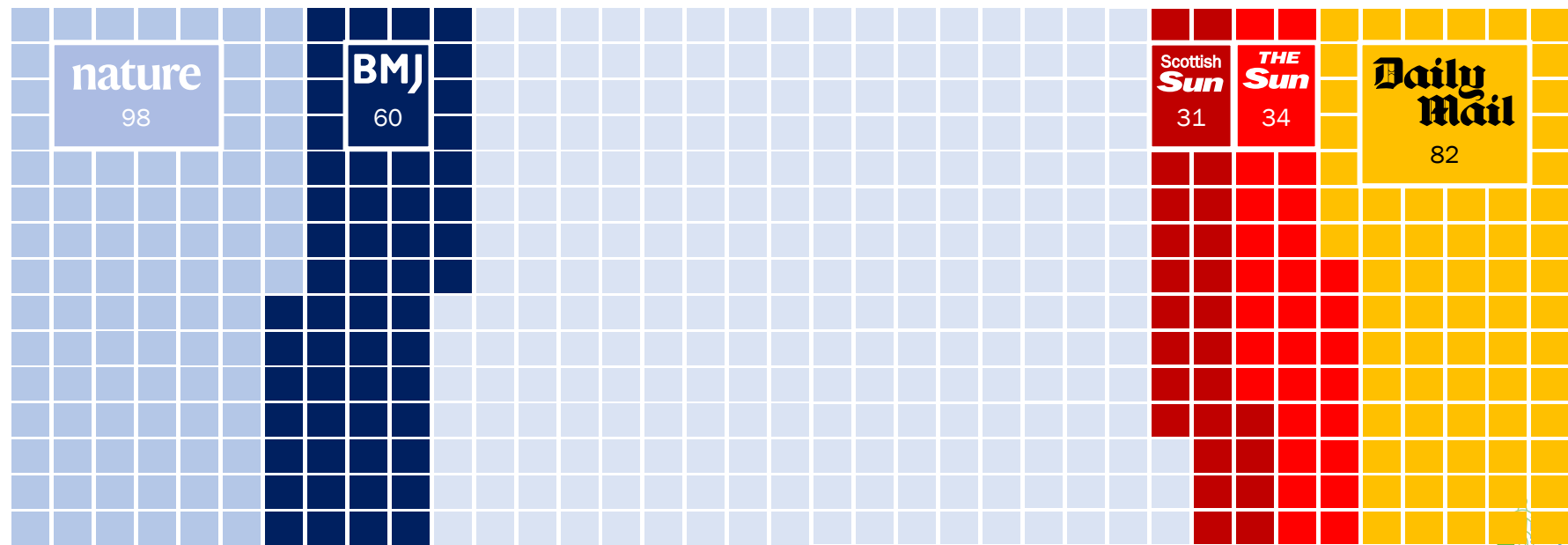




Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

Which outlets were responsible for most of the articles?

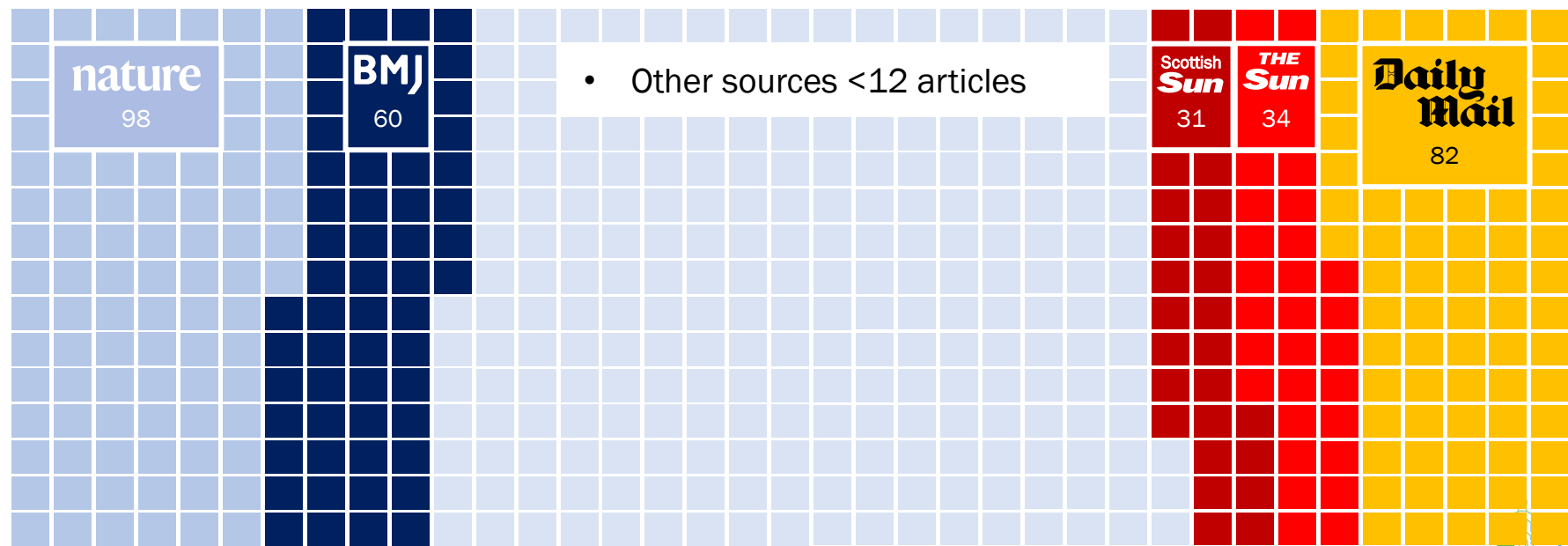




Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

Which outlets were responsible for most of the articles?





Results: Articles citing MedRxiv preprints

March-August 2020, in the UK

121 articles were based on 1 preprint

Roll out of a
national story
to local
newspapers

Knutsford
Guardian

**Can you get
Covid-19
twice?
Here's what
experts say**

18 July 2020

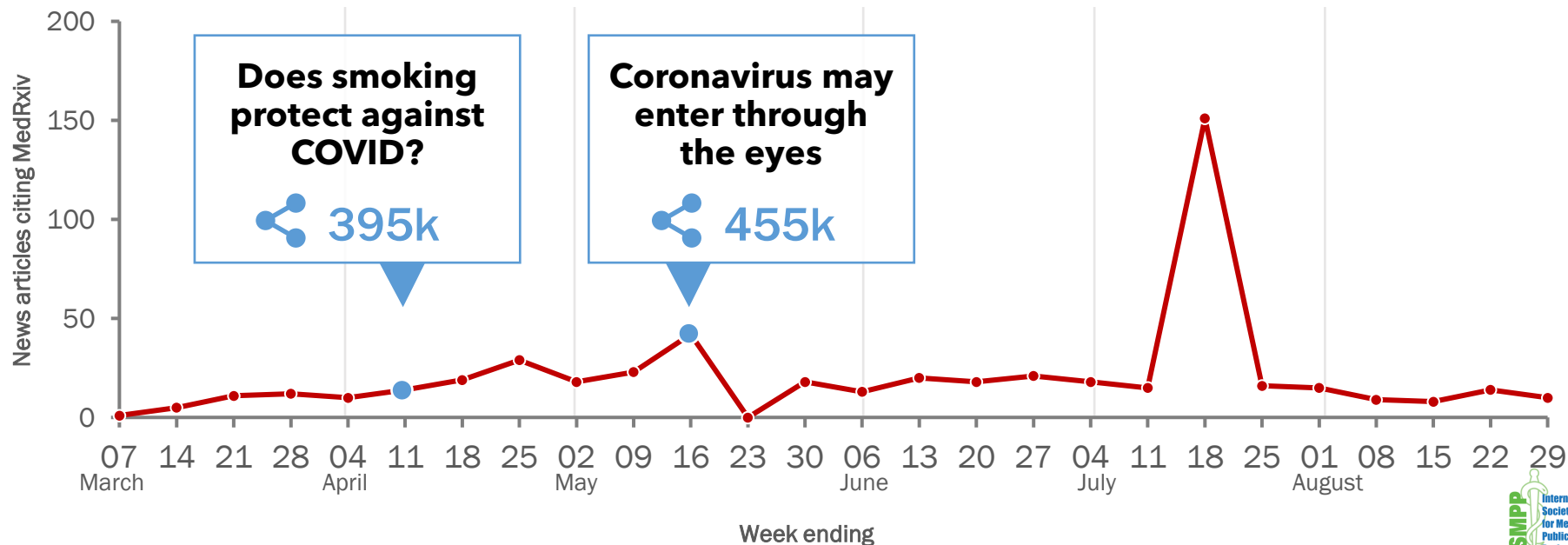


Results: Social media engagement



~1.5M

posts, likes and shares of news stories on Twitter and Facebook





Limitations of the analysis

UK-centric

Just one preprint server assessed

Short time-frame for assessment of whether articles were published



Conclusions

Preprint articles are being used to generate news stories and garner significant social media attention in the UK

The general public may be unaware of what preprints are, and that they have not been assessed to see if they represent robust and balanced information

Scientifically-focused publications were better at citing preprint articles and presenting information in a more balanced way

The use of unverified and potentially unbalanced scientific data in preprint articles for sensationalised news articles could mislead the general public and lead to public health problems



**THE
Sun**

**CATCHING ON:
UK may already
have enough
herd immunity to
prevent second
coronavirus
wave,
say scientists**

17 July 2020



Conclusions

Preprint articles are being used to generate news stories and garner significant social media attention in the UK

The general public may be unaware of what preprints are, and that they have not been assessed to see if they represent robust and balanced information

Scientifically-focused publications were better at citing preprint articles and presenting information in a more balanced way

The use of unverified and potentially unbalanced scientific data in preprint articles for sensationalised news articles could mislead the general public and lead to public health problems

Daily Mail

**Coronavirus CAN
enter the body
through the eyes:
Scientists find
eye cells are a
prime target for
the deadly virus
to attach to**

10 May 2020



Acknowledgments

Bakamo for helping with the Talkwalker searches

Aven Bang (Spirit Medical Communications Group Ltd) for
cross-checking information



Anti-vaxxers are among the top 'threats to global health' in 2019, World Health Organization declares

'Vaccine hesitancy' joined nine other health problems
on the list released on Monday

17 January 2019



Use of the preprint server medRxiv for industry-sponsored research: COVID-19 versus non-COVID-19 research

Lisa Jolly^a, Shalini Murthy^b and Nichola Gokool^c

^aParexel International, Uxbridge, Middlesex, UK;

^bParexel International, Hackensack, NJ, USA;

^cParexel International, Littlehampton, West Sussex, UK



Background

- The use of preprint servers to disseminate research articles prior to peer review is increasing
 - medRxiv, a preprint server for the medical, clinical and health sciences, was launched in 2019¹
 - Use of medRxiv by industry was low in the first 6 months post-launch²
- During the pandemic, the use of preprint servers has accelerated
 - It is unclear whether server use by industry has also increased over this period^{3,4}
- We hypothesized that the use of preprint servers to disseminate industry-sponsored research has increased during the pandemic
- We compared the use of medRxiv for the dissemination of **COVID** vs **non-COVID** research, focusing on industry-sponsored studies

1. medRxiv. <https://www.medrxiv.org/>; 2. Karalian A, et al. *Curr Med Res Opin*. 2020;36(sup1):5–22; 3. Krumholz HM, et al. *JAMA*. 2020;324(18):1903–1905; 4. Kleinert S, et al. *Lancet*. 2020;396:805.



Methods

- Using the search function in medRxiv, we determined the total numbers of preprints mentioning '**COVID-19 or SARS-CoV-2**' (**COVID**) and **all others (non-COVID)** deposited up to 30 Sep 2020
- We manually screened all **COVID** and **non-COVID** preprints deposited during a peak-activity week (24–31 May)

Number of
preprints up to
30 Sep 2020



Number of
preprints
per month



Number of
preprints per
subject area



Funding
source



Study
type



Author
affiliations

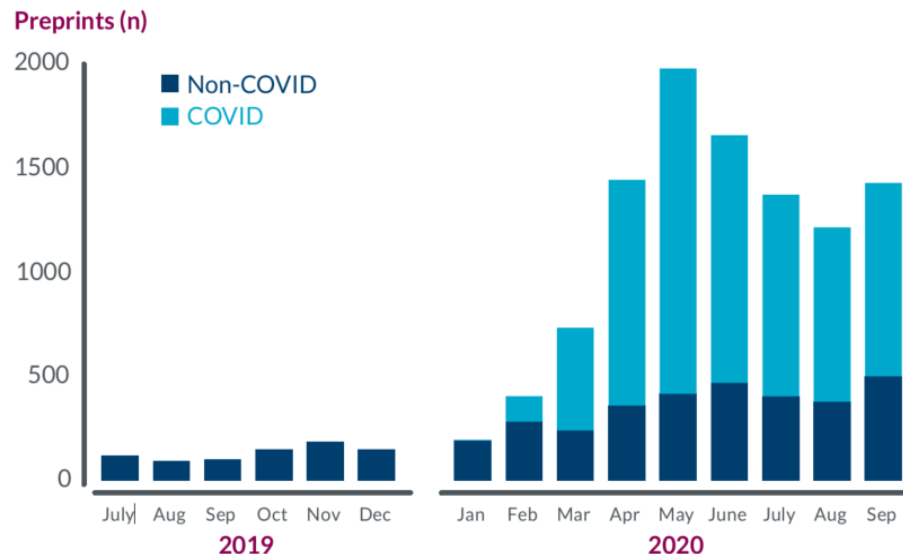




Results: 2020 saw a large increase in the number of preprints deposited on medRxiv

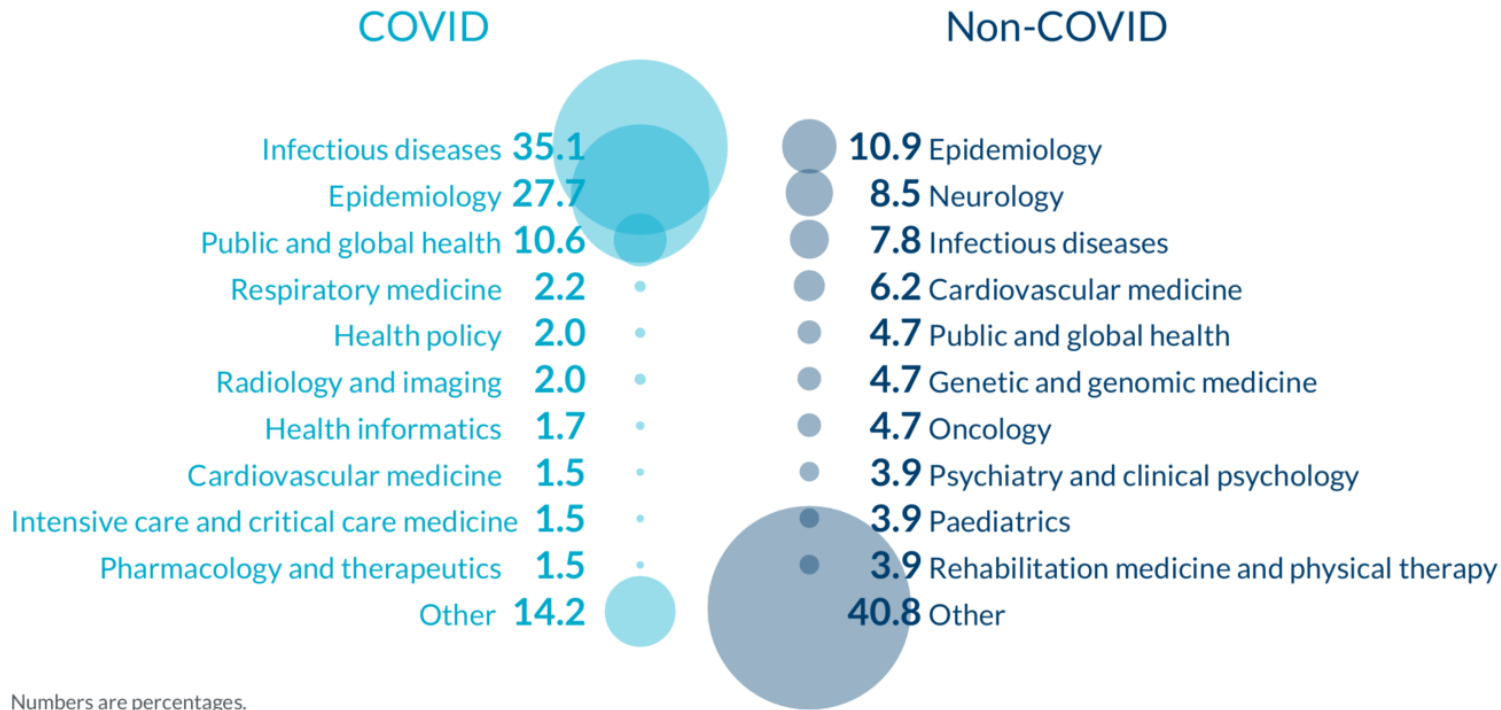
- As of 30 September, **7181 COVID** and **4050 non-COVID** preprints had been deposited on medRxiv since its launch
- May 2020 saw peak activity, with 1979 (**COVID, 1562**; **non-COVID, 417**) preprints published
 - 404 COVID** and **129 non-COVID** preprints were published from 24 to 31 May
 - At the time of analysis, **44 of 404 (10.9%) COVID** and **5 of 129 (3.9%) non-COVID** preprints published from 24 to 31 May had been published in peer-reviewed journals

COVID and non-COVID preprints published on medRxiv





Results: COVID and non-COVID research is distributed across distinct subject areas



Analysis included 533 preprints published on medRxiv from May 24 to 31, 2020.



Results: The proportion of preprints acknowledging commercial funding was low

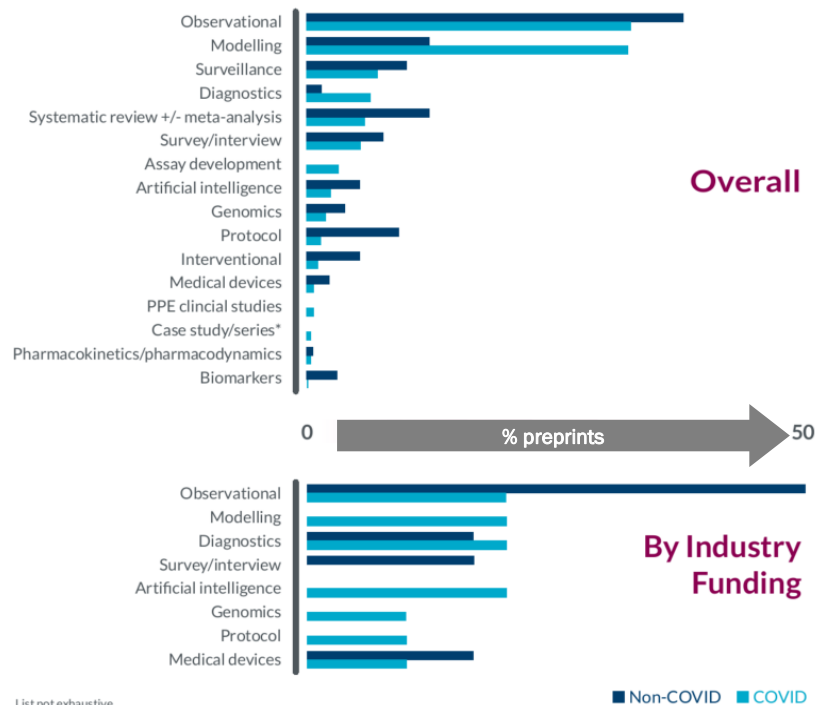
		COVID	non-COVID
Acknowledged commercial funding		10 (2.5%)	6 (4.7%)
Industry authors		9 (90%)	5 (83%)
Listed commercial authors but did not acknowledge commercial funding or include a conflict of interest disclosure		26 (6.4%)	7 (5.4%)

Analysis included 533 preprints published on medRxiv from May 24 to 31, 2020.



Results: A high proportion of preprints describe observational and modelling research

- The highest proportion of preprints overall described observational research (32.4%; **COVID 32.7%**; **non-COVID 38.0%**)
- Preprints on industry-funded **COVID** research covered a variety of study types, including artificial intelligence, diagnostics, modelling and observational research
- Half of industry sponsored **non-COVID preprints** described observational research



Analysis included 533 preprints published on medRxiv from May 24 to 31, 2020.



Conclusions

- Although use of medRxiv has accelerated during the pandemic, **utilisation by industry has remained low**
- Our findings support those of a previous study in which **~30% of papers submitted to a preprint server were missing information** on ethics approval, declaration of interests, funding, and clinical trial registration¹
 - This highlights a need for uniform reporting standards on preprints
- The rate of **subsequent publication of preprints in peer-reviewed journals appears low**, although this may reflect journal lead times²
- Further research should aim to **identify potential barriers** to the industry embracing preprint servers in order to increase awareness of their role and value among publication professionals

1. Kleinert S, et al. *Lancet*. 2020;396:805; 2. Krumholz HM, et al. *JAMA*. 2020;324(18):1903–1905.



Maximizing publication impact through stakeholder collaboration, digital enhancements, external communications, and social media: A case study

Caroline Halford^a, Lydia Alborn^a, Victoria Glasson^a, Alison Chisholm^b and William Gattrell^c

^aAdis, Springer Healthcare Ltd, Chester, UK;

^bOxford PharmaGenesis Ltd, Oxford, United Kingdom; ^cIpsen, Abingdon, UK



Background

- 1 million articles added to MEDLINE each year*
- There is a need for tools to maximize research discoverability, accessibility, and reader engagement
- Therefore, we published an article with
 - Digital enhancements
 - Open access
 - Social media promotion
- We evaluated the impact of these factors on article readership and engagement

*https://www.nlm.nih.gov/bsd/stats/cit_added.html



Infographic



Author video



Animation



Plain language summary



March

May 18

May 19

May 20-24

August 24

Communicated plans and objectives

Plan



Phased social media activities to raise awareness

Press release
LinkedIn posts

Enhancement-based
Twitter campaign



Evaluate impact



Attributes of case article vs issue

Case article

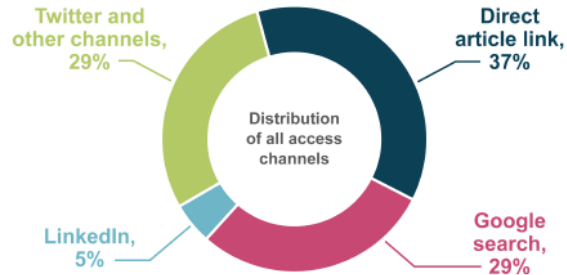
- Open access
- Oncology
- Original research
- Digital features
- Received social media promotion by journal (Twitter and LinkedIn) and sponsor (press release)

Entire June issue (30 articles)

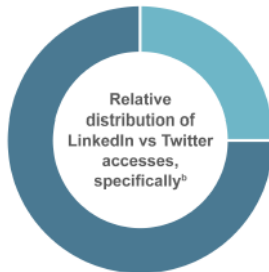
- **23 open access** / 7 paywalled
- **23% Oncol**; 17% Int med; 13% Resp; 10% Pain; 7% Infect dis; 7% Haem; 7% Cardio; 17% Other
- **77% original research**, 17% review, 3% Commentary, 3% Practical Approach
- 2 articles with **digital features**
- All articles received some element of **social media promotion** by journal (Twitter)



Results



75%



25%



Metric	Case article (n = 1)	OA (n = 23) ^c Issue mean fold increase	Non-OA (n = 6) Issue mean fold increase
Accesses	2618	807 3.2 ↑	105 24.9 ^d ↑
Time on page, mean	6 m 33 s	5 m 22 s 1.2 ↑	4 m 35 s 1.4 ↑
Altmetric attention score	103 ^e	1.3 79.2 ↑	0.3 343.3 ↑



Conclusion

- The combination of **open access publication**, **digital enhancements**, and **collaboration and planning** between the publisher and publication sponsor (or authors) is key to enhancing the visibility of a journal publication



Recommendations

1. Publish **open access**
2. Publish **enhancements at the same time** as the manuscript
3. Establish author/sponsor & publisher **channels of communication** early
4. Outline planned enhancements and **discuss opportunities** to raise article awareness
5. Use **multiple social media channels** (including LinkedIn)
6. Share enhancements on **multiple platforms**



Podcasts for delivery of medical education

Julliana Newman^a, Andrew Liew^b, Jon Bowles^c,
Kelly Soady^d and Steven Inglis^b

^aGilead Sciences, Melbourne, VIC, Australia;

^bOxford PharmaGenesis, Melbourne, VIC, Australia; ^cOxford PharmaGenesis, Oxford, UK;

^dPharmaGenesis London, London, UK



Acknowledgements

- Presenting on behalf of Julliana Newman, Associate Director, Medical Affairs, Gilead Sciences
- Thank you to my co-authors and the **in Podcast** team both at Gilead Sciences and Oxford PharmaGenesis
- Thank you to the organizing committee for the opportunity to present our research





Why podcasts?



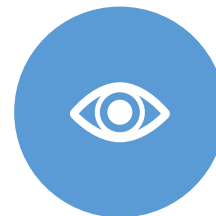
Enables rapid dissemination of up-to-date data



On-demand content lets listeners learn on the go



Can be made available to a broad audience



Access to a range of perspectives



Creation of a pilot podcast series



HIV in Podcast Australia was launched in 2018



Accredited by ASHM



PRIME awards finalist 2019



Deployment through a dedicated mobile app



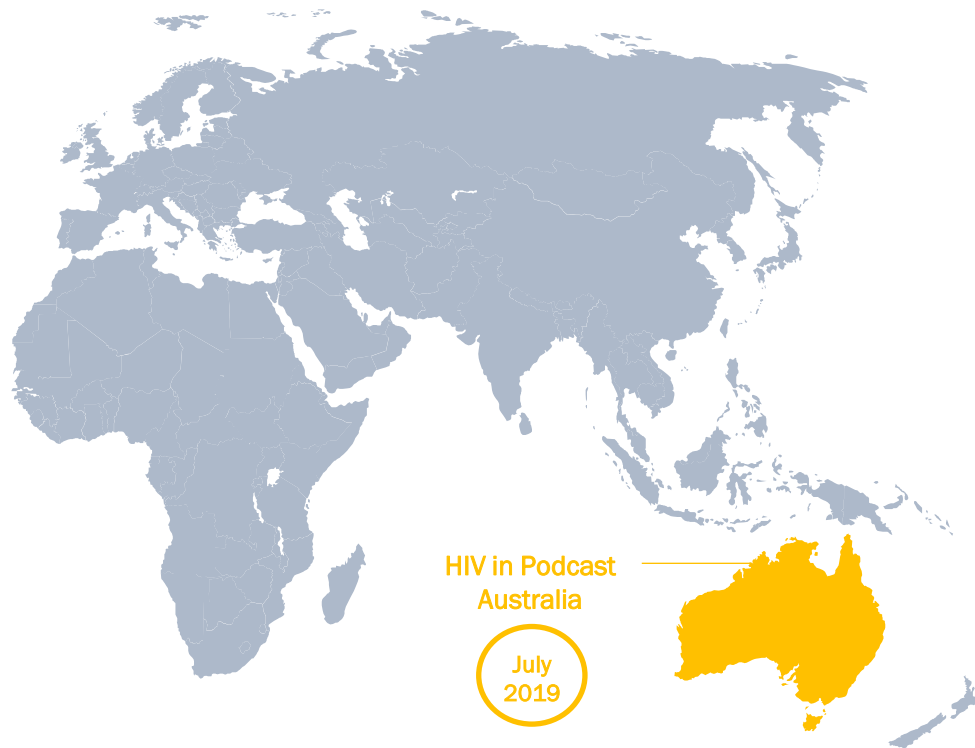
Methods

- GDPR-compliant registration process and podcast-hosting platform
 - Registration page customized to meet local compliance regulations
- Accessible via the **in Podcast** app or website
- Bite-sized episodes (10–20 minutes each) released every 2–4 weeks





Going global

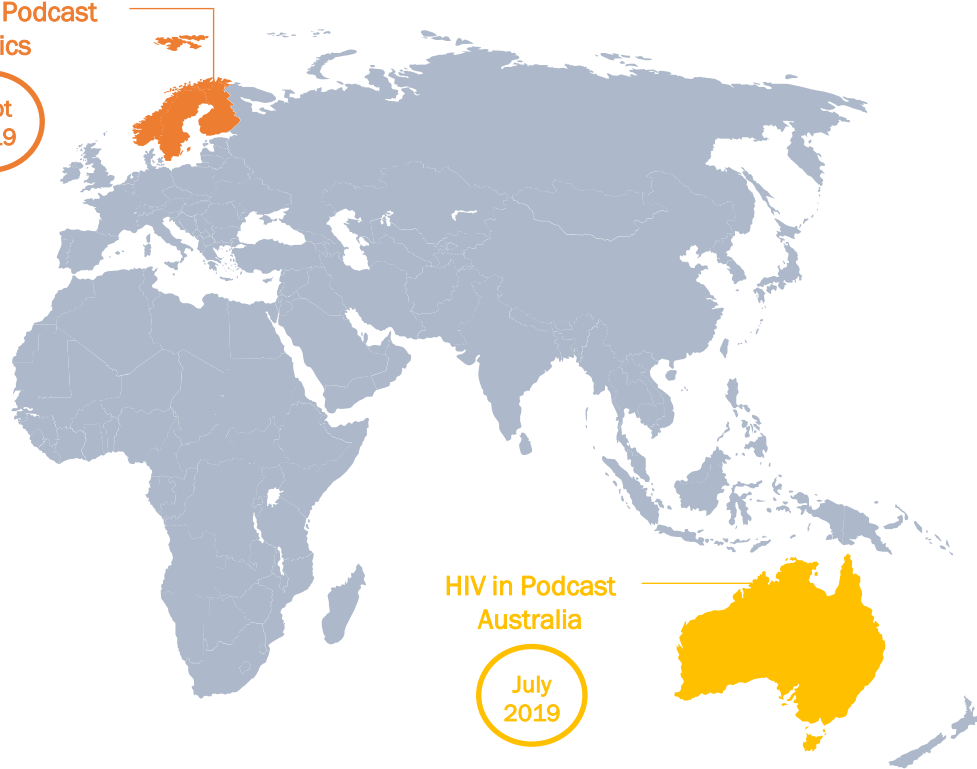




Going global

Virology in Podcast
Nordics

Sept
2019



HIV in Podcast
Australia

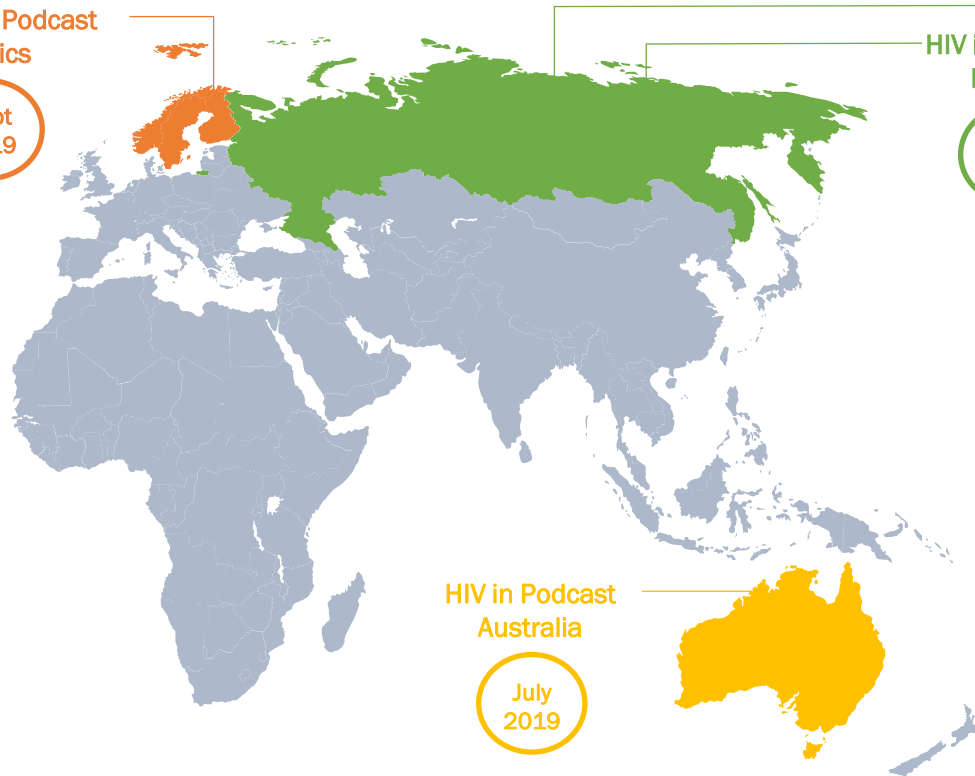
July
2019



Going global

Virology in Podcast
Nordics

Sept
2019



HIV in Podcast
Russia

March
2020

HCV in Podcast
Russia

March
2020

HIV in Podcast
Australia

July
2019



Going global

Virology in Podcast
Nordics

Sept
2019

HIV in Podcast
Russia

March
2020

HCV in Podcast
Russia

March
2020

Hepatology in Podcast
Australia

July
2020

HIV in Podcast
Australia

July
2019



Going global

Virology in Podcast
Nordics

Sept
2019

HIV in Podcast
Russia

March
2020

HCV in Podcast
Russia

March
2020

Hepatology in Podcast
Australia

July
2020

HIV in Podcast
Australia

July
2019

Just launched or soon to
launch:

- HIV in Podcast Turkey
- HIV in Podcast UK
- Liver and fibrosis
in Podcast UK



Generating an audience



HTML emails



Hard copy mailouts



Printed adverts



Congresses

Series				
HIV in Podcast Australia	✓			✓
Hepatology in Podcast Australia	✓	✓		
Virology in Podcast Nordics			✓	✓
HIV in Podcast Russia			✓	
HCV in Podcast Russia			✓	



Metrics



Number of downloads
or live streams



Number of unique
users



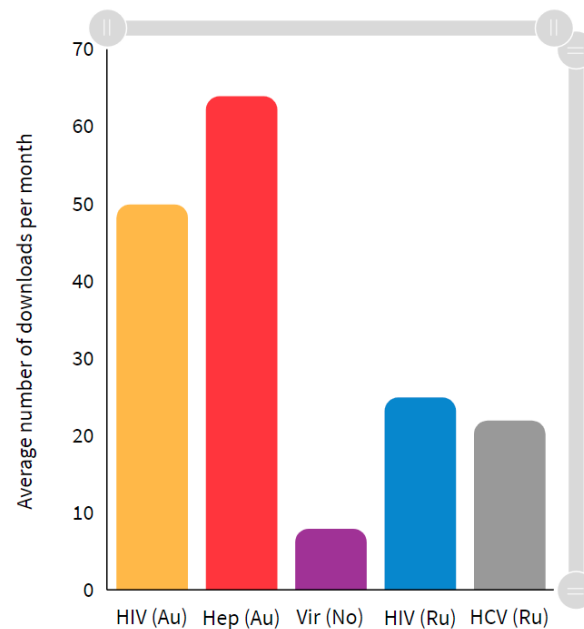
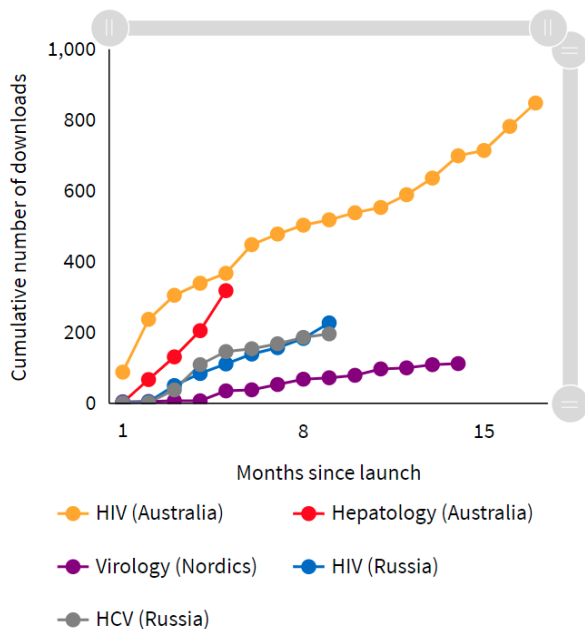
Percentage user
engagement

Series	Time since launch, months	Number of episodes released
HIV in Podcast Australia	17	41
Hepatology in Podcast Australia	5	13
Virology in Podcast Nordics	14	15
HIV in Podcast Russia	9	8
HCV in Podcast Russia	9	9

Data correct as of 30 November 2020

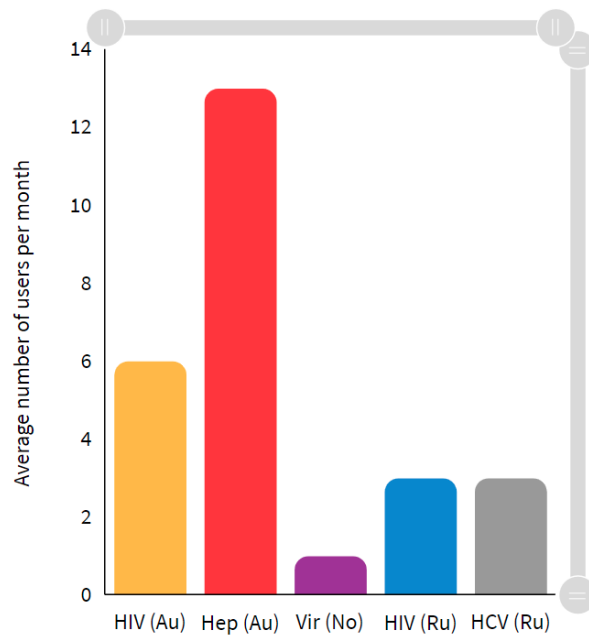
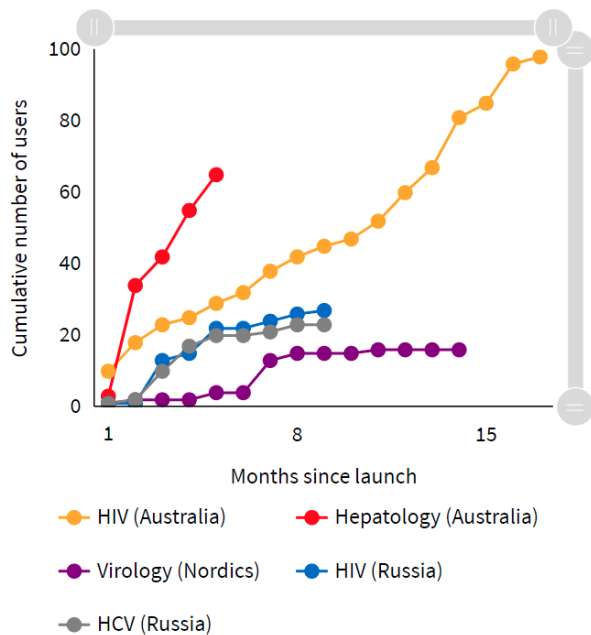


The number of audio file downloads grew steadily over time



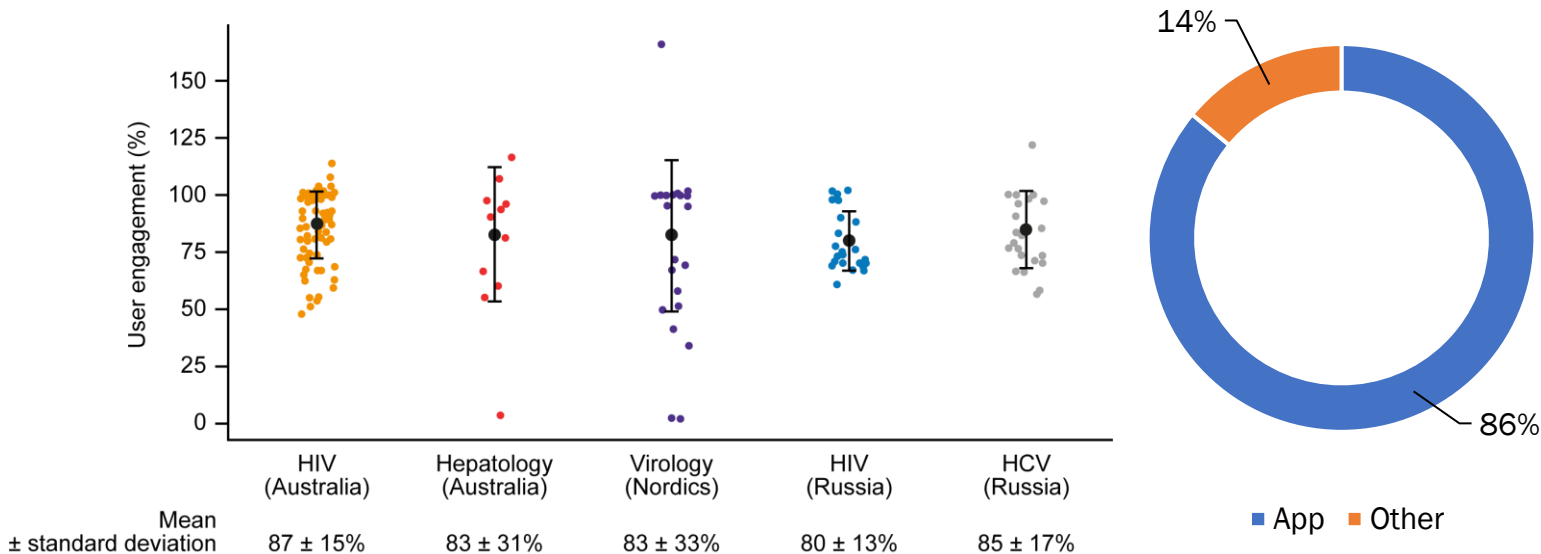


The number of new users grew steadily over time





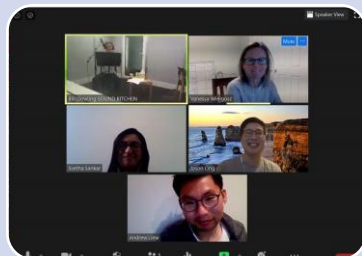
Engagement was high



Case study – podcasting during COVID-19



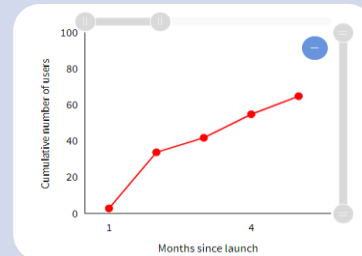
- A large medical education meeting had to be cancelled
- Content of the meeting was used to create a new podcast series



- Podcast episodes were based on the original meeting topics
- Speakers who had been engaged for the live medical education sessions were interviewed remotely by the podcast host



- The first **Hepatology in Podcast Australia** episode was released on World Hepatitis Day on 28 July 2020



- Since the launch, we have observed a steady increase in the uptake of the podcast by HCPs
- Positive feedback has been received from podcast guests and listeners on the content



Limitations

- Longer follow-up time is needed to evaluate the success of newer series
- Engagement data are only recorded when episodes are live streamed
 - Further work will be needed to determine if there are any trends in engagement data
- It is difficult to determine the impact on clinical practice
 - We have recently included a poll question in the electronic mail-outs to measure this



Conclusions

- Uptake of podcasts varied by country and promotion strategy used
- Electronic and/or hard copy mail-outs were the most effective strategies for increasing podcast uptake
- Podcasting was a successful alternative to face-to-face education during the COVID-19 pandemic
- Further research is needed to optimize HCP engagement with this medical education medium

Q&A



How to ask questions

Feel free to ask a question at any time, however all questions will be held until the end the of the presentation.

To ask a question, open the Q&A window, type your question into the Q&A box. **Click Send**

Note: Check **Send Anonymously** if you do not want your name attached to your question in the Q&A

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



Upcoming ISMPP U webinars

March 24: Behind the Scenes with a Managed Care Journal Editor

This spring...

- Real world evidence/ISPOR
- Medical Devices



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Thank you for attending the Webinar.
Please click Continue to participate in a short survey.

you will be leaving zoom.us to access the external URL below

[https:// www.surveymonkey.com/r/ISMPPU](https://www.surveymonkey.com/r/ISMPPU)

Are you sure you want to continue?

Continue

Stay on zoom.us



Webinar will begin
promptly at:
11 AM ET / 4 PM GMT



Please capture a screenshot to submit for credit

ISMPP University

ISMPP EU Meeting - Member Research Spotlight

February 24, 2021

