

Insight into patient inclusivity in publication planning for industry-sponsored publications: internet survey results from 22 respondents

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OBJECTIVE

Per good publication practice guidelines, plain language summaries (PLS) should be considered for all publications to improve transparency, accessibility, and communication of research to a broader audience, including patients.¹ Yet they are uncommon. As publication professionals, we seek to better understand current practices and challenges with regard to including patients in publication planning and increasing patient inclusivity in industry-sponsored publications.

RESEARCH DESIGN AND METHODS

A 22-question online survey was posted on the authors' LinkedIn accounts (tagged ISMPP, ISMPPAnnual2023) and on the ISMPP Connect forum from December 2022 through January 2023. The question types included multiple choice, rating scales, and free-text responses. Data were analyzed using descriptive methods.

RESULTS

DEMOGRAPHICS

- The survey was completed by 22 respondents (45% medcomm; 55% industry)
- The respondents represented a range of company sizes, from <50 to >50,000 employees (Figure 1)
- The majority of respondents were located in the United States (50% medcomm; 71% industry)
- 68% had >10 years of experience in publications
- 100% of respondents were ISMPP members and 50% were CMPP certified (Table 1)

Figure 1: Company Size of Respondents' Employers

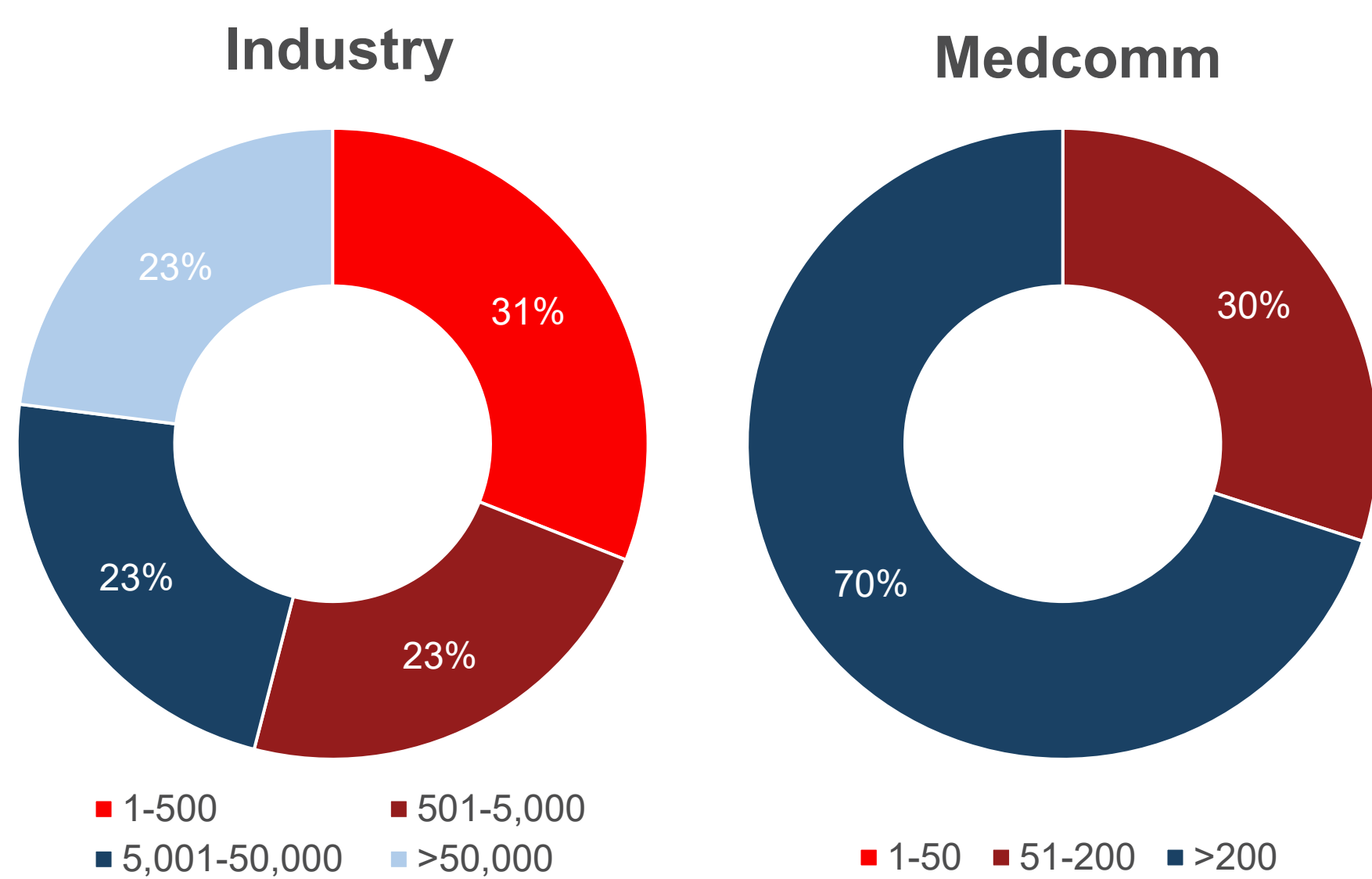


Table 1: ISMPP Membership*

	Industry			Medcomm		
	Yes	No	Not yet	Yes	No	Not yet
ISMPP Member	100%	0%	0%	100%	0%	0%
Attended ISMPP Conference	62%	23%	15%	70%	30%	0%
CMPP Certification	38%	31%	31%	50%	41%	10%

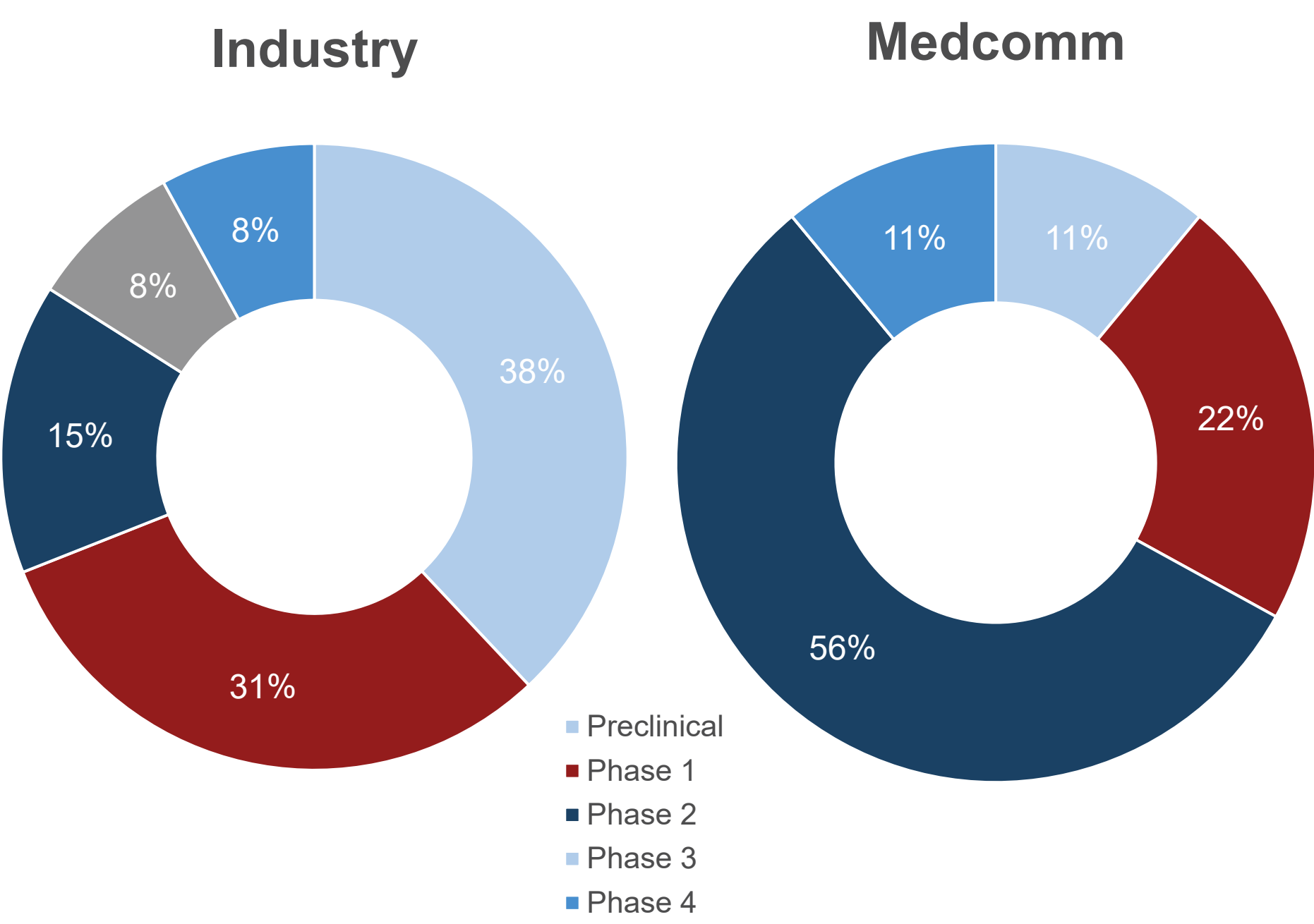
*Percentages may not add to 100% due to rounding.



PUBLICATION PLANNING

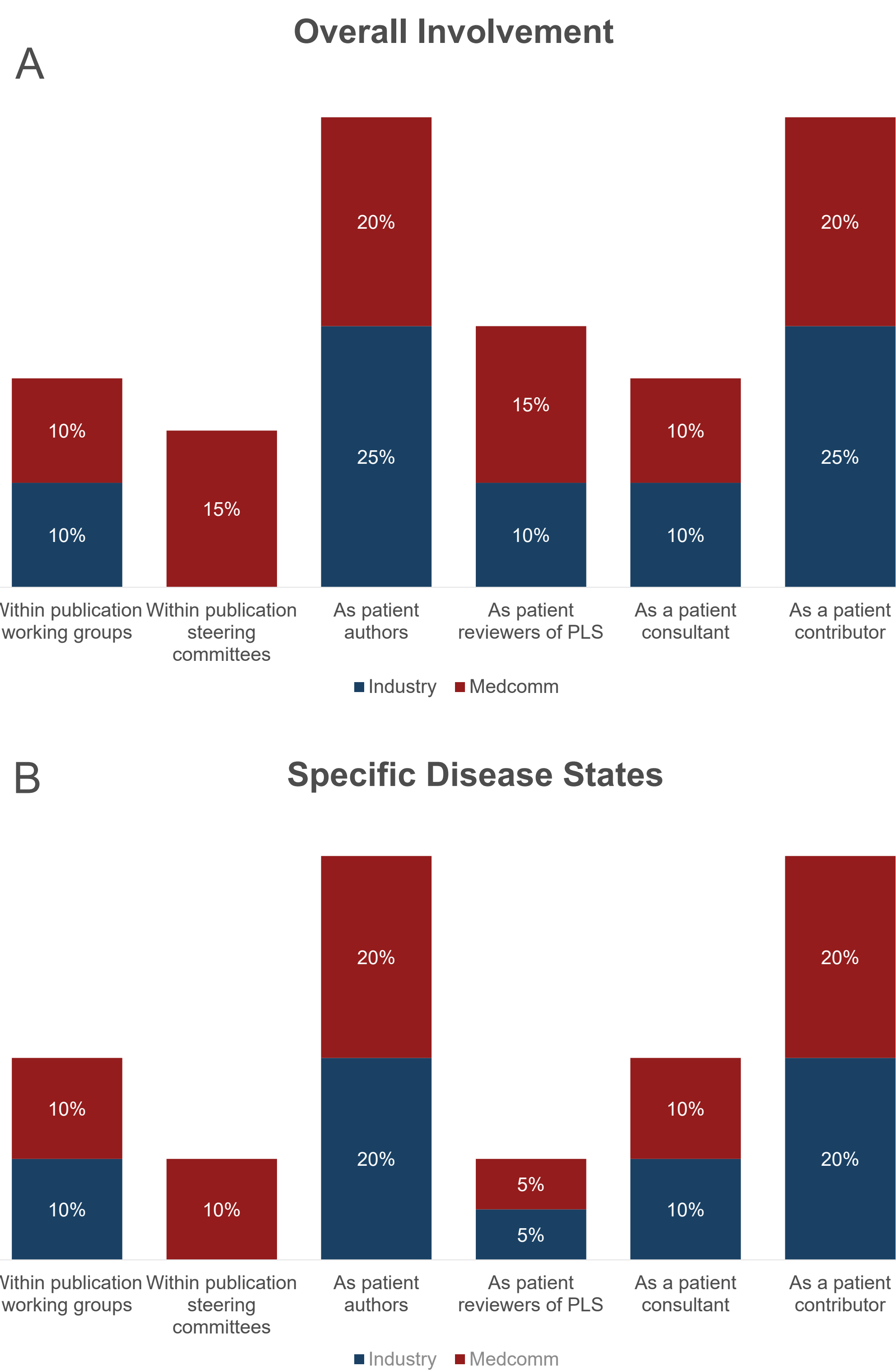
- Initiation of publication planning was reported to occur during phase 2 for 50% of medcomm respondents and during the preclinical phase (38%) or phase 1 (31%) among industry respondents (Figure 2)

Figure 2: Development Stage When Publication Planning Begins



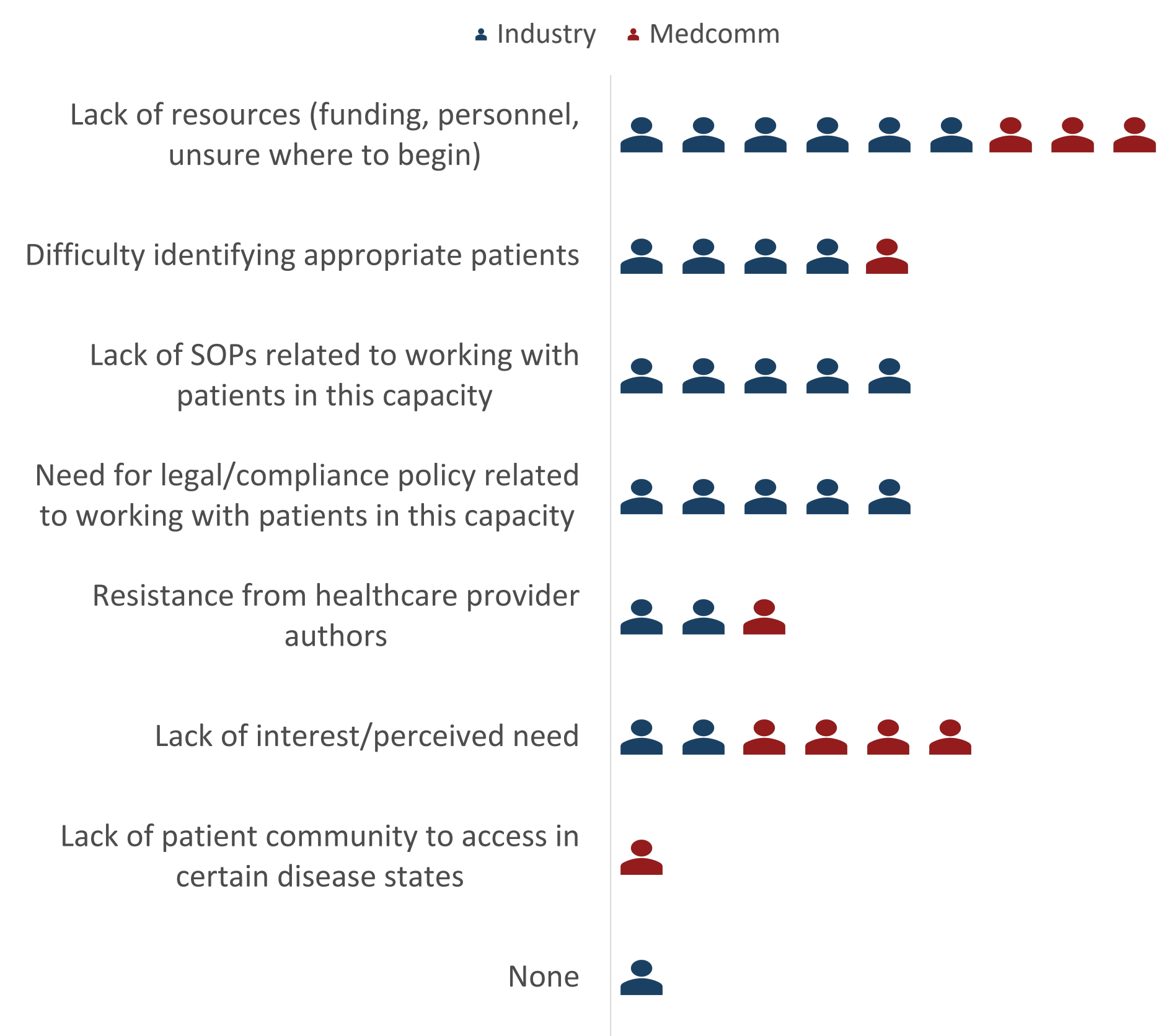
- 45% of all respondents reported that patient authors were included in some publications
- The majority of respondents' organizations do not yet include patients in the publication planning process
- Inclusion of patients in the publication process was most frequently reported as authors/contributors (45% each) (Figure 3A)
- Patient inclusion in the publication planning process was most often for specific disease states (Figure 3B)

Figure 3: Patient Involvement in Publication Planning



- The most commonly reported barriers to patient involvement in the publication planning process were noted as lack of resources and lack of interest or perceived need (Figure 4)

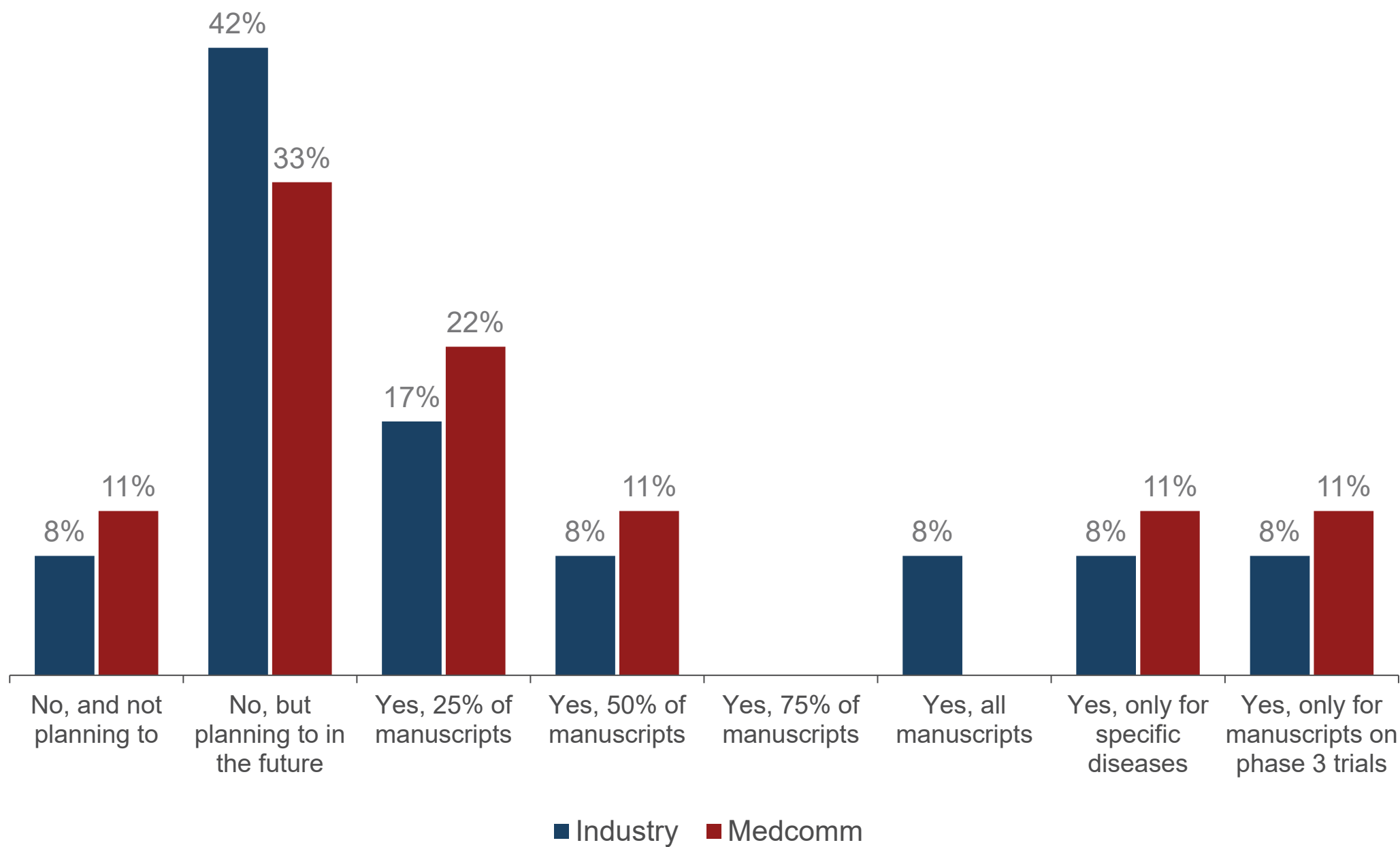
Figure 4: Barriers to Patient Involvement in Publications



PLAIN LANGUAGE SUMMARIES

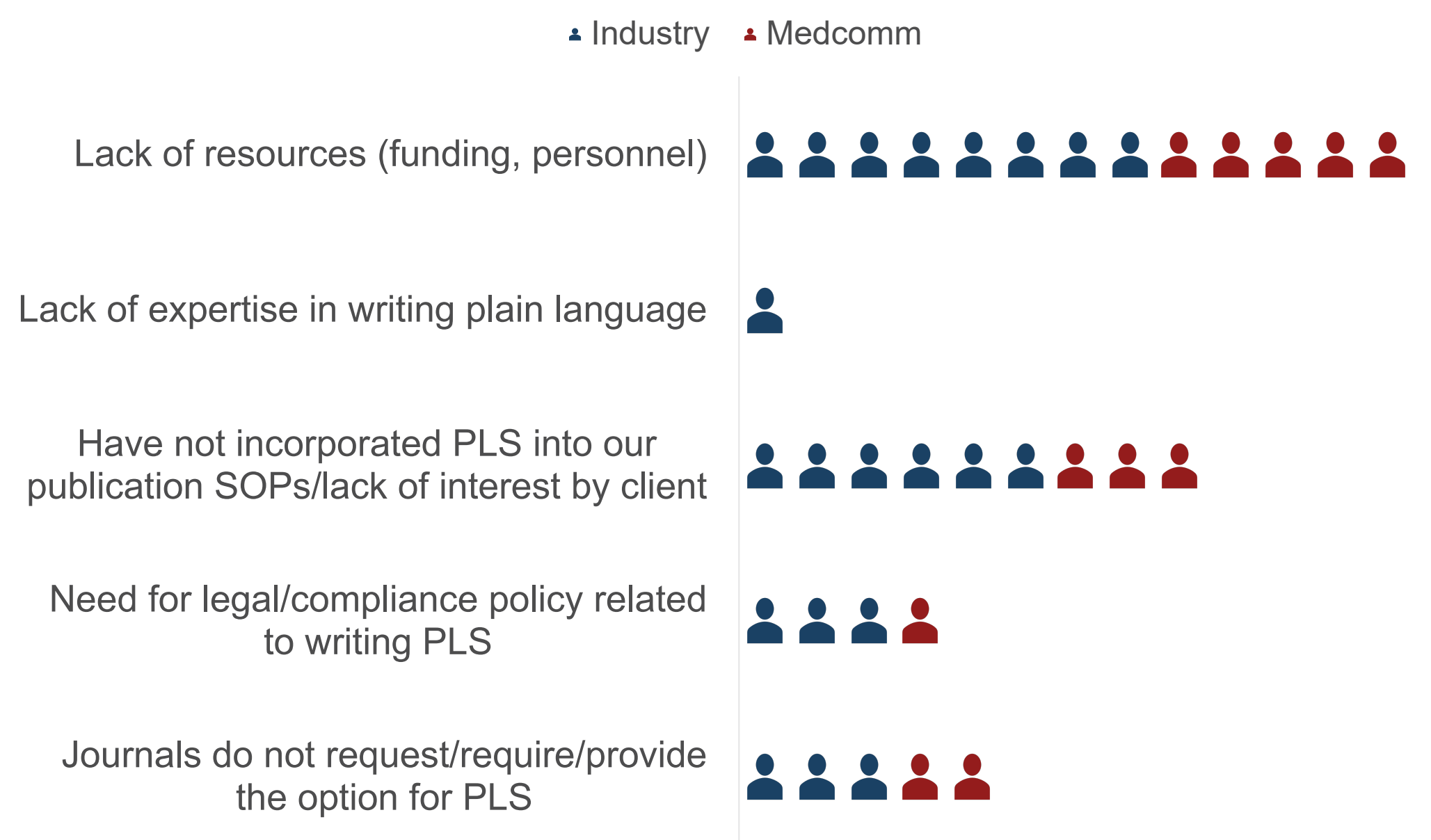
- Although most respondents do not currently include PLS as part of their publication planning goals, more than one-third plan to do so in the future (Figure 5)
- Only 52% of all respondents said they include PLS with any manuscripts

Figure 5: Inclusion of PLS in Publication Planning Goals



- The main barriers preventing the development of PLS included lack of resources (funding, personnel), absence of PLS in SOPs, and lack of perceived need or journal requirement to include PLS (Figure 6)

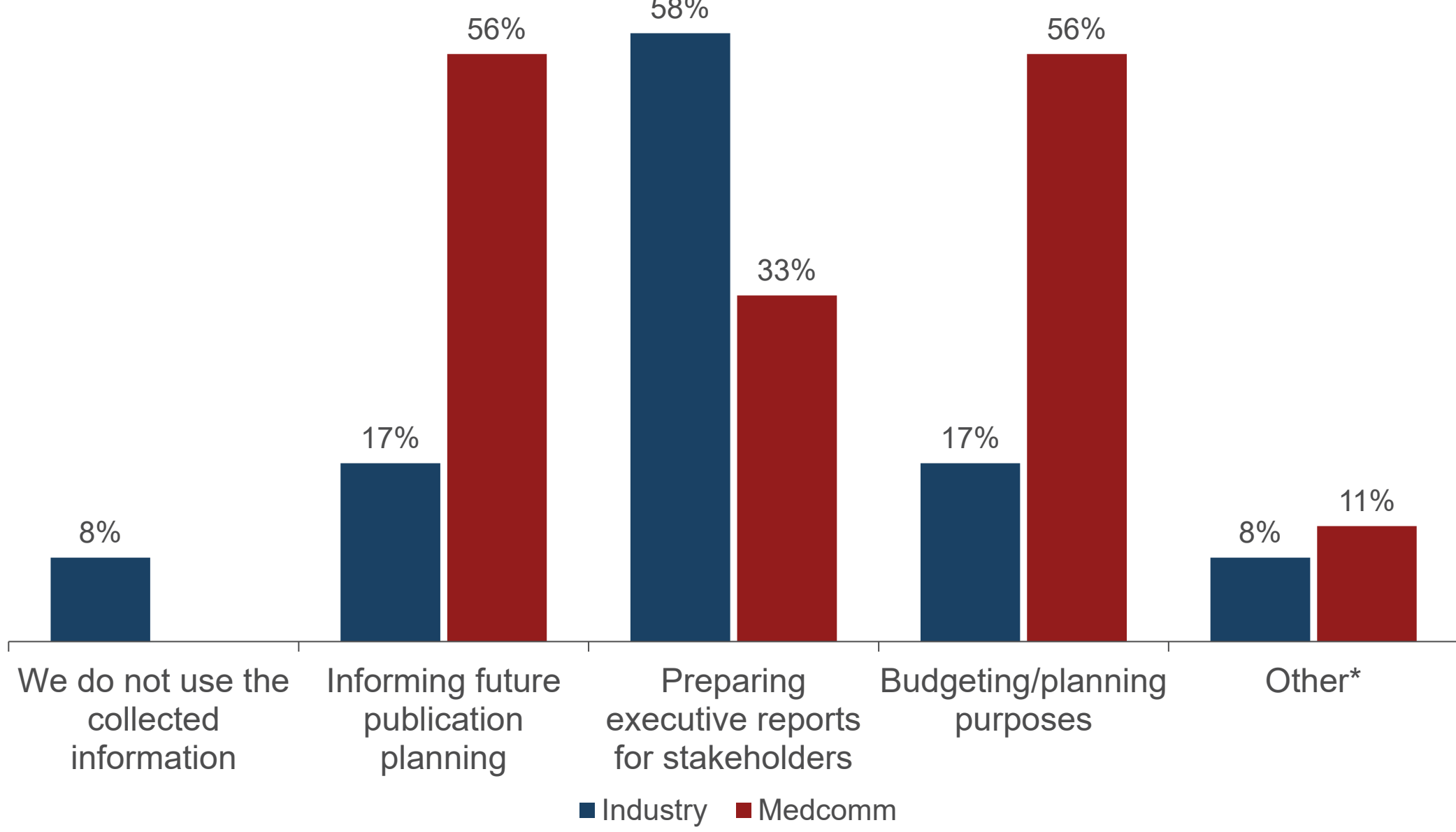
Figure 6: Barriers to Development of PLS



PUBLICATION METRICS

- 41% of all respondents reported tracking publication metrics using formal and dedicated software (eg, Datavision, Microsoft Project), 23% reported using internally created tools supported by free or readily available software (eg, Google Sheets, Excel), and 36% reported no current formal tracking of publication metrics
- Of the respondents who reported tracking publication metrics, the collected information is used as follows:
 - Among industry respondents, the most reported use was to prepare executive reports for stakeholders (Figure 7)
 - Among medcomm respondents, the most reported use was for future publication and budget planning (Figure 7)

Figure 7: Use of Information From Publication Metrics Tracking



*Other: To monitor progress and impact (industry); for capabilities presentations and pitches (medcomm).

LIMITATIONS

- The results were limited by the fact that this online survey was only available to those who use the internet and access the sources mentioned in Research Design and Methods
- Due to the small number of respondents, the results may not be applicable to a broader audience, but they do identify areas of interest and barriers among publication professionals
- Future studies that offer broader points of access to expand the respondent pool should be considered

CONCLUSION

There is interest among publication professionals in greater patient involvement in the publication planning process and in incorporating PLS into publication planning goals, but barriers, such as lack of resources, PLS expertise, client interest, and perceived value, must be addressed.

REFERENCE

- DeTora LM, Toroser D, Sykes A, et al. Good Publication Practice (GPP) Guidelines for Company-Sponsored Biomedical Research: 2022 Update. *Ann Intern Med.* 2022;175:1298-1304. doi:10.7326/M22-1460

ACKNOWLEDGEMENTS

We would like to thank Jeff Kennigseder from *p-value* group for editorial support.
The authors have no relationships to disclose.