

Positive reinforcement communications improve the timeliness and accuracy of publication plan data

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OBJECTIVE

To effectively manage publication plans, publication planners need information that is:

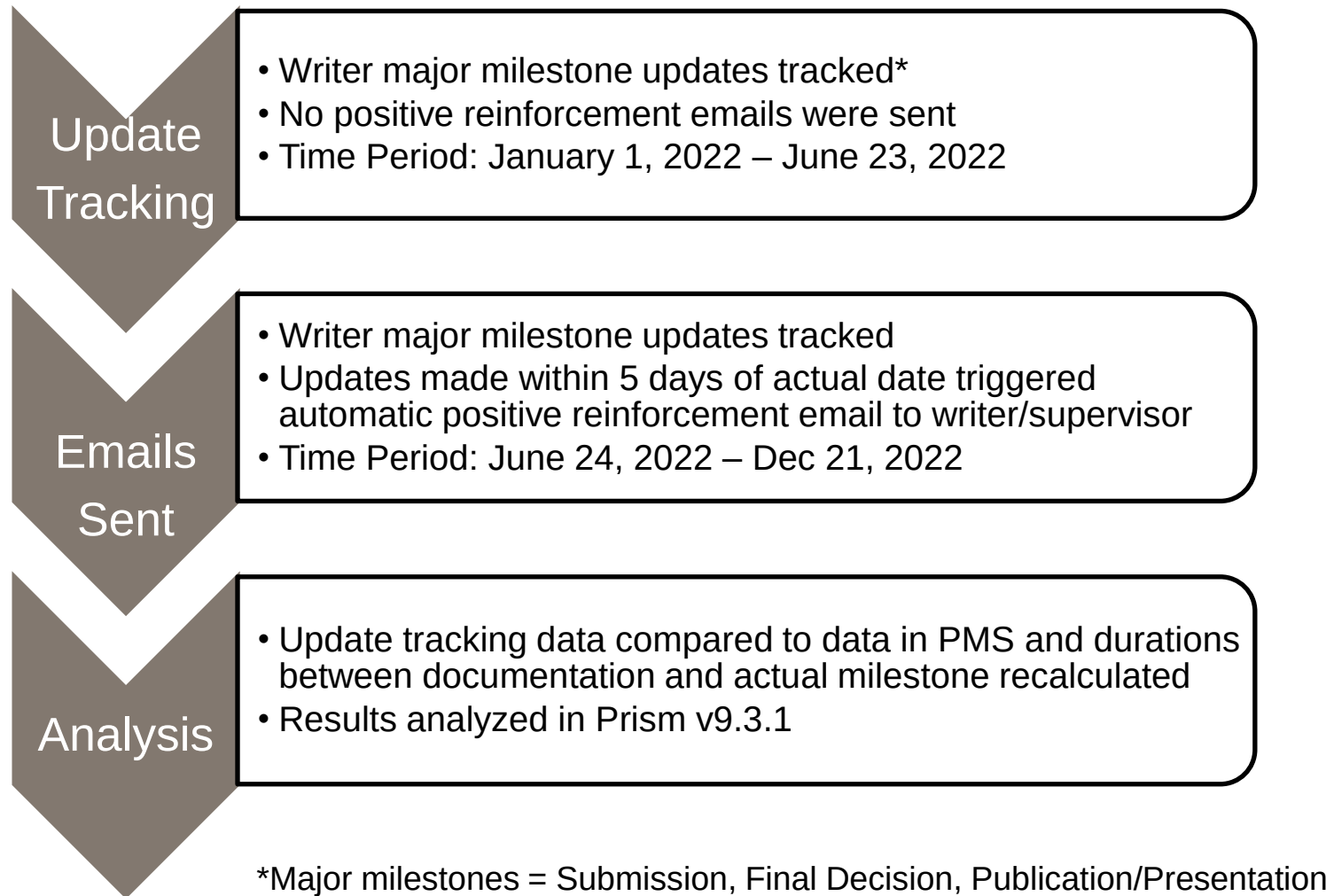
- Timely
- Accurate

Deficiencies existed in our publication management system (PMS):

- Compliance monitoring
- Publication progress and status reporting
- Resource capacity and planning

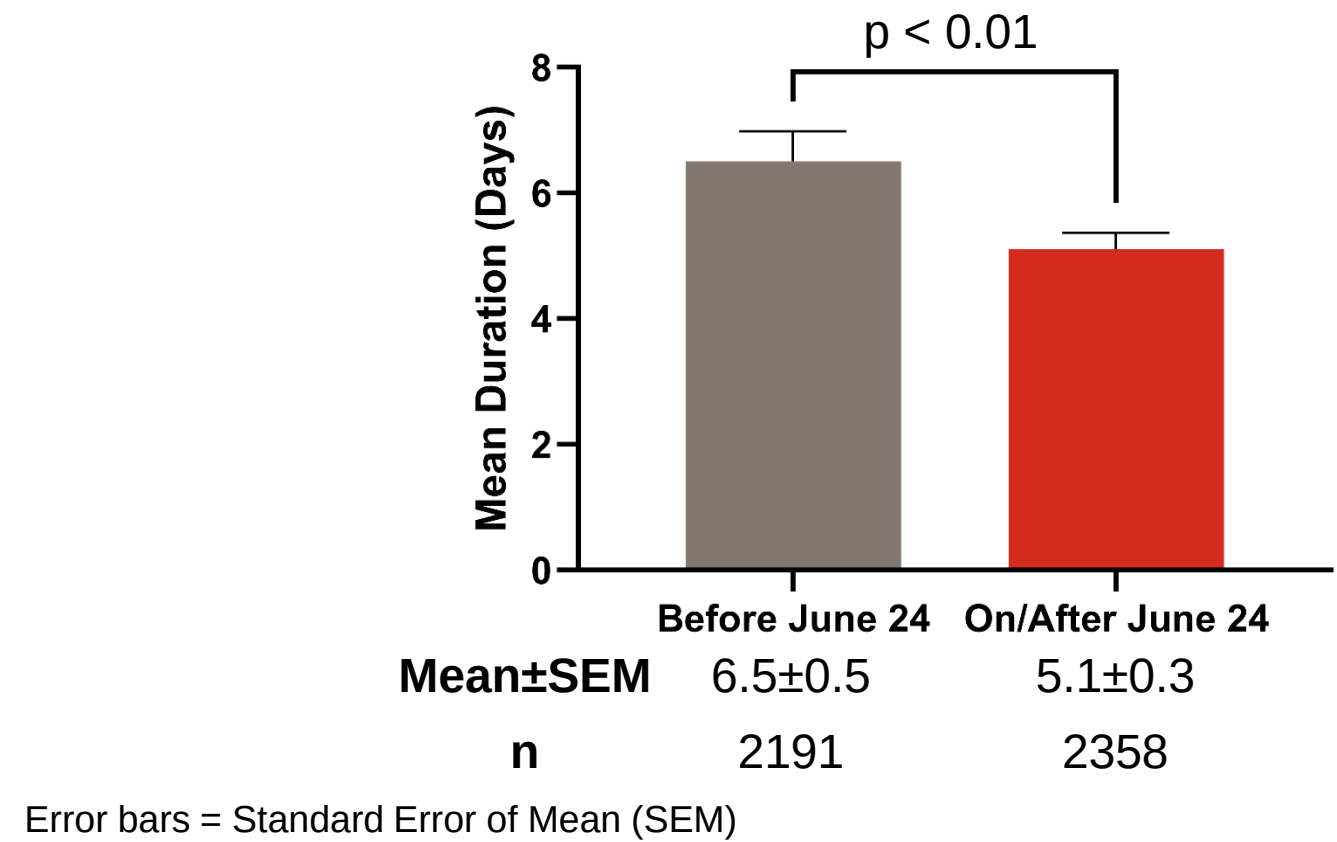
To address these deficiencies, we implemented a positive reinforcement email for writers.

STUDY DESIGN



KEY RESULT

Sending positive reinforcement emails significantly reduced the number of days between accomplishment of major milestones and their updates in PMS during a 6-month period.

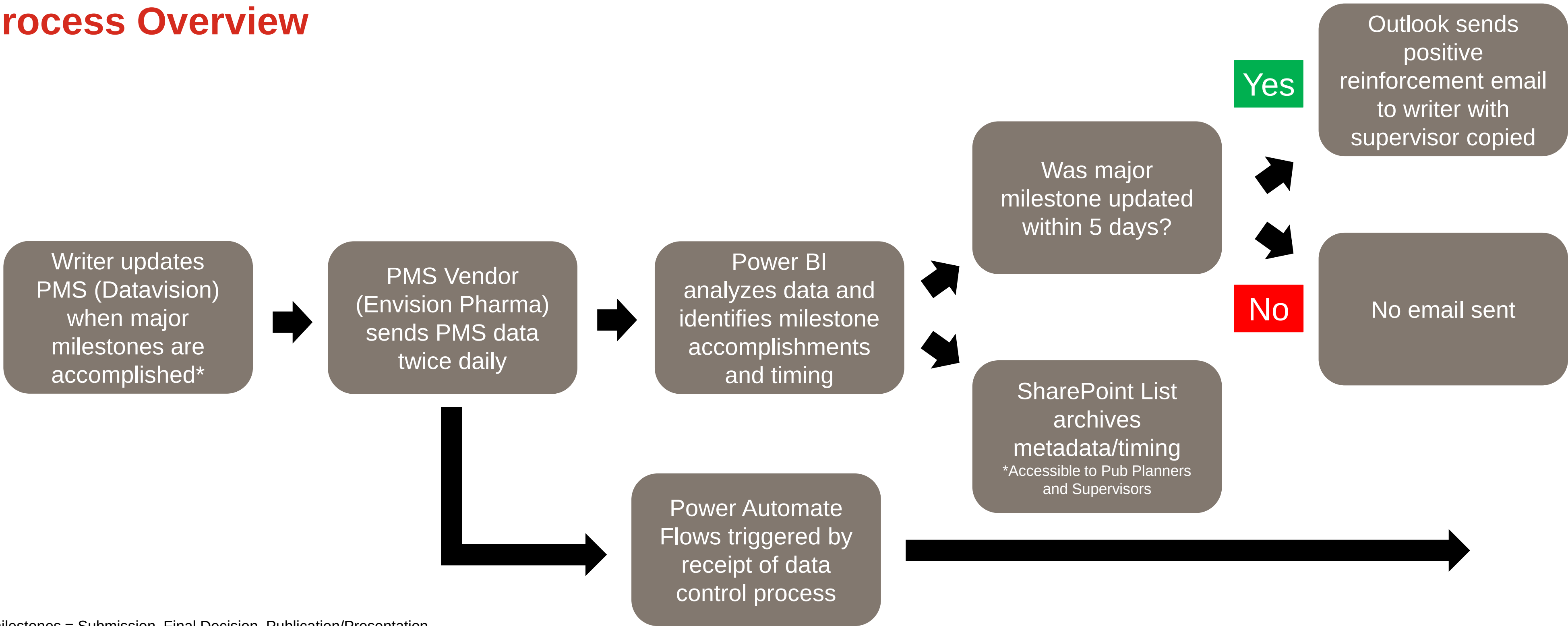


CONCLUSION

The positive reinforcement approach:

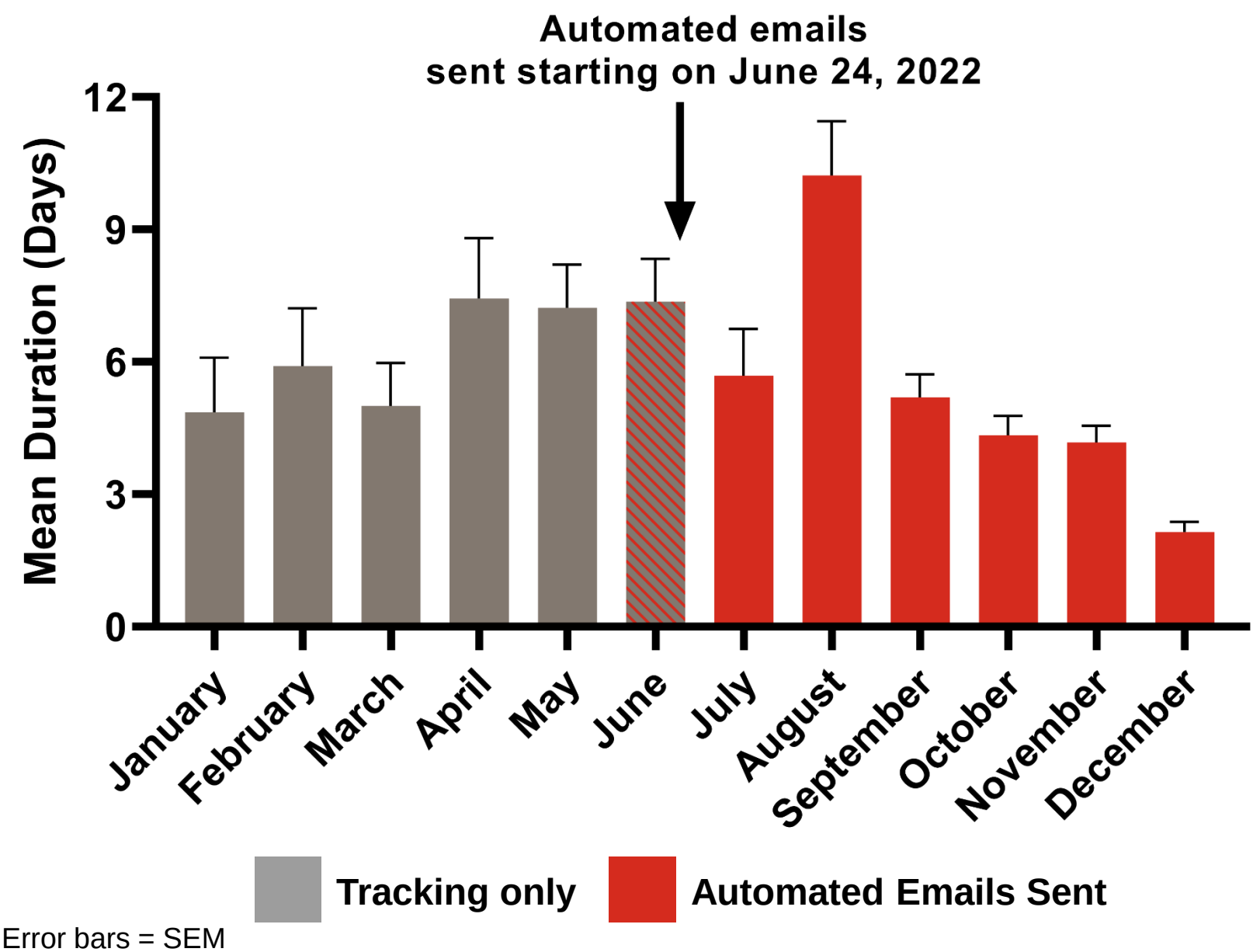
- Improved the timeliness of data needed by our publication planning teams and supervisors for:
 - Compliance monitoring
 - Publication progress and status reporting
 - Resource and capacity planning
- Addressed a publication management system functionality gap using cloud-based applications for:
 - Automation
 - Data analyses and reporting
 - Email
- This process is currently being evaluated for other publications-related applications in our organization.

Process Overview



Additional Results

The number of days between milestone accomplishment and documentation in PMS by month in 2022.



Limitations

We cannot rule out the influence of other factors on our results including:

- Time of year
- Publication type

Statistical Analyses

- Results were analyzed in Prism v9.3.1 (GraphPad Software, LLC)
- Groups were compared using a two-tailed unpaired t-test
- Results with a p value <0.05 were considered statistically significant

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Disclosures: Brian S. Comer is an employee and shareholder of Eli Lilly and Company. Jeffrey Wayne Clemens is a retired employee and shareholder of Eli Lilly and Company.

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