

From data to dialogue: Opportunities to enhance reach and accessibility of RWE publications using extenders

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> Background

- Real-world evidence (RWE) is transforming healthcare by^{1,2}
 - Capturing data from broader patient populations
 - Enhancing informed clinical decision-making
 - Supporting regulatory decisions
- There are, however, challenges associated with efficient publication and reach of RWE, such as data interpretation and accessibility³
- A recent survey highlighted the value of enhanced content such as infographics in RWE publications to broaden research data accessibility and improve audience engagement⁴

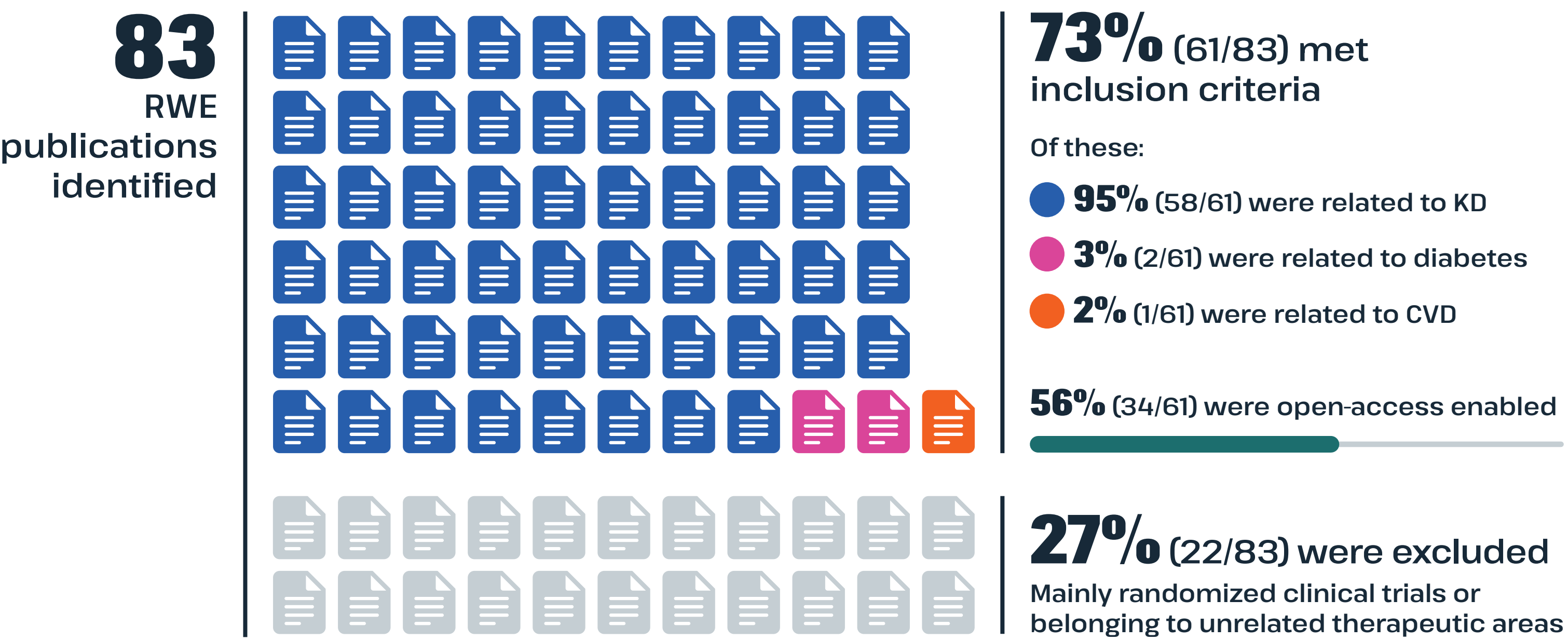
> Objective

To conduct a targeted assessment of the use, accessibility, and impact of publication extenders and patient engagement to identify areas for improvement and develop strategies to enhance the reach of RWE publications

> Methods

- A PubMed search identified RWE articles with extenders in diabetes, cardiovascular disease (CVD), and kidney disease (KD)
 - Search terms: ("real-world evidence" OR "real-world data" OR "real-world outcomes" OR "real-world research" OR "health outcomes research" OR "HEOR" OR "health economics outcomes research" OR "observational stud*" OR "non-interventional stud*" OR "real-world stud*") AND ("plain language summary" OR "lay summary" OR "graphical abstract" OR "visual abstract" OR "video abstract" OR "video summary" OR "infographic" OR "podcast") AND ("diabetes" OR "cardiovascular disease" OR "heart disease" OR "kidney")
- Filters included articles in "English, Humans, from 2022/7/1 - 2024/6/30"
- Articles from the search results were then assessed manually in January 2025 to determine
 - Open access or paywall status
 - Demographics in the study; representation of patient populations in RWE publications were compared with global disease prevalence
 - Patient engagement or authorship
 - Type of extender and location on journal page
 - Metrics (citation counts, social media shares, Mendeley saves, views/downloads/accesses, news/blog mentions)

> Results



Demographics and study locations

RWE datasets were primarily sourced from North America and Europe

