

Perceptions of Publication Extender Utility and Reliability: A Survey of Healthcare Professionals

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Objective

- To better understand the perceptions and uses of publication extenders (PEs) by healthcare professional (HCPs)

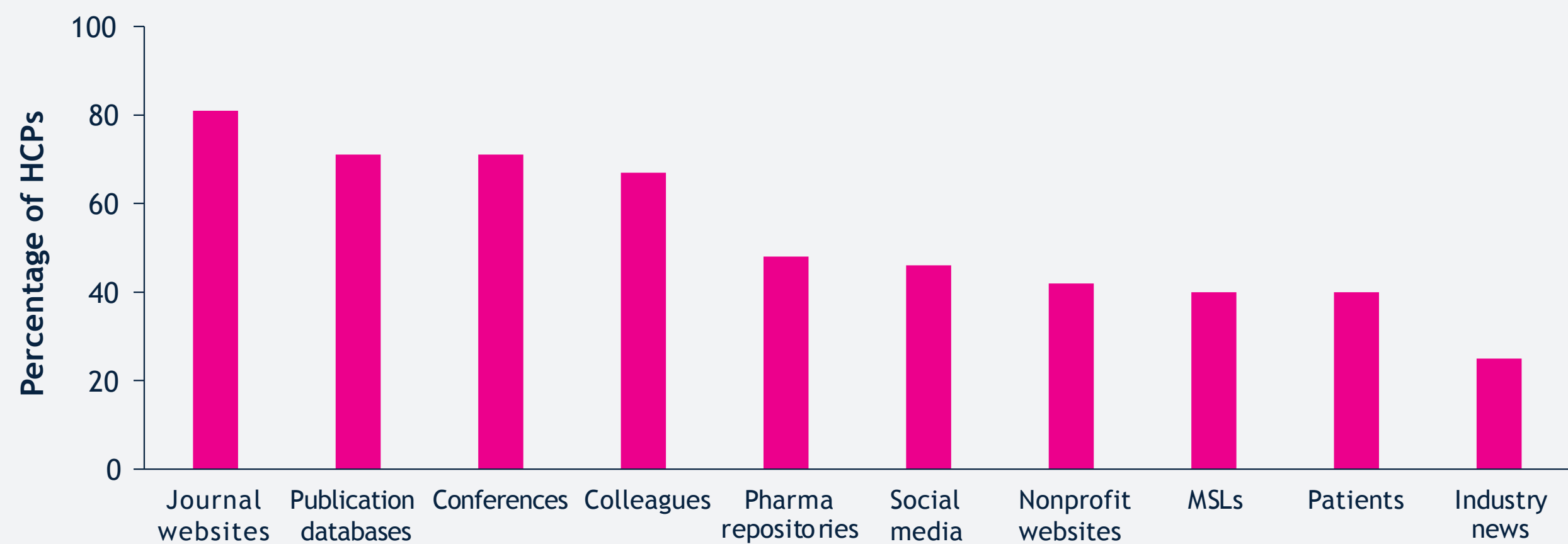
Methods

- US- and UK-based general practice and internal medicine HCPs completed a paid multiple-choice survey regarding their perceptions of PEs via an online system on October 6, 2023
- PEs included:
 - Podcasts
 - Visual/Graphical abstracts
 - Video abstracts
 - Infographics
 - Plain-language summaries
- Participants were required to confirm that they read articles related to healthcare and have previously used PEs in their healthcare practice or research
- Please access online poster for full list of questions

Results

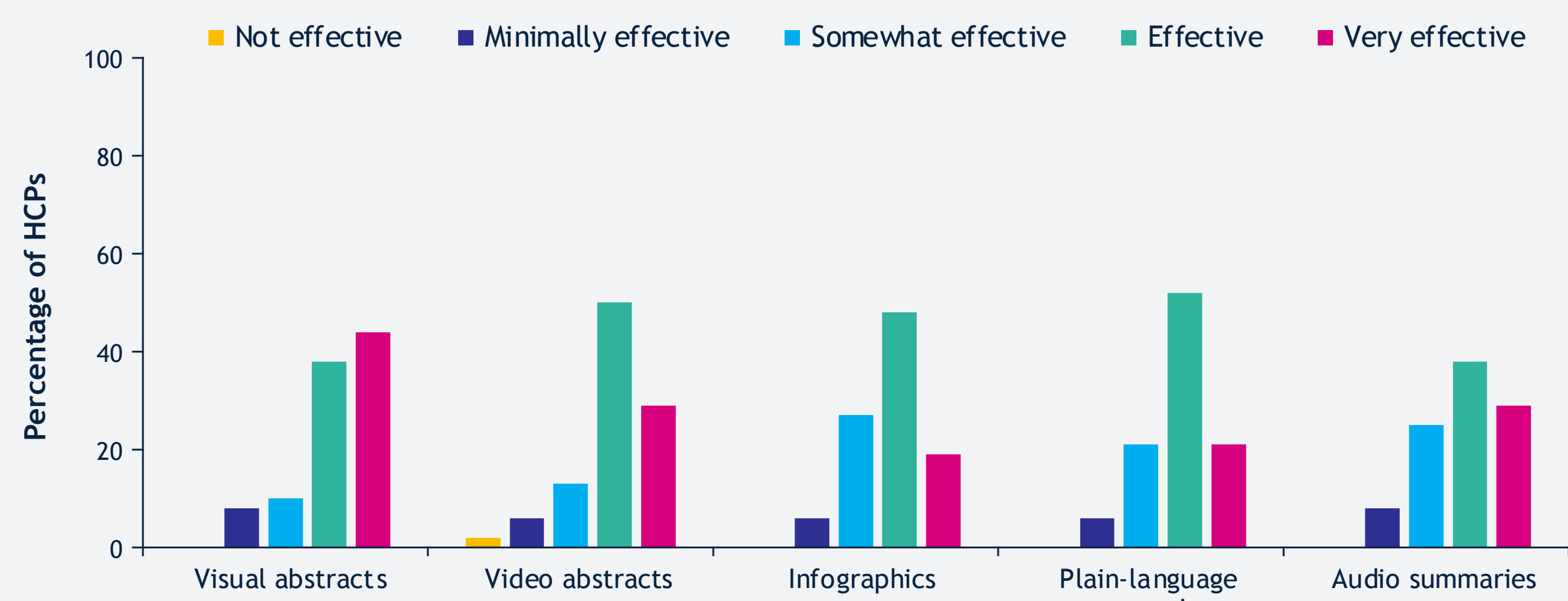
- A total of 48 HCPs participated in the survey  (n=30)  (n=18)

Most HCPs encountered PEs on journal websites, followed by publication databases and conferences

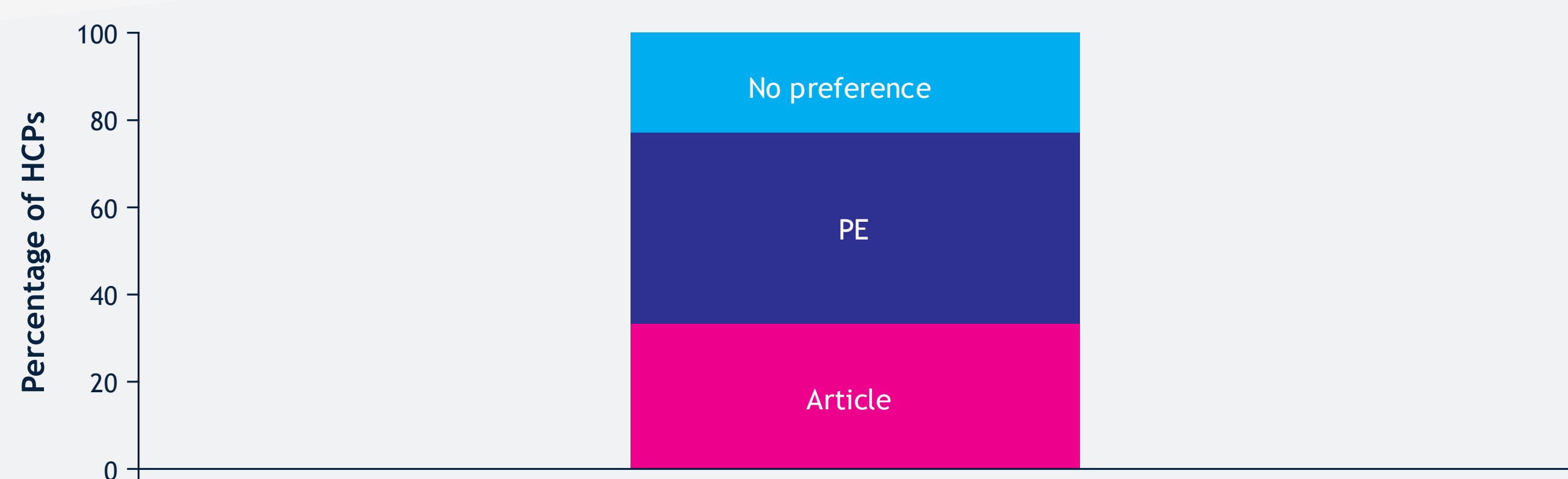


- 90% of respondents encountered PEs at least weekly

Visual and video abstracts were deemed the most effective PE formats

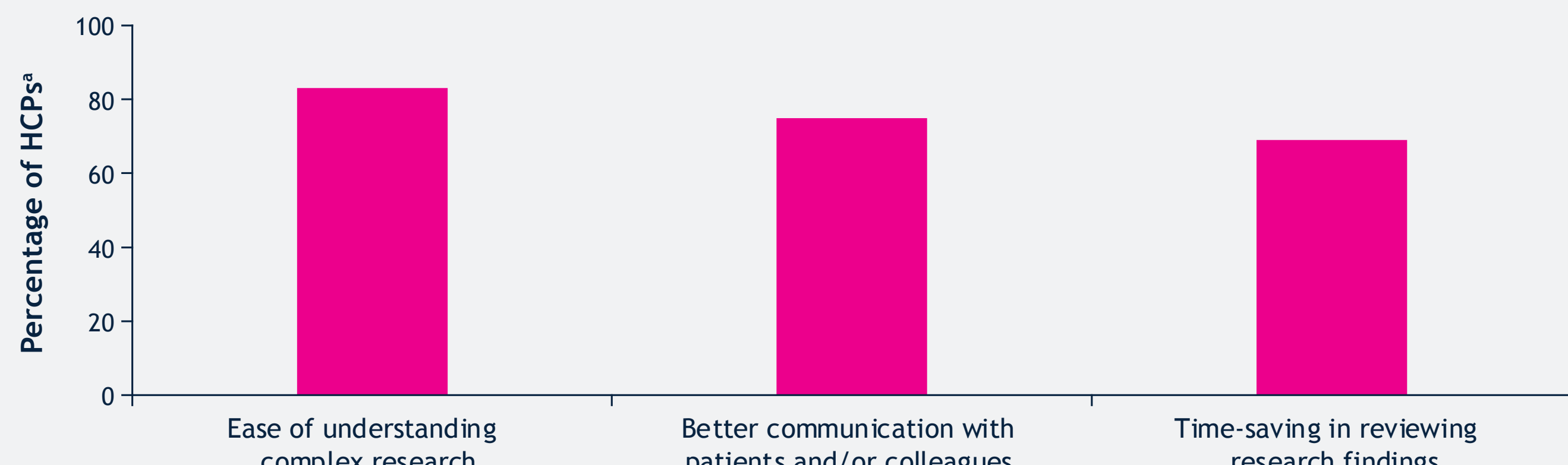


More HCPs preferred reading a PE compared with an article on the same topic



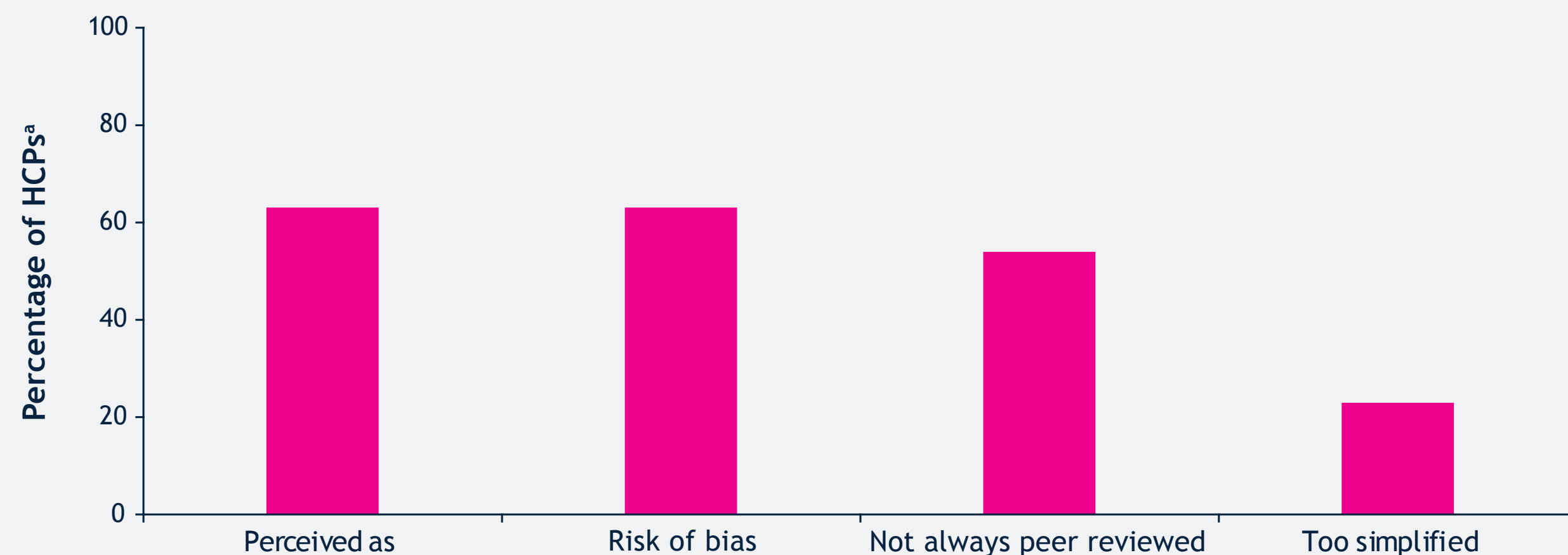
- Among US respondents, 27% preferred articles, 47% preferred PEs, and 27% had no preference. The percentages among UK respondents were 44%, 39%, and 17%, respectively

HCPs were particularly motivated to use PEs to understand complex research



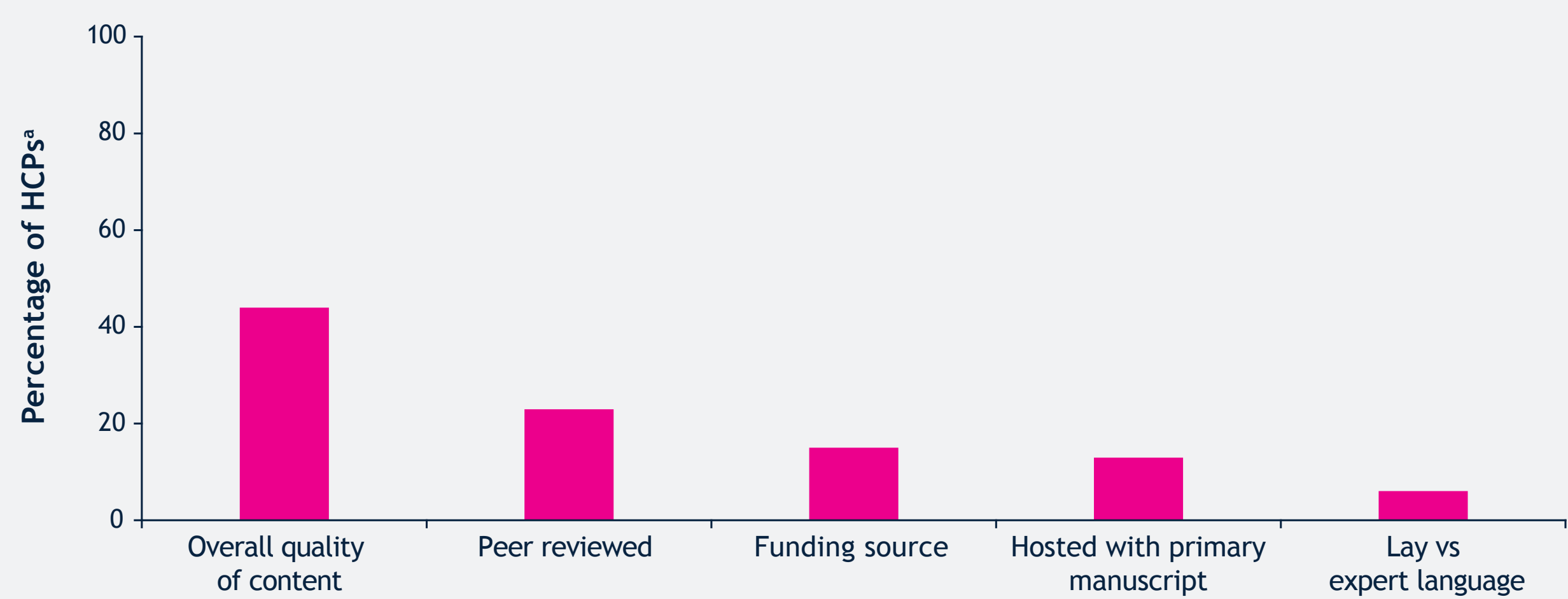
*No participant selected the response "other".

HCPs consider the risk of bias and perception of PEs as marketing material as the greatest limitations to PE use



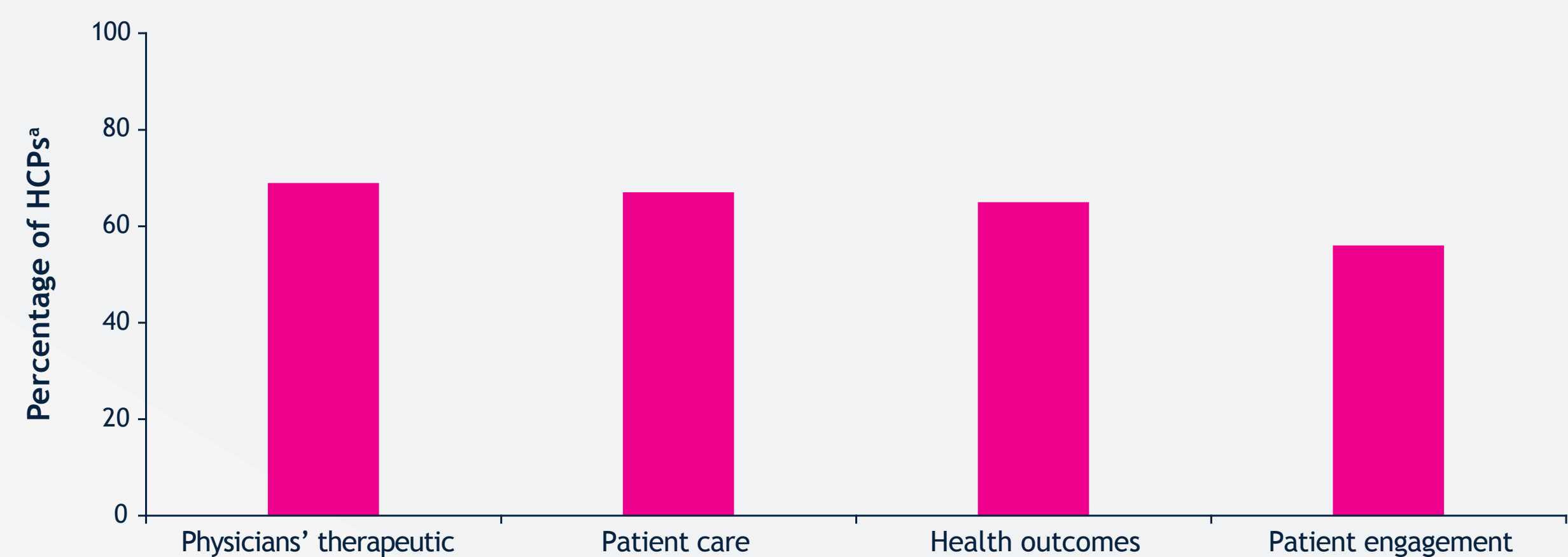
*No participant selected the response "other".

HCPs' confidence in the reliability of PEs was influenced most by the overall quality of the content



*No participant selected the response "other".

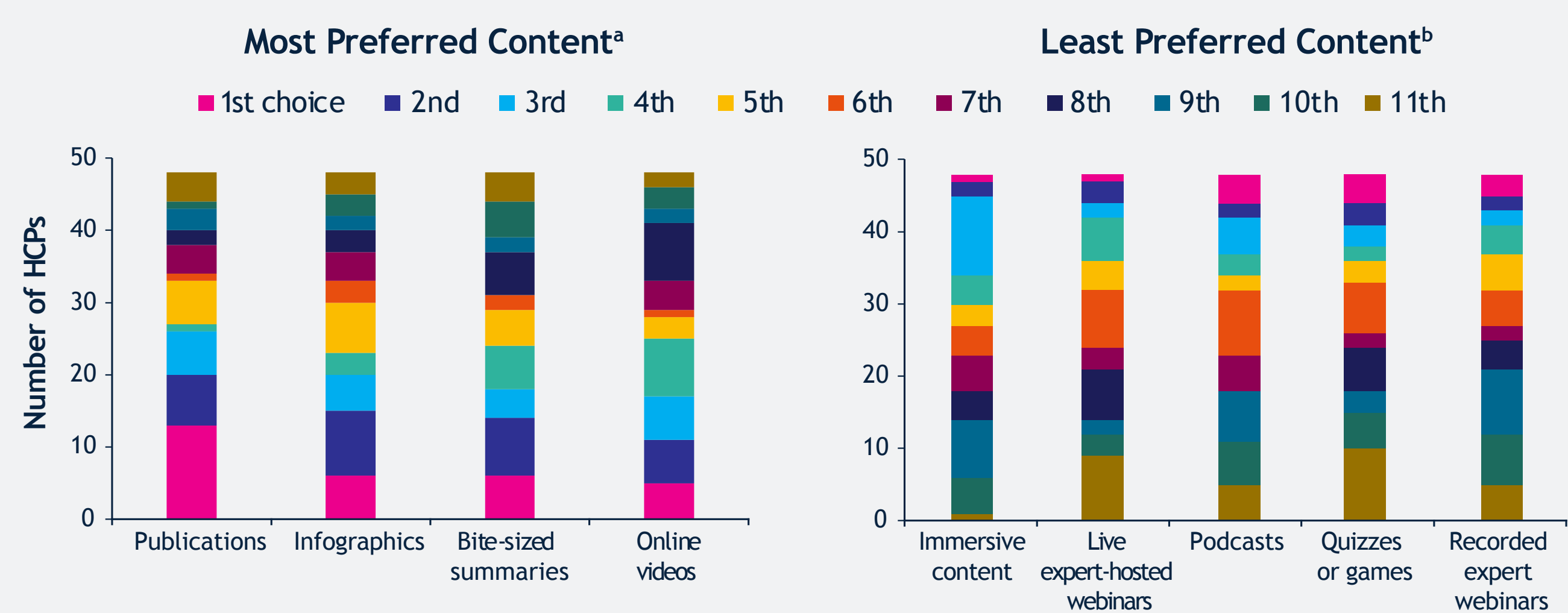
Most HCPs believe that PEs have the potential to improve physicians' understanding of therapeutic areas, improve patient care, lead to better health outcomes, and increase patient engagement



*No participant selected the response "other".

- UK-based HCPs believe that PEs have the potential to improve physicians' therapeutic area understanding somewhat more than do US-based HCPs (78% vs 63%, respectively)

HCPs ranked publications, infographics, and summaries among their favorite types of content, and ranked recorded webinars and quizzers or games among their least favorite



*Categories are ordered based on the sum of 1st, 2nd, and 3rd choice rankings. *Categories are ordered based on the sum of 9th, 10th, and 11th choice rankings.

- 61% of UK respondents vs 7% of US respondents ranked recorded/on-demand presentations in their top 4

Conclusions

- HCPs rated the effectiveness of PEs highly, particularly for increasing their own understanding of complex healthcare information and improving patient care
- The overall quality of the content was the most influential factor in PE reliability; limitations included the risk of bias and the perception of PEs as marketing material
- Overall, these results support the development of high-quality, peer-reviewed PEs to accompany traditional publications

Disclosures and Acknowledgments

- The authors thank their OPEN Health colleagues Caterina Pungello, for creative and design assistance, and Jill Sebra, for editorial assistance.

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Q1) Where have you encountered publication extenders (visual/graphical abstracts, video abstracts, infographics, plain-language summaries, podcasts/audio summaries) before?

Check all answers that apply

- ☐ Publications database (e.g., PubMed)
- ☐ Journal websites
- ☐ Industry news
- ☐ Social media (X [formerly Twitter], Facebook, LinkedIn)
- ☐ MSLs/Pharmaceutical representatives
- ☐ Pharmaceutical company repositories
- ☐ Patients
- ☐ Colleagues/Journal club
- ☐ Patient advocacy websites/Non-profit websites
- ☐ Conferences/Seminars

Q2) How effective do you find each of these content formats in improving the communication of healthcare?

Per row, choose one answer

	Not effective	Minimally effective	Somewhat effective	Effective	Very effective
Visual/graphical abstracts	☐	☐	☐	☐	☐
Video abstracts	☐	☐	☐	☐	☐
Infographics	☐	☐	☐	☐	☐
Plain-language summaries	☐	☐	☐	☐	☐
Podcasts or audio summaries	☐	☐	☐	☐	☐

Q4) When given a choice between reading a healthcare article and reviewing a publication extender (visual/graphical abstracts, video abstracts, infographics, plain-language summaries, podcasts/audio summaries) on the same topic, which do you typically prefer?

Choose one answer

- ☐ Article
- ☐ Publication extender
- ☐ No preference

Q5) Please indicate your motivations for using publication extenders (visual/graphical abstracts, video abstracts, infographics, plain-language summaries, podcasts/audio summaries).

Check all answers that apply

- ☐ Ease of understanding complex research
- ☐ Better communication with patients and/or colleagues
- ☐ Time saving in reviewing research findings
- ☐ Other

Q7) Which of these factors most influences your confidence in the reliability of a publication extender?

Choose one answer

- ☐ Peer reviewed
- ☐ Hosted with primary manuscript
- ☐ Funding source
- ☐ Lay vs expert language
- ☐ Overall quality of content
- ☐ Other

Q8) Do you believe that publication extenders (visual/graphical abstracts, video abstracts, infographics, plain-language summaries, podcasts/audio summaries) have the potential to improve the following?

Check all answers that apply

- ☐ Patient engagement
- ☐ Patient care
- ☐ Health outcomes
- ☐ Physicians' therapeutic area understanding
- ☐ Other

Q9) How often do you use the following sources to stay up-to-date with the latest developments in medicine?

Per row, choose one answer

	Daily	Weekly	Monthly	Yearly	Never
Pharma company representatives	☐	☐	☐	☐	☐
Pharma-owned websites (educational and/or promotional)	☐	☐	☐	☐	☐
Medical websites (Medscape or M3)	☐	☐	☐	☐	☐
Congresses (Tx specific)	☐	☐	☐	☐	☐
Local events (clinic meetings, roundtables or pharma-sponsored events)	☐	☐	☐	☐	☐
Email newsletters	☐	☐	☐	☐	☐
Social media (e.g., X [formerly Twitter] or LinkedIn) or healthcare professional online communities (e.g., Sermo)	☐	☐	☐	☐	☐
Medical journals (including literature by key opinion leaders)	☐	☐	☐	☐	☐
Search engines (Google or Bing)	☐	☐	☐	☐	☐
Professional societies (Tx specific or renowned)	☐	☐	☐	☐	☐

Q10) Please rank the types of content you like to access to learn about the latest developments in medicine.

Drag answer options in order preferred,
1 = Most preferred; 11 = Least preferred

- ☐ Online videos
- ☐ Immersive content (virtual or augmented-reality experiences)
- ☐ Interactive/animated tools
- ☐ Recorded/on-demand presentations
- ☐ Quizzes or games (to test your knowledge)
- ☐ Live expert hosted webinars
- ☐ Recorded expert webinars
- ☐ Bitesize summaries of information
- ☐ Infographics
- ☐ Podcasts
- ☐ Publications/scientific literature

