



Educational Needs of New Publication Professionals and Those in Small Companies

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Objective

To identify educational and resource needs for new publication professionals and those in smaller companies to inform creation of relevant resource materials.



Scan the QR code, or visit ctrsmobi.ismpp, if you are interested in participating in an interview to determine specific education and resource needs.

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Introduction

- ISMPP has received feedback from medical communications professionals working outside the large pharmaceutical companies and new professionals in publication planning and implementation, that indicated a need for educational and resource materials specific to this audience.
- Therefore, ISMPP convened the Small Company and New Professionals Committee to develop educational materials, training, and tools/resources to meet the needs of **professionals working in biotechnology, small pharma, medical device, and diagnostic companies, as well as new professionals in the field.**
- The Committee concluded that further information was needed about the specific educational and resource needs of these audiences.
 - It was agreed that a survey could be utilized to gather this information and 1:1 interviews would be used to gain more specific insights on major topics.



Conclusions

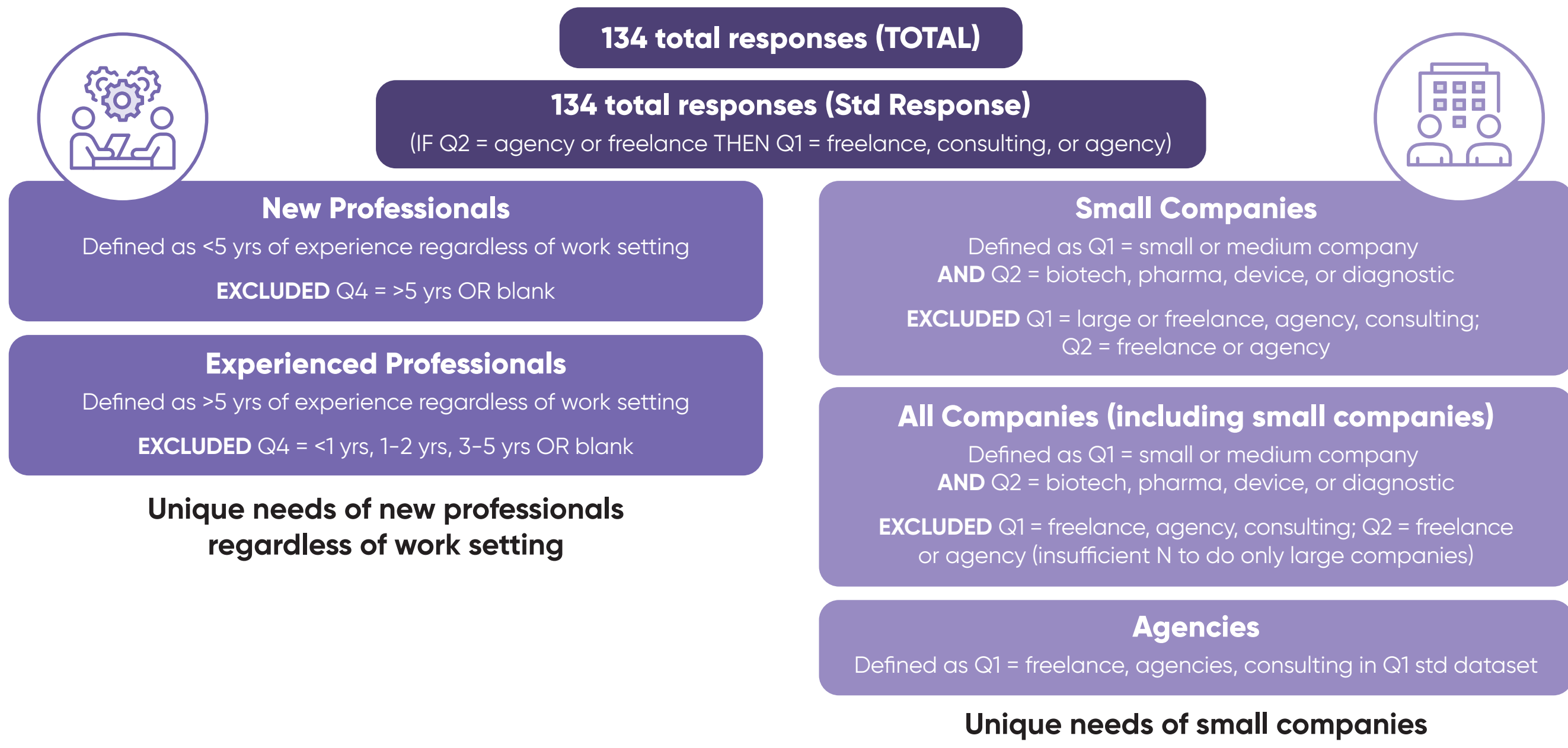
- Educational needs and resource evaluation via a survey of ISMPP members and their colleagues highlight educational/resource needs that should be prioritized for new professionals and those in small-medium companies.
- An interesting finding from this survey is that there are common needs, as well as individual needs, based on industry (both small and larger companies) and agency segmentation. Common concerns were lack of time and workload and common needs were professional development and training.
- Professionals working in smaller companies where there are limited resources have a need for materials that help them educate their colleagues about the need for publication planning, compliance with GPP, and the need to budget enough funds to execute effectively.



Results

Survey respondents

- A total of 134 respondents completed the survey, with >90 responding to 10/12 questions.



Summary of Respondents for Each Subset

Parameter	Total (std response)*	New Professionals	Experienced Professionals	Small Companies	Agency	All Companies**
Company size (n, %) [Q1]	134	37	58	42	57	55
Small						
no marketed products	9 (7)	2 (5)	3 (5)	9 (21)	0 (0)	9 (16)
Small						
>1 marketed product	16 (12)	3 (8)	11 (19)	16 (38)	0 (0)	16 (29)
Medium	16 (12)	7 (19)	3 (5)	16 (38)	0 (0)	16 (29)
Large	13 (10)	0 (0)	9 (16)	0 (0)	0 (0)	13 (24)
Freelance, consulting, or agency	77 (57)	25 (68)	32 (55)	0 (0)	57 (100)	0 (0)
Not applicable	3 (2)	0 (0)	0 (0)	1 (2)	0 (0)	1 (2)
Primary industry (n, %) [Q2]						
Biotech	10 (7)	5 (14)	5 (9)	9 (21)	1 (2)***	9 (16)
Pharma	26 (19)	9 (24)	17 (29)	12 (29)	6 (11)***	20 (36)
Diagnostics	3 (2)	0 (0)	3 (5)	3 (7)	0 (0)	3 (5)
Device	4 (3)	2 (5)	2 (3)	3 (7)	0 (0)	4 (7)
Agency	40 (30)	19 (51)	21 (36)	0 (0)	40 (70)	0 (0)
Freelance or consultant	10 (7)	1 (3)	9 (16)	0 (0)	10 (18)	0 (0)
Other	2 (1)	1 (3)	1 (2)	2 (5)	0 (0)	2 (4)
Did not answer	39 (29)	0 (0)	0 (0)	13 (31)	0 (0)	17 (31)

***To standardize results all respondents who answered "agency" or "freelance" to Q2 were marked to freelance, consulting, or agency for Q1

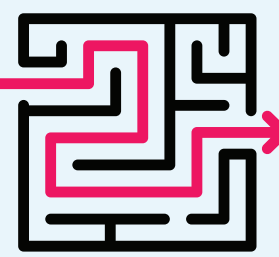
**Excluding respondents working in agencies, includes both small and large companies

***Q2 was written to determine which type of company respondents from agencies generally supported but was not universally understood that way.

- Of the total responses, 72% (68/95) from North America and 62% (58/94) had a doctoral degree in a medical or scientific field.
- Of the total responses, 61% (58/95) had more than 5 years' experience as a publication professional. Among new professionals 8% (3/37) had <1 year of experience, 43% (16/37) had 1-2 years of experience, and 49% (18/37) had 3-5 years of experience.

Survey responses

- Respondents chose "stakeholder management and disagreement resolution" (54%; 51/95), "publication planning/strategy" (46%; 44/95), "managing the internal review process" (42%; 40/95), "access to software tools and resources to support publications" (38%; 36/95), "managing authors/author agreements" (35%; 33/95), "managing publication-related digital enhancements/extensions" (27%; 26/95), and "access to education about publications process (including ethics, guidelines, and compliance)" (21%; 20/95) as the top most challenging aspects of their role.
- New Professionals survey results are summarized in Figure 3. (Key takeaways shown in the figure)



Challenges for publication professionals

Challenges for new publication professionals

- Career path is less clear
- Too much information and not knowing where to start

Challenges for publication professionals at small companies

- Perceived gap in training and career advancement



Methods

Survey

- A survey was disseminated via SurveyMonkey and direct email through ISMPP Connect, LinkedIn, and individual publication professionals at various companies (known to one or more Committee members).
- Survey questions captured demographics, unmet educational needs, and learning format preferences.

Data analysis

- To address the specific objectives of the Small Company and New Professionals Committee, the data were analyzed overall and by professional experience and company type subgroups (new professionals and experienced professionals; small companies, agencies, and all companies). Note that these subgroups are not mutually exclusive (i.e., an individual could be a new professional at a small company). Data are summarized descriptively.

Figure 2. Most Challenging Aspects for New Publication Professionals

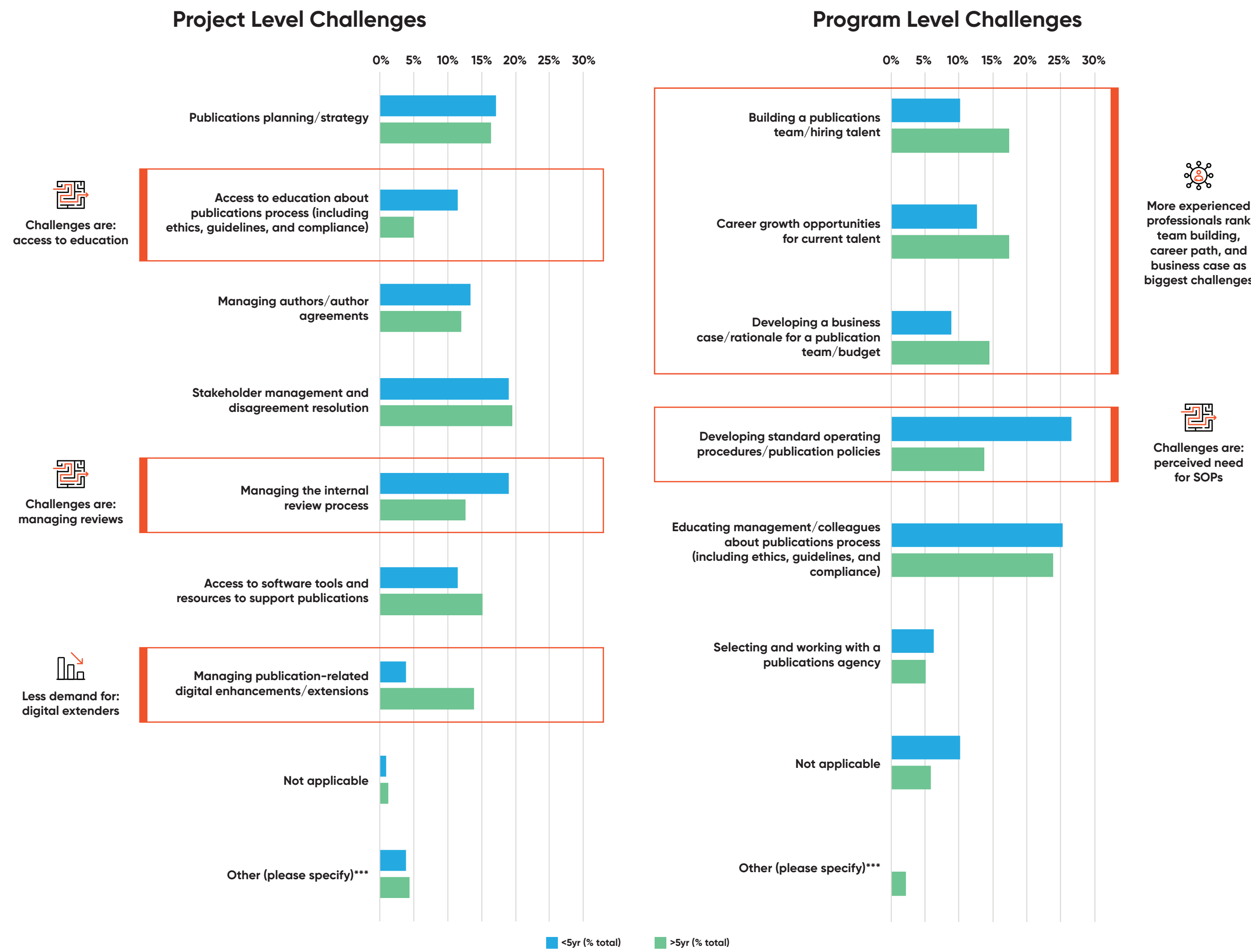
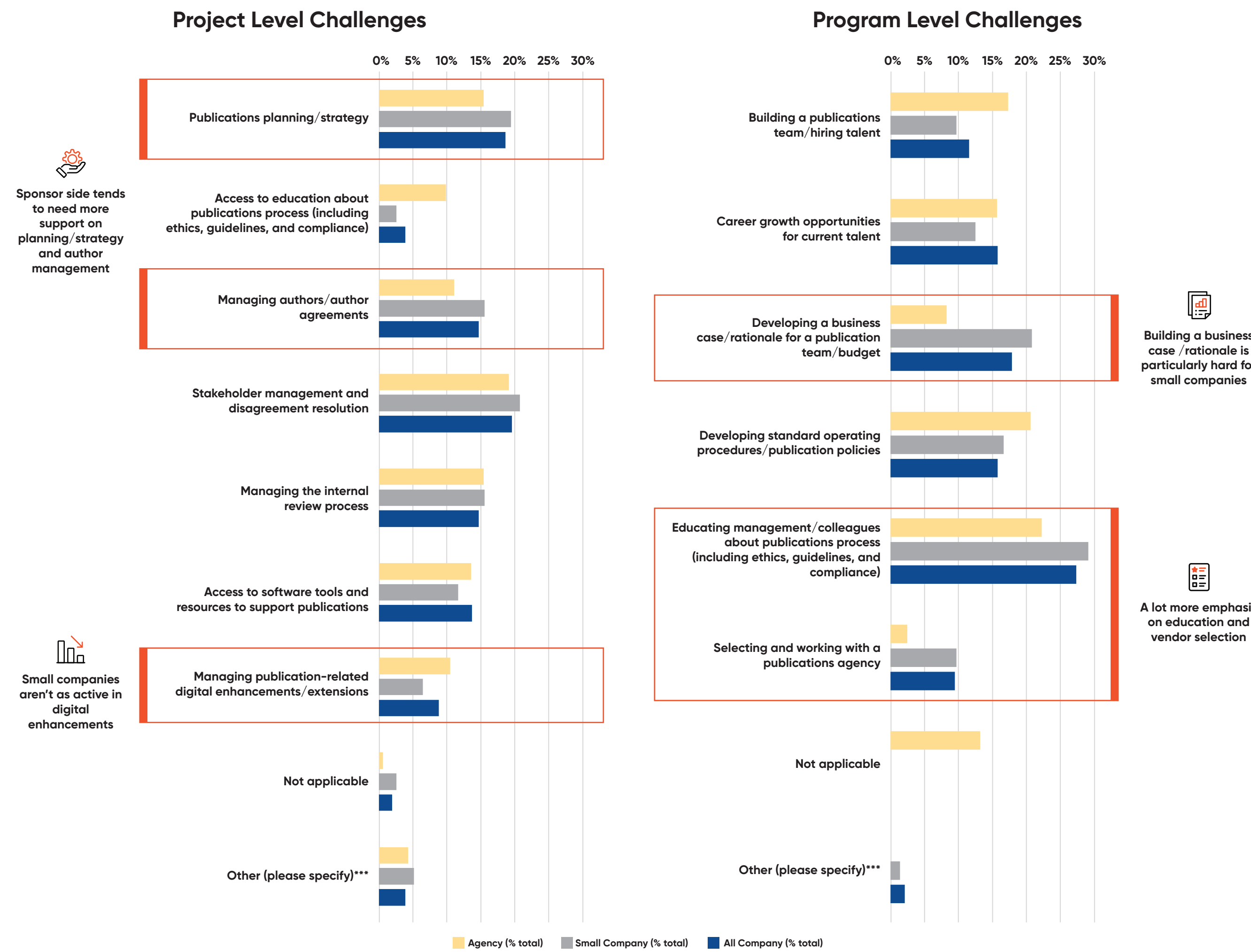


Figure 3. Unique Needs of Small Companies



- Across all respondents the most common barriers to learning were "time/project workload" (81%; 77/95), "budget constraints" (48%; 46/95), "too much information and not knowing where to start" (44%; 42/95) and "lack of resources" (42%; 40/95). All the response groups reported similar barriers to learning.
- Across all respondents a "modular online toolkit" was the most preferred (68%; 65/95) learning format followed by "case studies" and "webinars" (44%; 42/95 each), short educational videos (42%; 40/95), and a slide library (39%; 37/95).

