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ISMPP University

Optimizing and Enhancing Publications for Virtual Congresses

January 2021





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APRIL

16th Annual Meeting of ISMPP

Apr 20 - 22, (ET)

Washington, DC, United States



ISMPP announcements

This webinar has been approved for ISMPP
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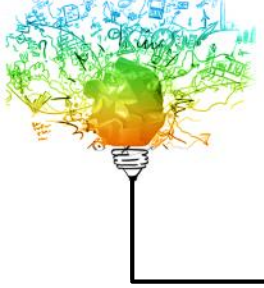




Become an ISMPP CMPP™!

- The ISMPP CMPP™ credential certifies the following:
 - Expertise as a medical publication professional
 - Proficiency in good publication practices
 - Commitment to ethical and transparent data dissemination standards
 - Leadership in upholding and fostering integrity and excellence in medical publication
- Next exam will take place **March 1–31, 2021**
- Questions? Contact cmpp@ismpp.org





Disclaimer

Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers or the position of ISMPP



Objectives for this ISMPP U

At the end of this session, participants should be able to:

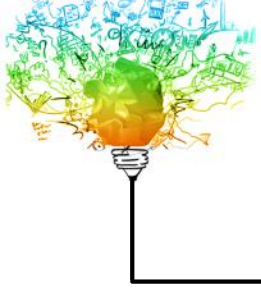
- Understand the approaches and considerations for developing virtual congress presentations and how these can be optimized
- Learn that various types of enhanced content may be developed to accompany these presentations and understand how they can provide added value and increase the reach of publications
- Learn practical and technical guidance to help with developing the electronic posters



PRESENTER BIO

- **Ben Clarke, BSc CMPP**
- Ben joined AMICULUM in 2010 and is a Team Leader for the AMICULUM publications team
- Ben has over 13 years' experience in healthcare communications, as well as 2 years' experience working for a biomedical research journal
- Ben has a BSc (Hons) in virology from the University of Warwick, UK
- Ben is an ISMPP member and has the CMPP credential
- Ben.Clarke@amiculum.biz





PRESENTER BIO

- **Vineeta Rayan, PhD**
- Vineeta joined AMICULUM in 2010 and is a Team Leader on a global publications account at AMICULUM
- Vineeta has over 23 years of experience in healthcare communications. She began her career in medical communications as a medical writer on several publication accounts and other medical educational activities, working across a variety of therapy areas
- Vineeta holds a BSC (Hons) in biochemistry from Kings College, University of London and a PhD in biochemistry from Charing Cross Hospital, the University of London, UK
- Vineeta.Rayan@mudskipper.biz





MODERATOR BIO: Jake Burrell, PhD, ISMPP CMPP™

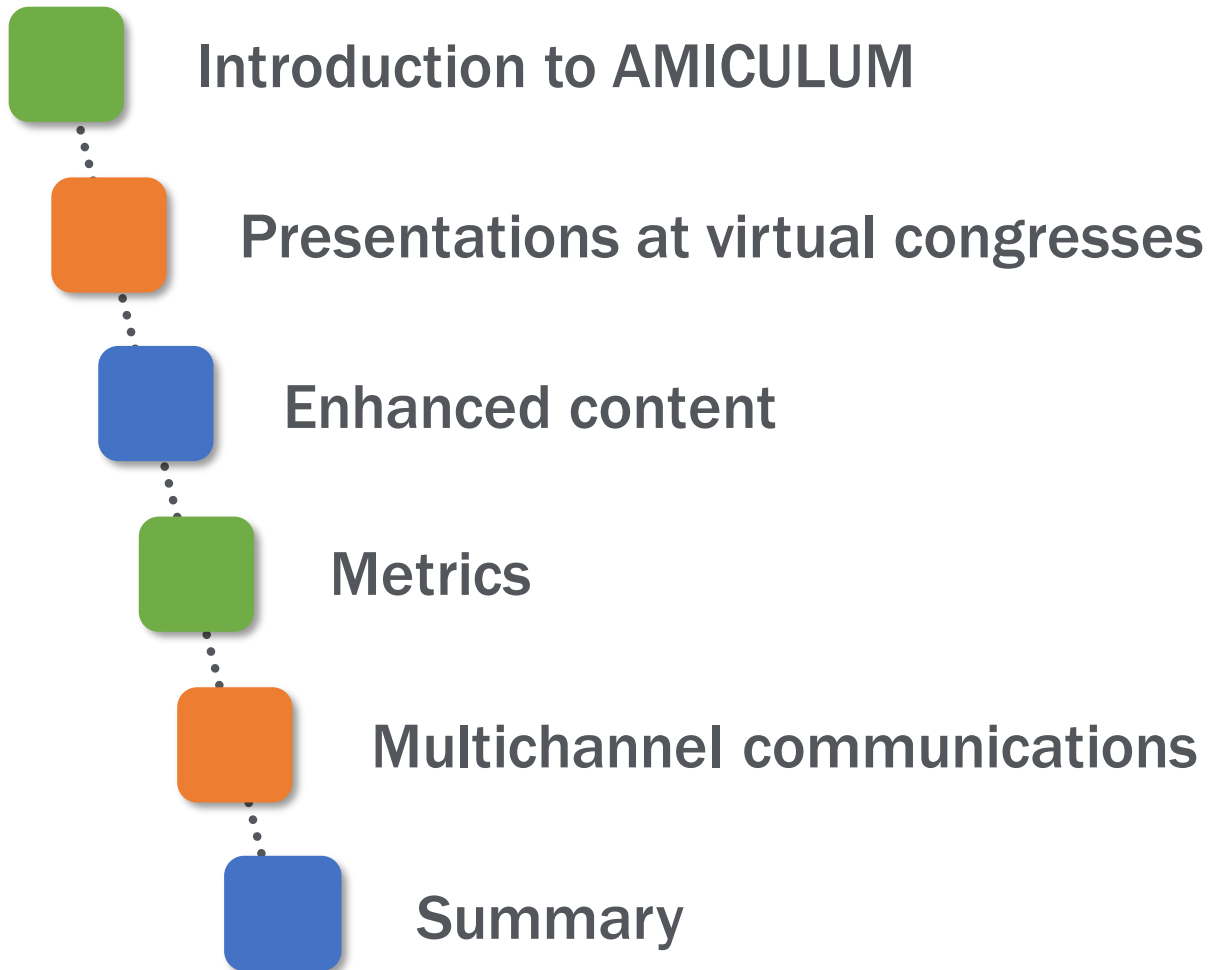


- Jake was awarded his PhD in oncology from the Institute of Cancer Research in London in 2011. He began his career in medical communications in London, where he worked with a range of top-20 pharma companies across therapy areas including oncology, virology and hematology. He speaks fluent Chinese and worked in Shanghai for over 6 years. He is currently a Director at Rude Health Consulting and lives in the UK. Jake is an ISMPP Certified Medical Publication Professional™ (CMPP).

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Overview





Introduction to AMICULUM

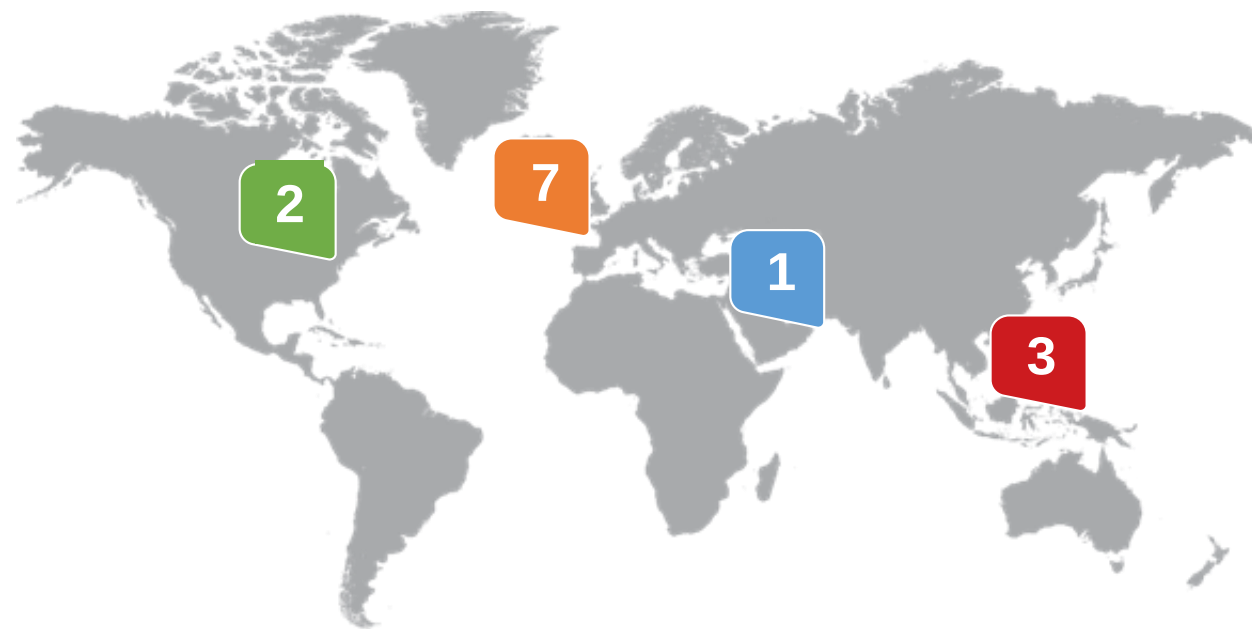


AMICULUM overview

Established in 2001, AMICULUM is an independent healthcare communications and consultancy business

We have teams based in seven countries, and provide our clients with global reach and experience combined with regional and local expertise

Our teams work primarily in English and Mandarin



USA

Princeton
Chicago

EUROPE

Dundee
Manchester
Bollington
Oxford
London
Brighton
Bern

MENA

Dubai

ASIA

Singapore
Shanghai
Auckland

The AMICULUM family now comprises:

13

offices

9

agencies

>250

team members

AMICULUM®USA

AMICULUM®MENA

AMICULUM®ASIA





Presentations at virtual congresses



The virtual congress: a brave new world





Poster sessions at live events



- Popular and well attended
- Provide an opportunity to meet the presenter and study investigators to discuss the data and ask questions
- Posters are often very text heavy, difficult to read and pull out key data and take-home conclusions



Time to challenge the poster status quo?

Gathering insights: executive summary*

Attendance and usefulness of poster sessions

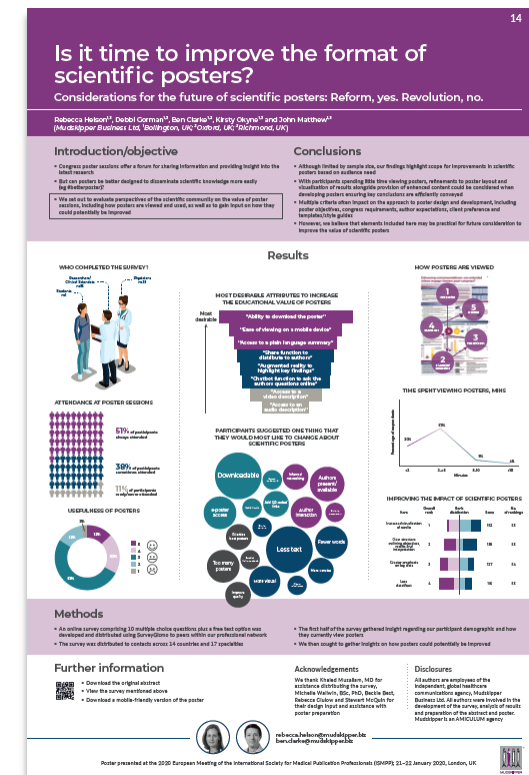
Poster sessions are generally well attended, although only **moderately useful** as a forum for sharing insights into the latest scientific research

How posters are viewed

Time dedicated to viewing individual posters is limited and the communication of key **conclusions potentially hindered by the traditional poster layout**

Improving the impact of poster sessions

A number of **enhancements could be considered** to ensure that key conclusions are efficiently conveyed, eg modifying poster layout/design and enhanced content



*Our findings presented at the European meeting of ISMPP 2020, which was attended by >350 medical publication professionals



Improving the impact of scientific posters

Modifying poster layout



Consider showing key conclusions alongside the introduction and highlighting the core messages

Visualization of results



Focus on data visualization to tell a story and reduce the amount of text; remove redundant content

Enhanced content

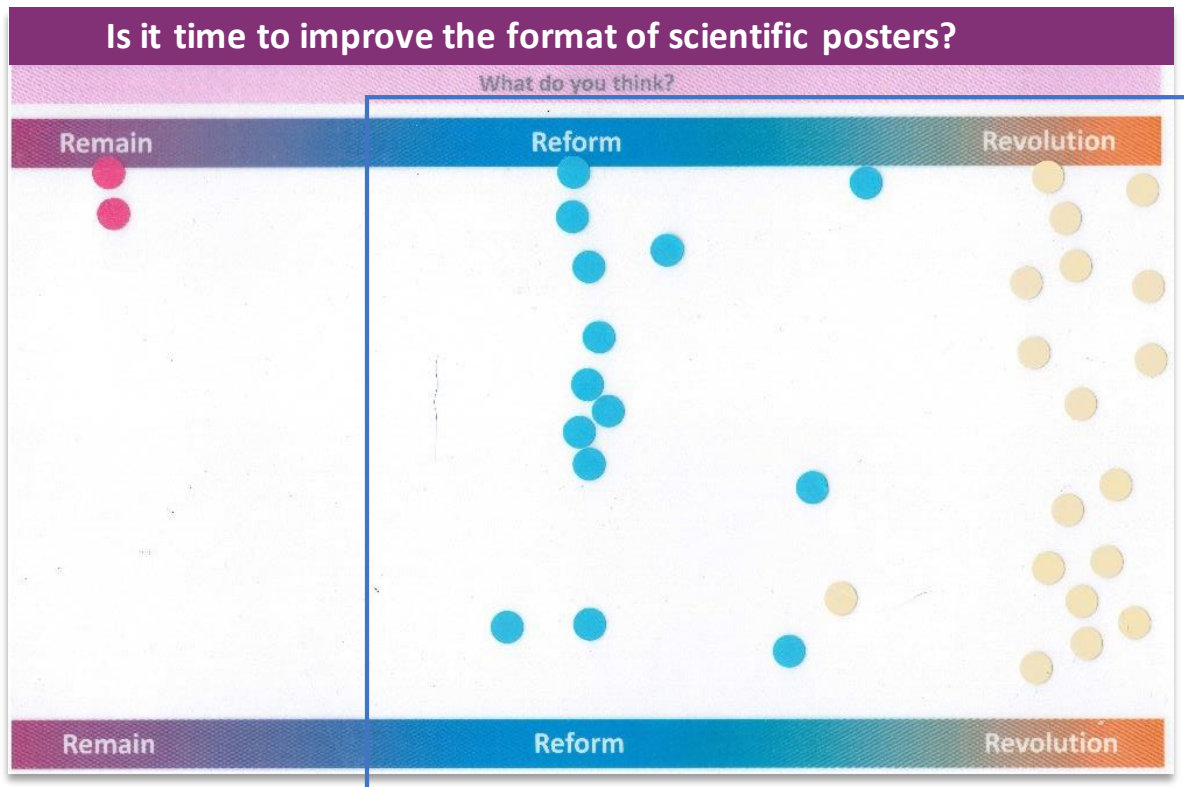


Additional content accessed via QR codes can include plain-language summaries, audio/video summaries etc



What do our colleagues think?

We surveyed publication professionals at the European Meeting of ISMPP and this is what they said...

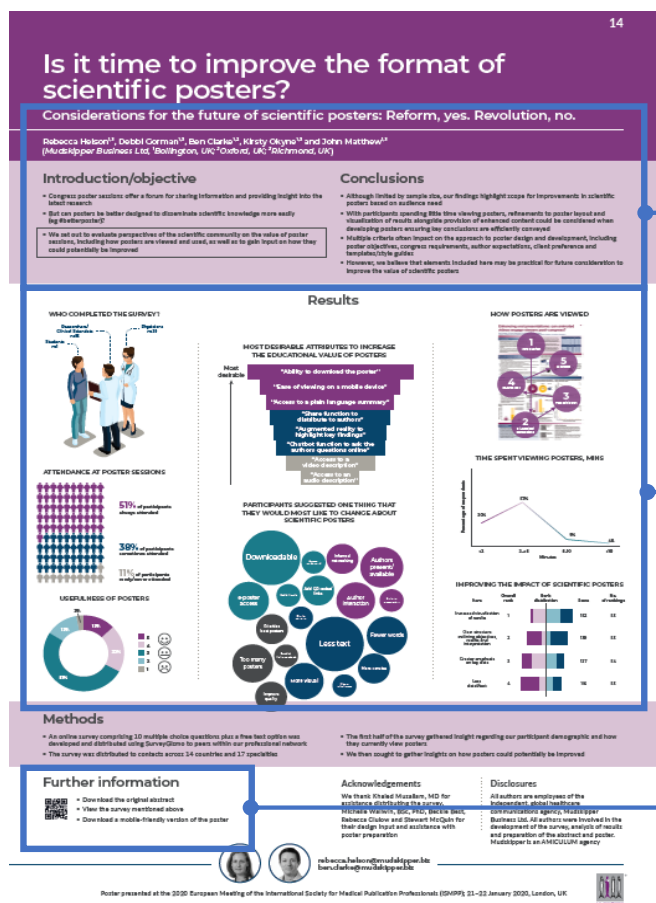


Not an exact science, but publication professionals are in general agreement that there is a need to improve the way scientific posters are presented



Is it time to improve the format of scientific posters?

Based on our research, we have recommended a simplified and impactful approach to our clients, as shown on the left



1 Core message and Conclusions shown upfront or more prominently

2 Focus on data visualization and less text

3 QR code linking to additional content





Several congresses are already encouraging reform



AMERICAN
COLLEGE of
CARDIOLOGY

“ Please consider using one of our #BetterPoster templates to create a better poster in less time that will more efficiently and effectively share your research with your colleagues at ACC.20/WCC! ”



ESC

European Society
of Cardiology

“ In addition to your paper poster to be displayed at the Congress, we highly recommend that you upload an electronic version to give more visibility to your research during and after the Congress ”



American Society of Hematology

Helping hematologists conquer blood diseases worldwide

“ While you are in the poster hall, or for 30 days after the meeting concludes, use the free PosterCast app to listen to three-minute audio presentations recorded by the authors themselves – each one providing an overview of the author’s poster. This tool is especially useful when viewing posters while the author is not present ”

ASCO[®]

AMERICAN SOCIETY OF
CLINICAL ONCOLOGY

“ ASCO is offering a customizable template to poster presenters... This template is designed from the #BetterPoster campaign circulating at many scientific meetings. The template aims to create an easy-to-scan, and learner-centric poster that minimizes an overload of text and highlights the main findings of a study ”



Electronic posters at virtual congresses

Advantages

- Posters are available on demand at the attendees' convenience
- Can focus on one poster at a time in a peaceful environment
- Posters can be enlarged to view figures/data more closely
- QR codes/hyperlinked URLs can be accessed conveniently to download the posters and any additional/enhanced materials

Disadvantages

- Attendees may fail to view posters as they may not dedicate the time they would if attending the live congress
- Poster presenters are unable to present and discuss their findings with their peers
- Congress attendees are less able to talk to poster presenters and network with other colleagues



How can you overcome not meeting the poster presenter at a virtual congress?



- Video/audio narrations of the presenter talking about the data in the poster
- Sync the recording to an animated version of the poster, where sections of poster content can be enlarged when the presenter discusses them
- Some congresses ask that a recording is submitted with the poster. Check who holds the copyright for these recordings
- If there is no copyright concern, make the recorded video accessible via a QR code for on-demand viewing



Posters for a virtual audience

Practical considerations





Poster or slides?

- Some virtual congresses ask for posters to be developed in the traditional format
- However, sometimes they ask for the poster to be submitted as five slides
- Other congresses give the option to submit the poster in whichever format the authors prefer. In this case, which is better?



Preparing for a virtual poster presentation

Impact on agency timelines

Virtual congresses require that posters are submitted 2–3 weeks ahead of congress

This results in short poster development timelines

Additional materials required by congress (eg recording) and enhanced content will impact on the already short timelines

Impact on client and author review timelines

Short timelines for client/author review

Additional materials (eg enhanced content and presenter script) resulting in several client/author reviews

Impact on presenter commitments

Schedule the narration recording meeting with presenter as soon as possible to allow for busy schedules

Allow for at least 1 hour for the recording meeting

Presenter may be required to attend a live Q&A session at the congress during a poster discussion session



Video/audio narration development

Practical tips



- Check congress guidelines for preferred recording platforms (eg Zoom or PPT)
- Keep recording short – no longer than 5 minutes for maximum viewer engagement
- Ask presenter to talk about the main findings and conclusions of the study near the beginning of the recording
- Support presenter by connecting with them on Zoom and recording their presentation
- Ask the presenter to do a rehearsal and time the presentation before recording at least two of them
- Check the recordings to ensure that they are of good quality
- If a script is being used, check this while the presenter is speaking to avoid any accidental errors, particularly with data



Technical considerations for presenter recordings

Ask your presenter to familiarize themselves with the recording platform ahead of the recording

1. Recording location	2. Internet connection	3. Sound	4. Visuals
• Find a quiet, well-lit space where they can control the environment • Avoid public areas where background noise may be present • Avoid distracting backgrounds and sitting with a window behind them	• Check the internet connection • It is best to connect via a laptop or tablet device – not a mobile smartphone app	• Mute background noise makers such as email notifications and cell phones • Suggest the use of headphones • Maintain the same distance from the mic throughout your recording • Speak slowly, clearly and enthusiastically, as if the audience were in the room	• Make sure web camera is placed at eye level • Avoid looking down at a script – have it on the screen • Keep on-camera outfit simple, plain and low key • Avoid wearing patterns like fine checks, stripes and herringbones. On camera, these patterns will ‘vibrate’ and detract from your presentation

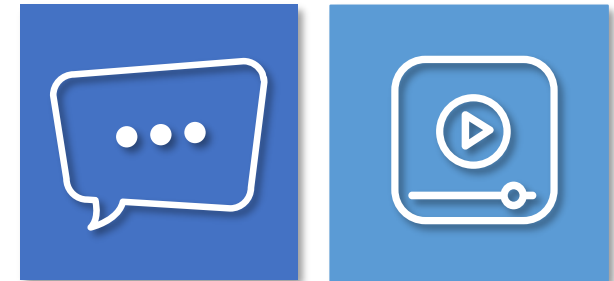


Enhanced content



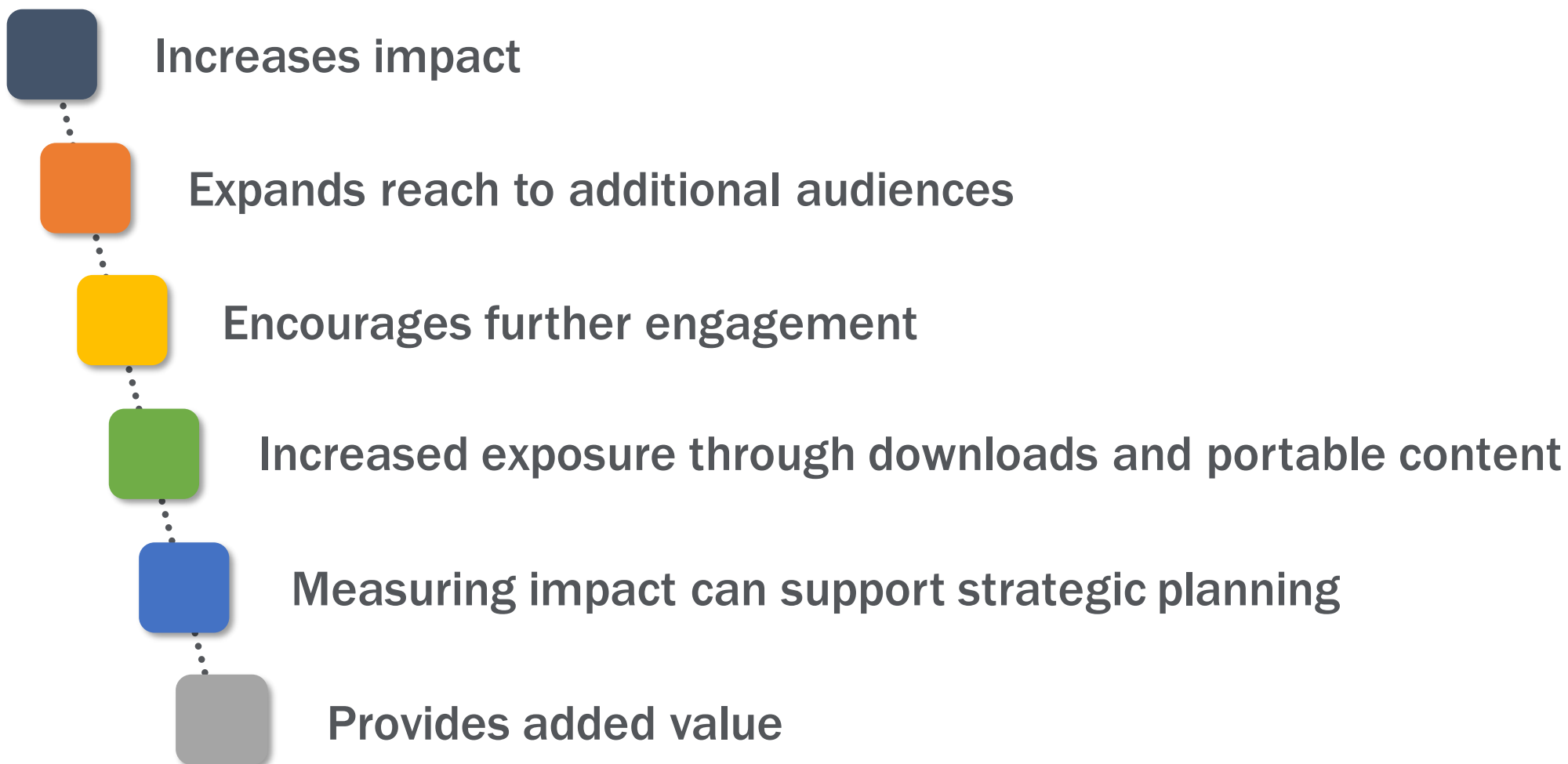
What is 'enhanced content'?

Content that goes beyond traditional publication formats to enhance the experience and understanding of existing audiences, or content that is tailored for additional audiences





Benefits of enhanced content





Enhanced content: general considerations

Objective



Determine whether the publication is likely to benefit sufficiently from enhanced content

Audience



Determine the most appropriate enhanced content for your target audience

Process



Consider the development and approval processes, budget and timelines: is it feasible?



Enhanced content: general considerations

Authors



Are the authors willing to proceed?

Content



Does the content need to stand alone?

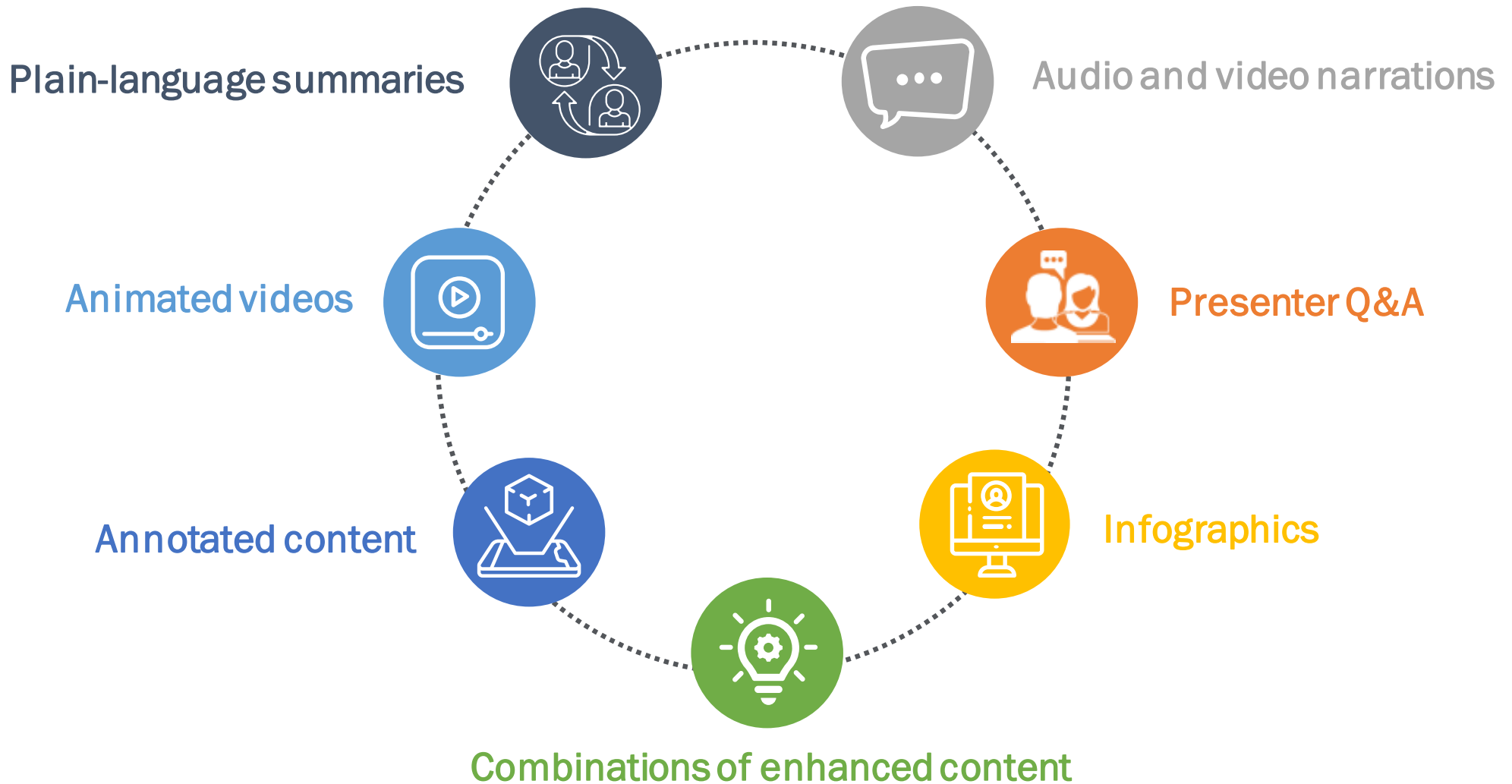
Impact



Consider how best to measure the impact of the enhanced content



Enhanced content possibilities



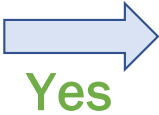


Practical tips: selecting enhanced content

What are the strategic objectives for the publication?



Is the publication intended to be high impact?



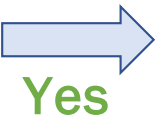
Consider: animated video

Is it important to include a lot of data in the poster or presentation?



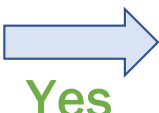
Consider: supplementary annotated content

Are the results considered to be challenging to interpret?



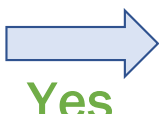
Consider: presenter Q&A

Is it a complex study design that might benefit from simplified methodology?



Consider: infographic

Would it be beneficial to target multiple types of audience?



Consider: PLS, presenter narrations



Case study: plain-language summaries and infographics

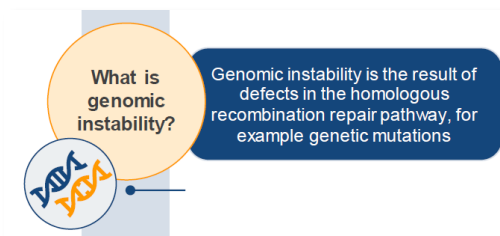
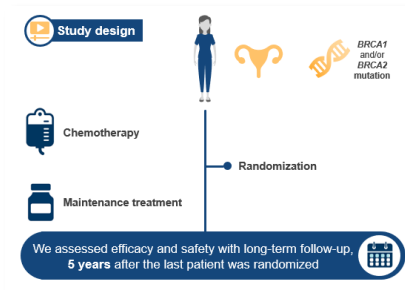


Plain-language infographic

PLSs and infographics are typically concise summaries of key content from a publication

PLSs should use simple, non-technical language whereas infographics are a visual summary

It is possible to combine approaches by developing a plain-language infographic or video



Animated video

Click here to access a narrated, animated video of this infographic

Clicking on the icons below will take you directly to the relevant section of the animated video

Why develop a PLS or infographic?

- PLSs and infographics can expand reach to additional audiences, raise awareness and increase the understanding of publications
- These materials can also be used to consolidate data from multiple publications into a single, clear narrative



Practical tips

- Consider the target audience carefully
- Find the right balance: aim to explain complicated terminology but take care to avoid patronizing
- Consider involving a non-technical reviewer and/or using readability tests
- Try to avoid using existing figures from the publication: consider simplifying the publication into one or two, visually appealing images
- Test QR codes to ensure they are active



Case study: animated videos

Why develop an animated video?

- Engaging animated videos with narrations can increase the impact of posters and presentations
- Animated videos can be tailored to specific audiences and can lead to increased understanding and awareness of the publication content



Practical tips

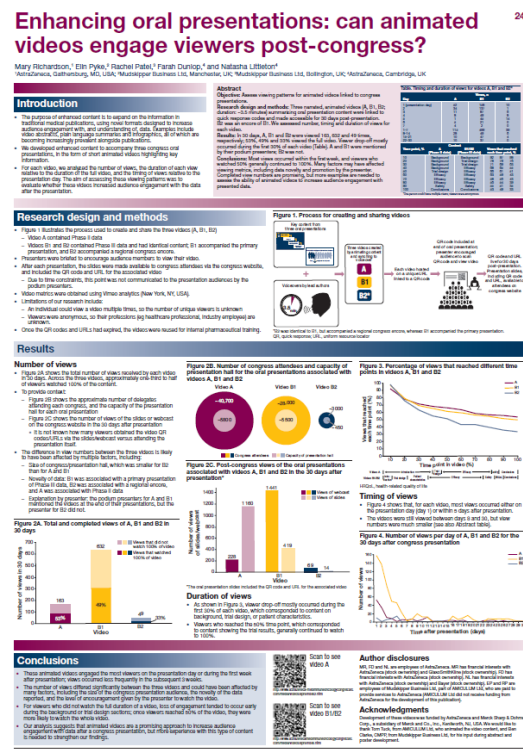
- Develop a communication plan: explain the process and timelines that you will be following
- Develop a storyboard and consider preparing an initial mood board
- Circulate slides and a draft script for review
- Once the script content has been finalized, obtain the presenter's recording as soon as possible
- Once the slide content has been finalized and the recording obtained, then proceed to animation
- Consider ways to measure impact

Animated videos

Animated videos are short videos that summarize key information from publication(s)

These videos typically use narration and animations to help emphasize key points

Animated videos can be accessed via QR codes on the poster or presentation





Metrics



Measuring impact: research



Is it time to improve the format of scientific posters?

Considerations for the future of scientific posters: Reform, yes. Revolution, no.

Further information

Download the original abstract

View the survey

Download a mobile-friendly version of the poster



Wednesday, January 27th

Watch on Demand - Member Research Oral Presentations

CMPP

3:15 pm-4:00 pm

Description

During this time, the authors will be available via the session chatbox to respond to your questions in real time. The video presentation will remain posted throughout the event (until March 31) for you to watch on demand.

Reform and enhancement of scientific posters: what was the extent of innovation in 2020?

Elin Pyke,^a Sabrina de Courcy,^b Laura Smart,^c Rachel Patel^d and Ben Clarke^e

^aAMICULUM Limited, Manchester, UK

^bAMICULUM Limited, Bollington, UK

^cMudskipper Business Limited, Dundee, UK

^dMudskipper Business Limited, Bollington, UK

^eAMICULUM Limited, Oxford, UK

Objective: Research suggests that reformed layouts and enhanced features can increase engagement with, and understanding of, scientific posters.¹⁻³ We sought to determine the current extent of poster innovation.

Enhancing oral presentations: can animated videos engage viewers post-congress?

Mary Richardson,^a Elin Pyke,^b Rachel Patel,^c Farah Dunlop,^d and Natasha Littleton^e
^aAd Astra, Gathurst, MD, USA; ^bMudskipper Business Ltd, Manchester, UK; ^cMudskipper Business Ltd, Bollington, UK; ^dAd Astra, Cambridge, UK

Introduction

- The purpose of enhanced content is to support the information in traditional medical publications, using novel formats designed to increase audience engagement with, and understanding of, data. Examples include video abstracts, plain language summaries and infographics, all of which are becoming increasingly prevalent alongside publishing.
- We developed enhanced content to accompany three congress oral presentations, in the form of short animated videos highlighting key information.
- For each video, we analysed the number of views, the duration of each view relative to the duration of the full video, and the timing of views relative to the presentation day. The aim of assessing these viewing patterns was to evaluate whether these videos increased audience engagement with the content after the presentation.

Abstract

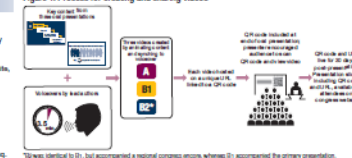
Objective: Assess viewing patterns for animated videos linked to congress presentations.
Research design and methods: Three animated, animated videos (A, B1, B2; duration: ~0.5 minutes) summarising oral presentation content were linked to congress designs and made available for 30 days post presentation. All were in videos of B1. We assessed number, timing and duration of views for each video.
Results: In 30 days, A, B1 and B2 were viewed 165, 632 and 49 times, respectively. Video A and B1 viewed the full video. Viewer drop-off mostly occurred during the first 50% of each video (day 1). A and B1 were watched by their product producers, B2 was not.
Conclusions: Most views occurred within the first week, and viewers who watched 100% generally continued to 100%. Many factors may have affected viewing pattern, including data novelty and presentation by the presenter. Completed view numbers are promising, but more examples are needed to assess the ability of animated videos to increase audience engagement with presented data.

Viewing and engagement data for videos A, B1 and B2	
Video	Views
A	165
B1	632
B2	49

Research design and methods

- Figure 1 illustrates the process used to create and share the three videos (A, B1, B2). Video A contained Phase 1 data.
- Videos B1 and B2 contained Phase 2 data and had identical content; B1 accompanied the primary presentation, and B2 accompanied a regional congress session.
- Presentations were linked to congress attendees via the congress website.
- After each presentation, the videos were made available to congress attendees via the congress website, and included the QR code and URL for the associated video.
- Due to time constraints, the point was not communicated to the presentation audience by the poster presenters.
- View metrics were obtained using Vimeo analytics (New York, NY, USA).
- Limitations of our research include:
 - No individual could view a video multiple times, as the number of unique viewers is unknown.
 - Viewers were anonymous, as their professions (eg healthcare professional, industry employee) are unknown.
- Once the QR codes and URLs had expired, the videos were removed for internal pharmaceutical training.

Figure 1. Process for creating and sharing videos



Results

Number of views

- Figure 2A shows the total number of views received by each video in 30 days. Across the three videos, approximately one-third to half of viewers watched 100% of the content.
- To provide context:
 - Figure 2B shows the approximate number of delegates attending each congress, and the capacity of the presentation hall for each presentation.
 - Figure 2C shows the number of views of the video or website of the congress website in the 30 days after presentation.
 - It is not known how many viewers obtained the video QR codes/URLs via the slides/webcast versus attending the presentation itself.
- Novelty of data: B1 was associated with a primary presentation of Phase 2 data, B2 was associated with a regional session, and A was associated with Phase 1 data.
- Explanation by presenter: the poster presenters for A and B1 mentioned this video at the end of their presentations, but the presenter for B2 did not.

Figure 2A. Number of congress attendees and capacity of presentation hall for the oral presentations associated with videos A, B1 and B2

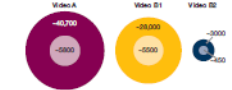


Figure 2B. Percentage of views that reached different time points in videos A, B1 and B2

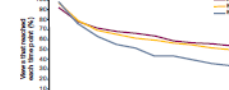


Figure 2C. Post-congress views of the oral presentations associated with videos A, B1 and B2 in the 30 days after presentation

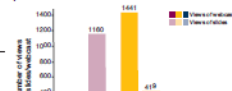


Figure 2A. Total and completed views of A, B1 and B2 in 30 days

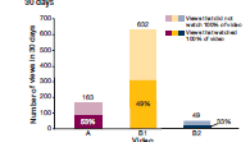


Figure 2B. Percentage of views that reached different time points in videos A, B1 and B2

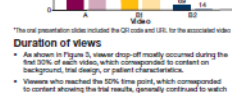
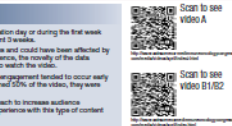


Figure 2C. Post-congress views of the oral presentations associated with videos A, B1 and B2 in the 30 days after presentation



Conclusions

- These animated videos engaged the most viewers on the presentation day and during the first week after presentation; views occurred most frequently in the subsequent 7 weeks.
- The number of views differed significantly between the three videos and could have been affected by many factors, including the size of the congress presentation audience, the novelty of the data reported, and the level of encouragement given by the presenter to watch the video.
- For viewers who did not watch the full duration of a video, loss of engagement tended to occur early during the background or trial design sections; once viewers reached 50% of the video, they were more likely to watch the whole video.
- Our analysis suggests that animated videos are a promising approach to increase audience engagement with data after a congress presentation, but more examples are needed to assess the ability of animated videos to increase audience engagement with presented data.

Author disclosures

MR, TD and NP are employees of Ad Astra. MR has financial interests with Ad Astra (stock ownership) and Ad Astra (stock ownership). NP has financial interests with Ad Astra (stock ownership). NP has financial interests with Ad Astra (stock ownership) and Ad Astra (stock ownership). NP and TD are employees of Mudskipper Business Ltd, part of Ad Astra (stock ownership). NP and TD are employees of Ad Astra (stock ownership). NP and TD are employees of Ad Astra (stock ownership).

Acknowledgments

Development of these videos was funded by Ad Astra and Mudskipper Business Ltd. We would like to thank Tom Tuck, from Ad Astra (stock ownership), for his input during abstract and poster development.



Measuring impact: analytics

Trends



Specific publications

Total views and
downloads



Date of
views



Enhanced
content views



Duration
of views

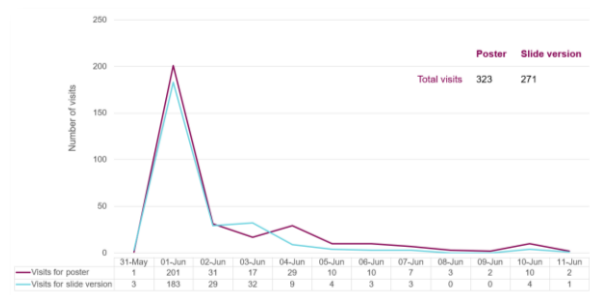


Figure 2A. Total and completed views of A, B1 and B2 in 30 days

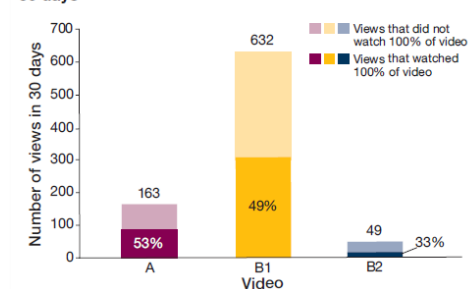
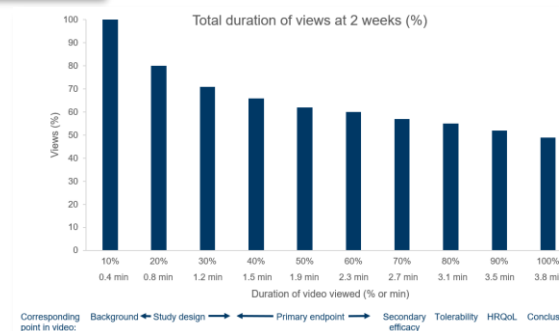
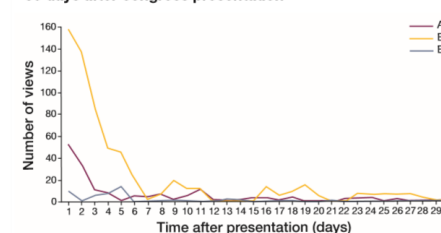
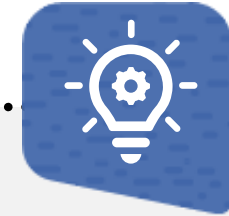


Figure 4. Number of views per day of A, B1 and B2 for the 30 days after congress presentation





Practical tips to boost metrics



General planning

- Determine the need
- Select an appropriate audience
- Allow sufficient time
- Develop engaging content
- Secure permissions in advance
- Plan ahead to ensure you maximise availability: be aware of embargoes

QR code use

- Test QR codes to ensure they are active
- Ensure QR codes are prominent
- Use clickable QR codes and hyperlinks
- Ask the presenting author to finish his/her presentation on a slide showing the QR code
- Consider developing a QR code landing page
- Analyse your metrics to inform future use



Multichannel communications



Maximizing the reach of your congress publication



Abstract titles

Try to make the title of your abstract/presentation as **engaging** and **informative** as possible to attract **audience attention**

Enhanced content

These materials can be used for **internal training**, in discussions between **MSLs** and **physicians** and for physicians to share in **peer-to-peer** discussions

Social media

Consider how the poster and additional content can be shared **compliantly** on social media platforms





Summary

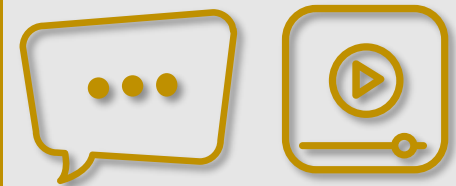


Summary

We recommend the use of **reformed poster layouts** to present **simplified and impactful content**, particularly in the current era of **virtual meetings**



To **increase the impact** of posters and presentations further, and to help reach additional audiences, we recommend considering the use of **tailored enhanced content**



It is important to take sufficient time to **plan** your reformed and/or enhanced congress work and, if possible, **assess the impact** of these approaches to **inform future projects**





ISMPP University

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