

# FUTURE-FORWARD APPROACH

to optimizing consumption of publication content

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## BACKGROUND & METHODS

- Understanding the healthcare provider (HCP) audience journey of discovering, consuming, engaging with, and advocating for scientific peer-reviewed publications (Pubs) is critical for optimizing the reach of Pub content
- A survey was conducted between December 2019 and March 2020 to understand how HCPs (N=39) identify, review, and share Pubs of interest<sup>1</sup>
- Because of the COVID-19 pandemic, a follow-up survey of US HCPs was conducted between November 2021 and March 2022 via SurveyMonkey to assess how HCP behavior may have evolved over the past 2 years
  - The 24-question online survey (SurveyMonkey) was distributed via direct email, LinkedIn, and Twitter
- We present the results of this current survey (2022) and comparisons with those of the previous survey (2020)<sup>1</sup>

## RESPONDER DEMOGRAPHICS & RESULTS

33 HCPs responded to the 2022 survey

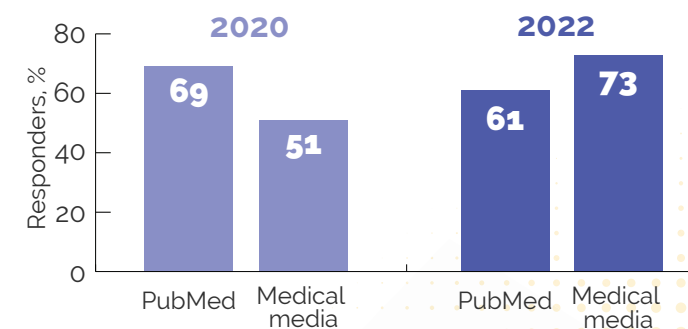


Key survey results are presented in the center of the poster and detailed responses for each survey question can be found in the **supplement**

## Discover

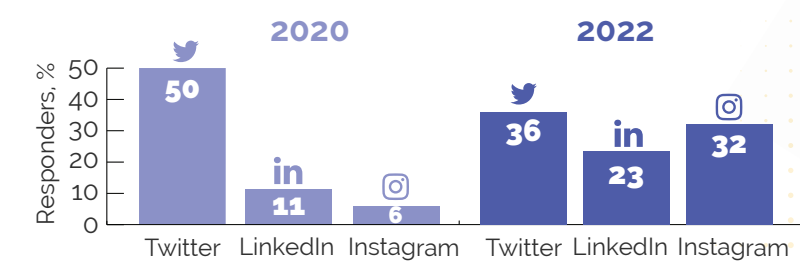
### Identify Pubs of interest

Medical media<sup>a</sup> overtook PubMed  
 • UpToDate was the most popular medical media (used by **56%** in 2020 vs **67%** in 2022)



Twitter remains the most popular social media<sup>a</sup>

• Instagram and LinkedIn increased in popularity

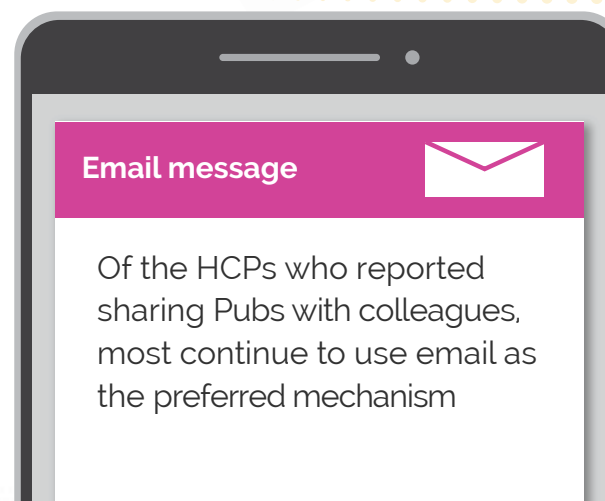
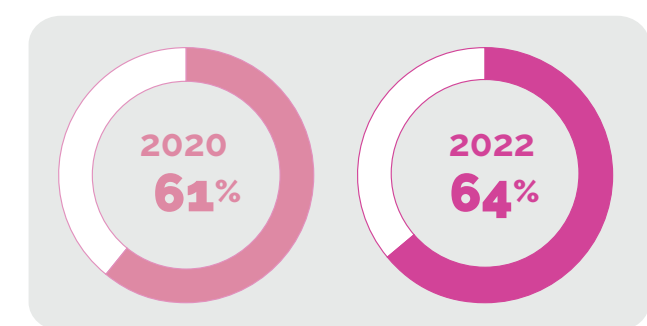


## Advocate

### Share Pub with colleagues

In 2020, **56%** of HCPs reported sharing identified Pubs vs **45%** in 2022

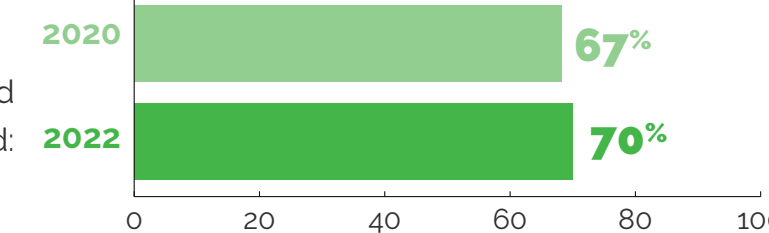
Some HCPs are more likely to share articles if there is associated supplemental materials (**10%** in 2020 and **24%** in 2022)



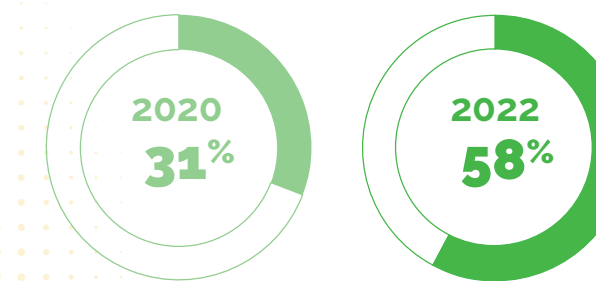
## Consume

### Review primary Pub

HCPs proceeding to read a Pub once identified:



HCPs accessing supplemental digital information instead of the Pub

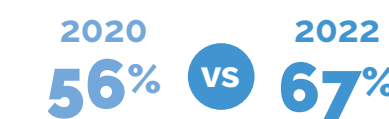


2020 vs 2022 results

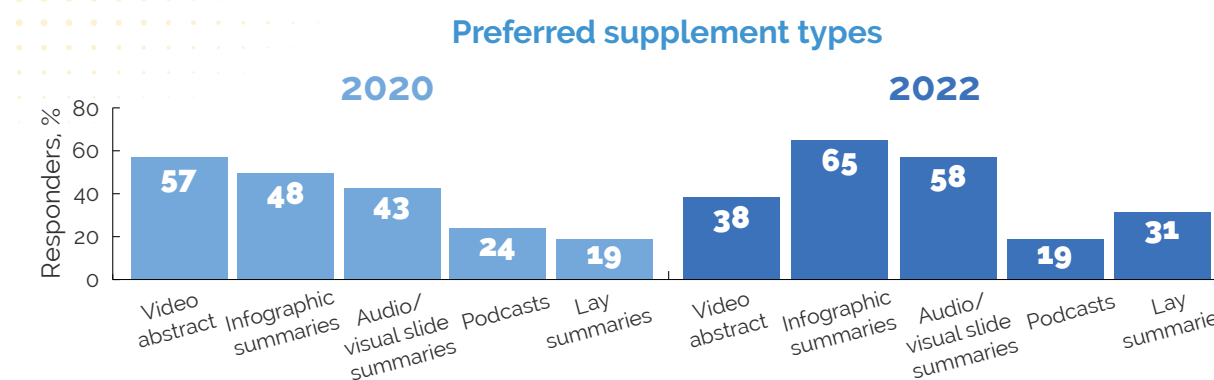
## Engage

### Access Pub enhancer(s)

More HCPs are finding Pub enhancers useful for understanding content

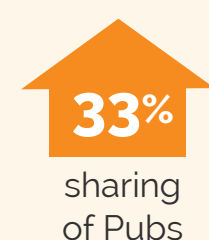
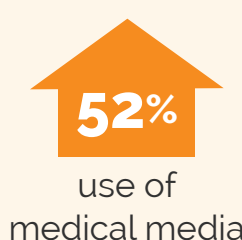
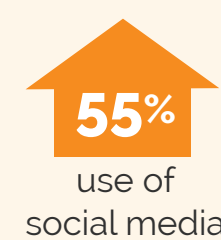


Infographic summaries, followed by audio or visual slide summaries, were considered to have the most value



## Impact of the Covid-19 Pandemic

HCPs report that they have increased their:



of HCPs would like to see the continuation of virtual meetings and presentations

## CONCLUSIONS & IMPLICATIONS

- 2022 results provide further evidence supporting the need for an omnichannel approach to Pub planning
- Furthermore, the COVID-19 pandemic has impacted the consumption of Pub content, albeit to a limited extent
- Content formerly prepared for in-person events needs to be increasingly adapted for hybrid formats, and Pub planning needs to consider the 4 phases of the audience journey (ie, discover > consume > engage > advocate)
- When considering an omnichannel approach, several factors should be considered based on our findings including data type, the primary Pub channel, and the audience(s) who will benefit
- To assist with this assessment and to guide omnichannel planning efforts, we have prepared the following items, which are available on our **poster microsite**:
  - Publication Questionnaire/Checklist
  - Roadmap or steps to outline an omnichannel plan
  - An omnichannel plan template
- It is our hope that this information will inform our industry's understanding of the need to evolve traditional publication planning into a more future-forward approach

Click on the active button below to access the following supplemental content:

## POSTER MICROSITE

- Poster with shareable links
- All survey results
- Video abstract
- Downloadable omnichannel Pub plan template



<sup>a</sup>Medical media includes UpToDate, WebMD, and professional society websites. Social media includes Twitter, Facebook, Instagram, LinkedIn, and Reddit.

1. Ruth A, et al. ISMP 2020. Poster 14.

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