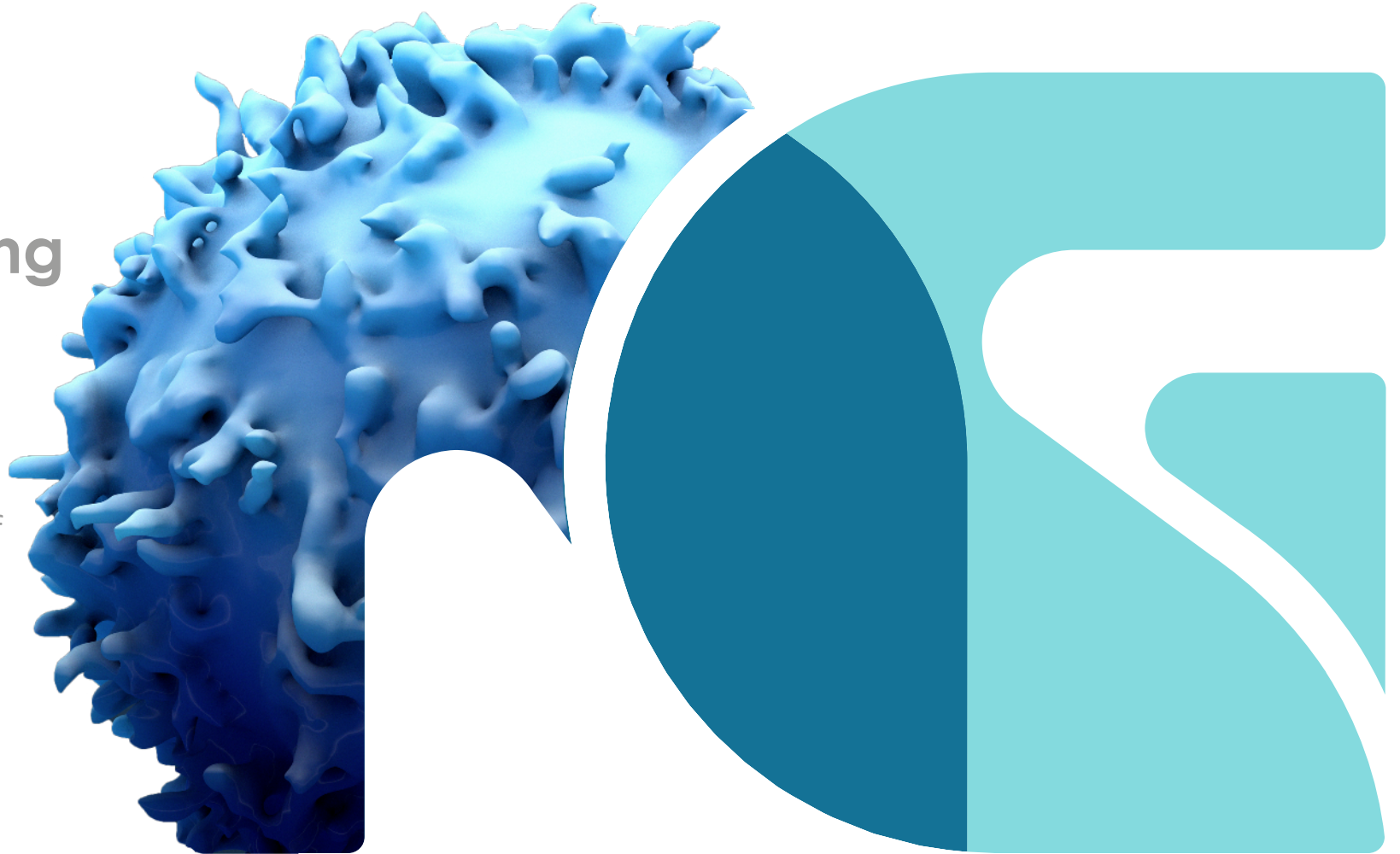


Supplement to: Future-forward approach to optimizing consumption of publication content

Bessler J, Fazzone W, Ruth A, et al.

Poster presented at: 18th Annual Meeting of
ISMPP; May 9-10, 2022 [poster 21].

Full dataset from
HCP survey



Questions From The HCP Survey (Part 1 of 2)

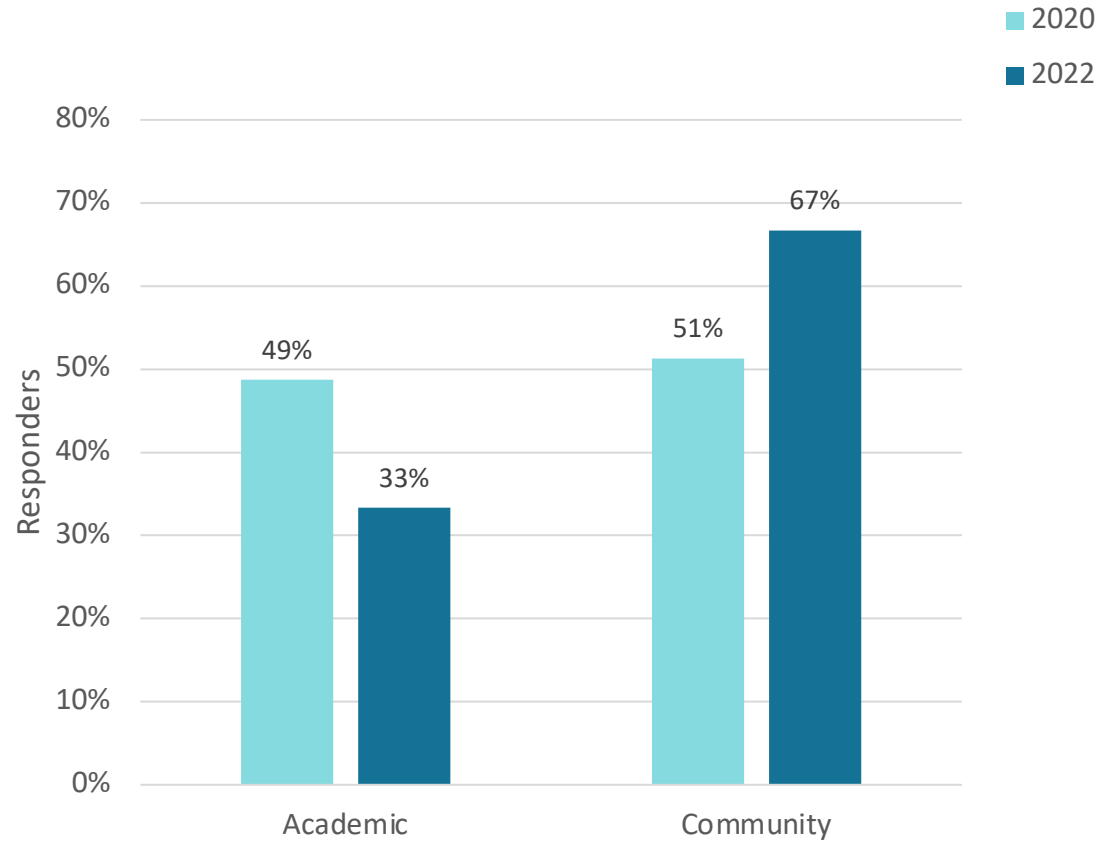
#	Question	Responses
1	What is your medical specialty?	Multiple choice
2	How long have you been practicing?	0-5 years, >5-10 years, >10-15 years, >15-20 years, >20 years
3	What is your practice setting?	Community, Academic
4	How often do you access social media for professional activities?	Never, Not often, Often, Very often
5	For question 4, if you answered c or d, please select and/or list social media platforms that you frequently use:	Facebook, Google, Instagram, LinkedIn, Reddit, Twitter, YouTube, Other
6	Which of the following most closely describes how frequently you read peer-reviewed journals for general education?	Never, Few times a year, Once a month, Once a week, Daily
7	When seeking an article on a specific topic what sources do you usually go to first? (please choose up to 3)	Pubmed/Embase, RSS feed, Medical media channels (eg, UpToDate, WebMD, professional society websites), Social media channels (eg, Twitter, Facebook, LinkedIn, Reddit), Closed online communities/Online medical communities (eg, Sermo, Doximity), Medical professional society website, Podcasts, General search, Pharma company website, Colleagues, Other (please specify)
8	When thinking about the past year, do you usually identify peer-reviewed articles of interest because of a targeted search on a specific topic or because of notification via social/medical media channels or RSS feeds?	Almost always actively search out published information of interest; Usually actively search out published information of interest; About equally; Increasingly due to notification via social/medical media channels or RSS feeds then actively investigate; Almost always due to notification via social/medical media channels or RSS feeds and then actively investigate
9	How often do you become aware of peer-reviewed articles because of social media channels (eg, Twitter, Facebook, LinkedIn, Reddit)?	Never, Not often, Often, Very often
10	For question 9, if you answered c or d, please select or list all social media platforms that you frequently use:	Facebook, Google, Instagram, LinkedIn, Reddit, Twitter, YouTube, Other (please specify)
11	How often do you become aware of peer-reviewed articles because of medical media channels (eg, UpToDate, WebMD, professional society websites)?	Never, Not often, Often, Very often
12	For question 11, if you answered c or d, please select or list all medical media platforms that you frequently use:	UpToDate, WebMD, Professional society websites, Other (please specify)

Questions From The HCP Survey (Part 2 of 2)

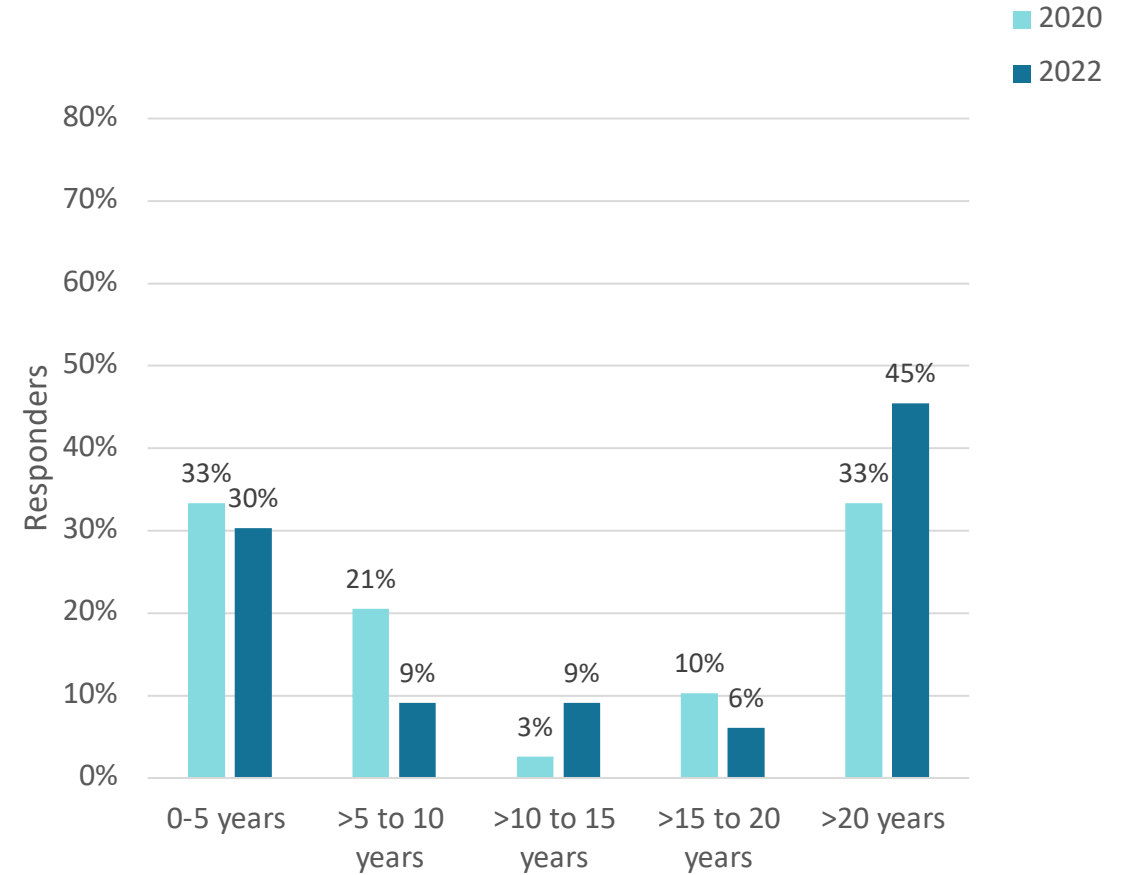
#	Question	Responses
13	If you become aware of a publication via social or medical media channels, how often do you then proceed to read the published article?	Never, Not often, Often, Very often
14	When reviewing a peer-reviewed article, how useful do you find supplemental digital information (eg, video abstract, infographics, lay summaries, audio/video slide summaries) in helping to understand the content of the article?	Not useful, Of limited use, Moderately useful, Very useful
15	How often do you access supplemental digital information (eg, video abstract, info graphics, lay summaries, audio/video slide summaries) instead of the published peer-reviewed article?	Never, Not often, Often, Very often
16	If you answered c, d, or e to either question 14 and/or 15, please select all supplemental information/resources that would be of most value to you:	Video abstracts, Infographics, Lay summaries, Audio/visual slide summaries, Podcasts, Other (please specify)
17	How often do you share or recommend an article to your colleagues?	Never, Not often, Often, Very often
18	For question 17, if you answered c or d, please indicate the format(s) that you share this information:	Email, Social media, Online communities, Other (please specify)
19	Would you be more likely to share or recommend a peer-reviewed article via social media if it has associated supplemental digital information?	Pubmed/Embase, RSS feed, Medical media (eg, UpToDate, WebMD, professional society websites), Social media channels (eg, Twitter, Facebook, LinkedIn, Reddit), Closed online communities/Online medical communities (eg, Sermo, Doximity), Medical professional society website, Podcasts, General search, Pharma company website, Colleagues, Other (please specify)
20	When thinking about the past year, do you usually identify peer-reviewed articles of interest because of a targeted search on a specific topic or because of notification via social/medical media channels or RSS feeds?	No, Maybe, Yes
21	Has the approach by which you seek out and become knowledgeable about scientific/medical information changed due to the COVID-pandemic? a) Social media; b) Medical media, c) Direct reading of research articles, d) Access of digital information, e) Sharing or recommending an article to your colleagues	Increased, Decreased, Unchanged
22	Are there any common COVID-pandemic–related changes in conferences that you would like to see continue? (check all that apply)	More virtual meetings and presentations, Virtual poster sessions, Other (please specify)
23	Has your trust in publications changed during the COVID pandemic?	Decreased a lot, Decreased a little, Unchanged, Increased a little, Increased a lot
24	How should the scientific/medical publications evolve in a post-COVID era?	They should not change, They should become more rigorous, They should become less accessible, They should become more accessible to the general public (in the form of a lay person summary etc)

2020 vs 2022

HCP Practice Setting



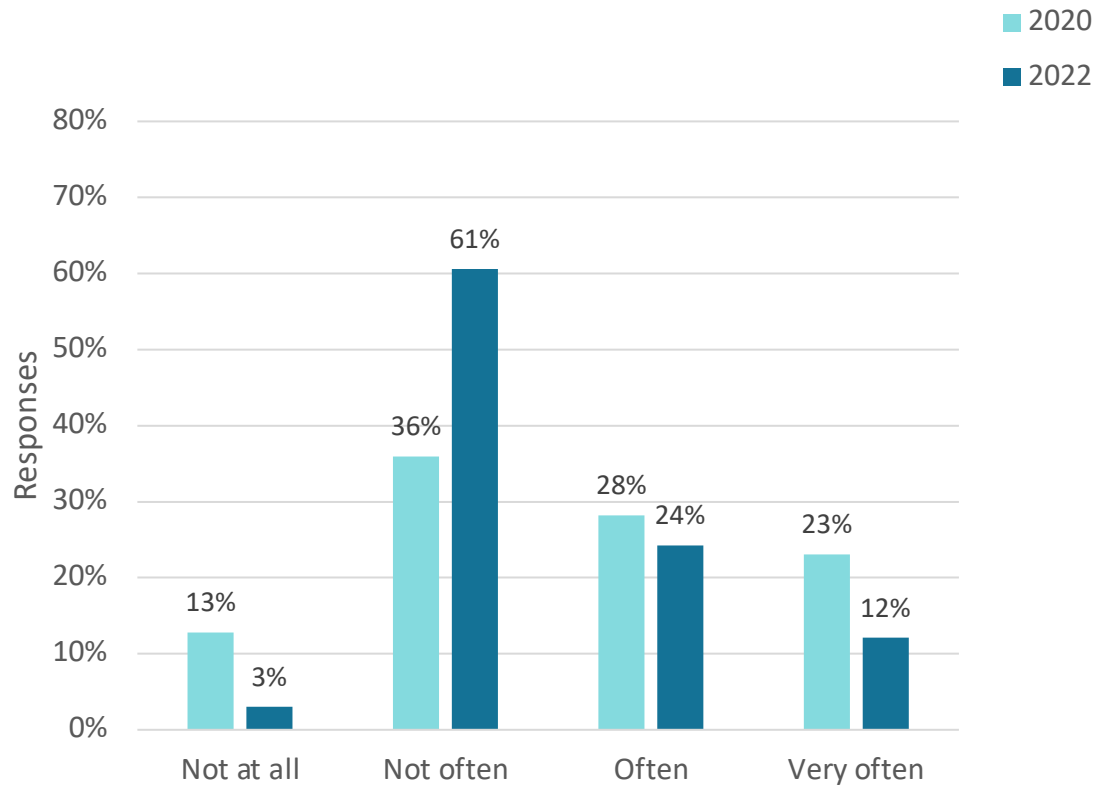
Duration of practice of HCPs



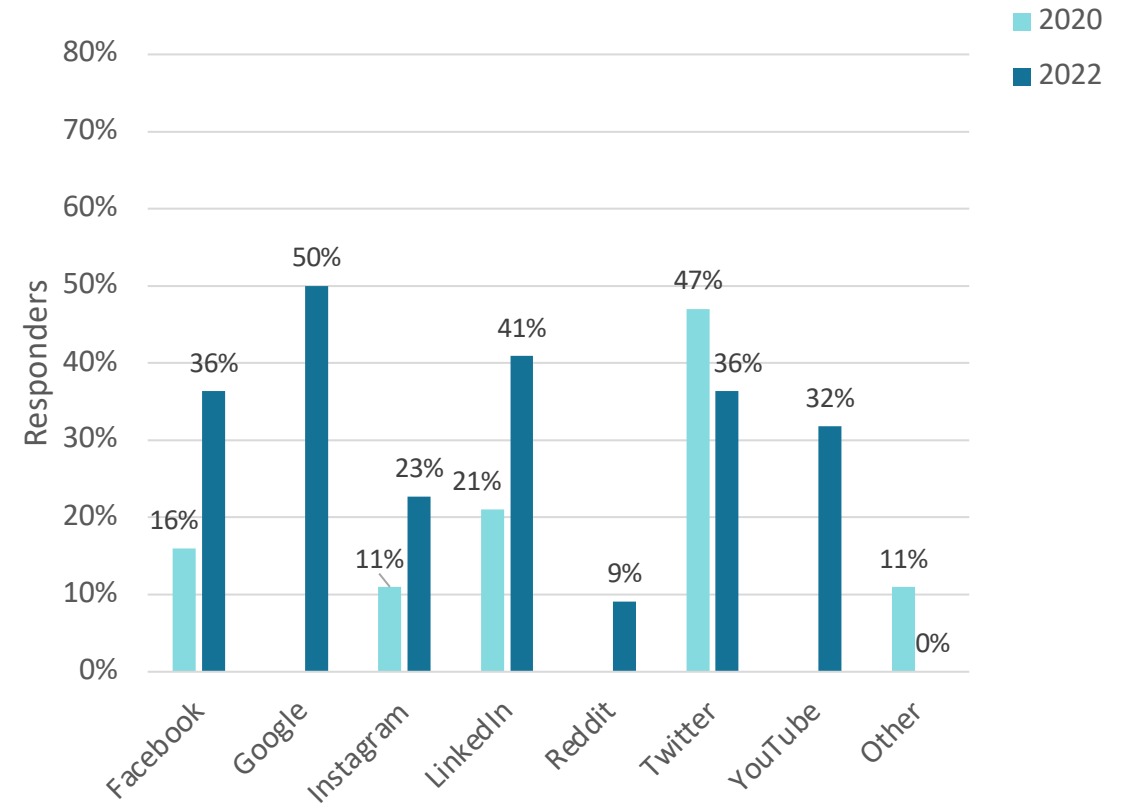
Total N was 39 in 2020 and 33 in 2022. All percentages are based off the number of respondents who answered a specific question; not all queries were answered by all respondents.

Social Media Accessed for Professional Activities

How often HCPs access social media for professional activities?



Of the HCPs that responded often and very often, which social media channels did they use for professional activities? ^{a,b}

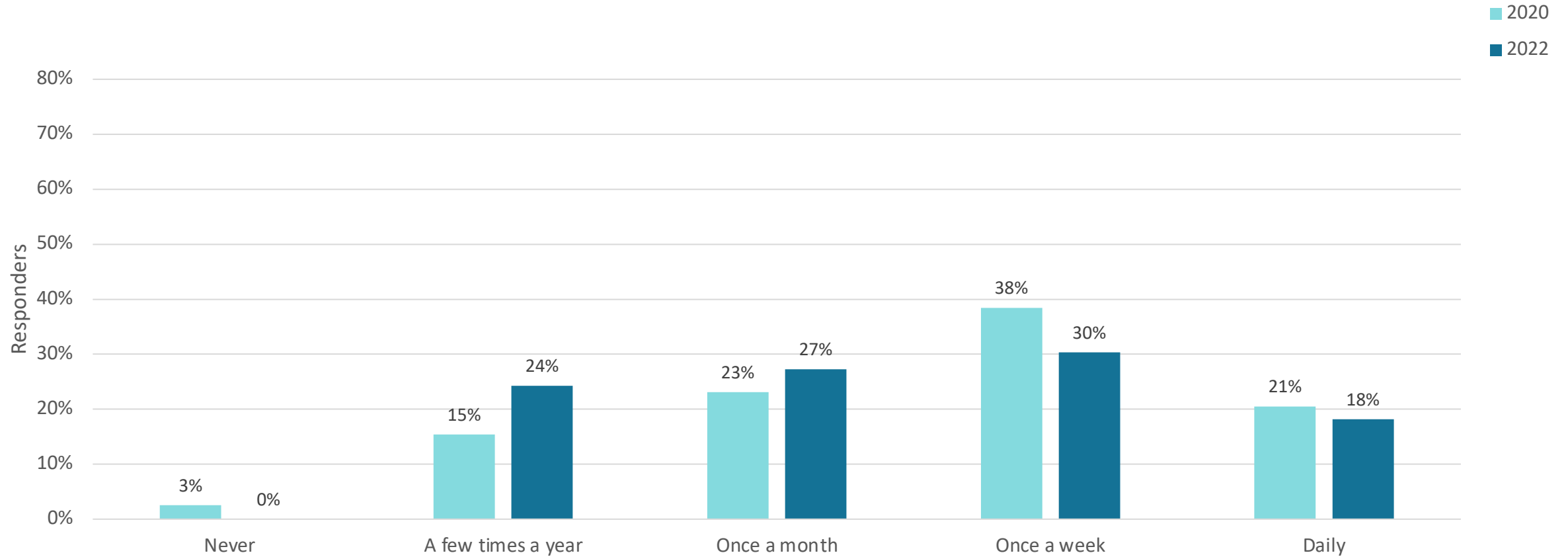


^a 19 responses in 2020 and 22 in 2022.

^b 2020 survey was open response. Facebook, Google, Instagram, LinkedIn, Reddit, Twitter, YouTube and "other" were options in the 2022 survey.

Consumption of Peer-Reviewed Publications

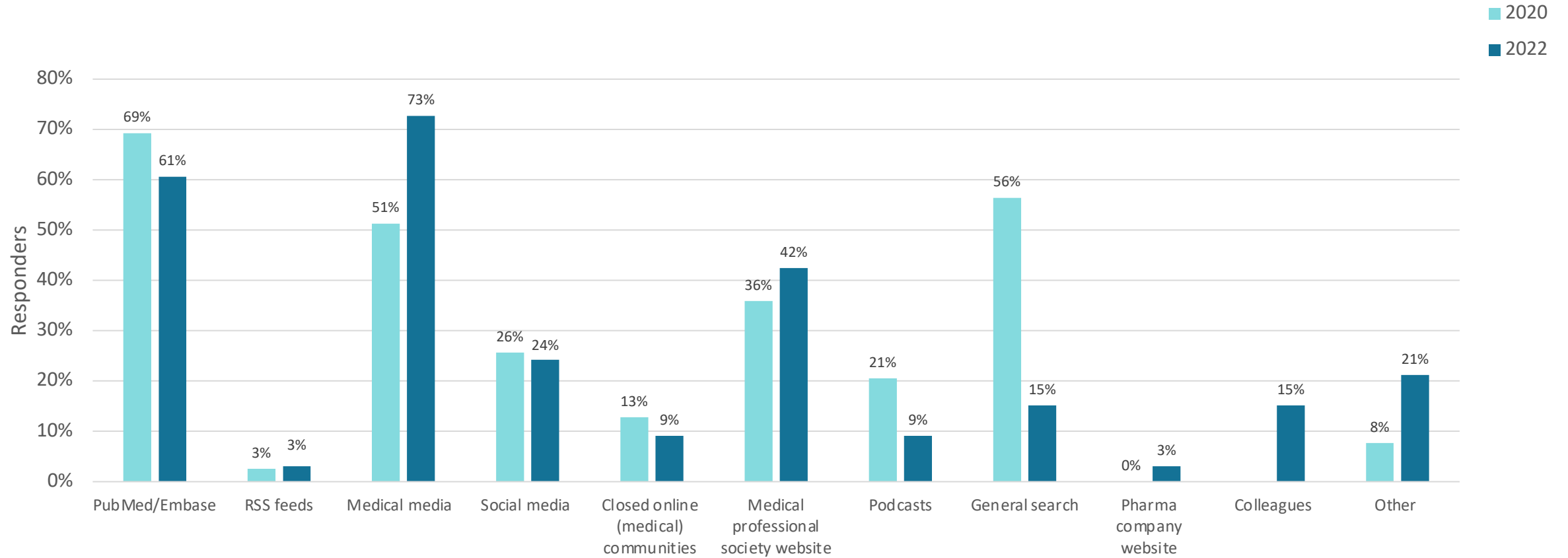
How often do HCPs read peer-reviewed journals for general education?



^a Up to 3 answers could be chosen.

Identification of Medical Content

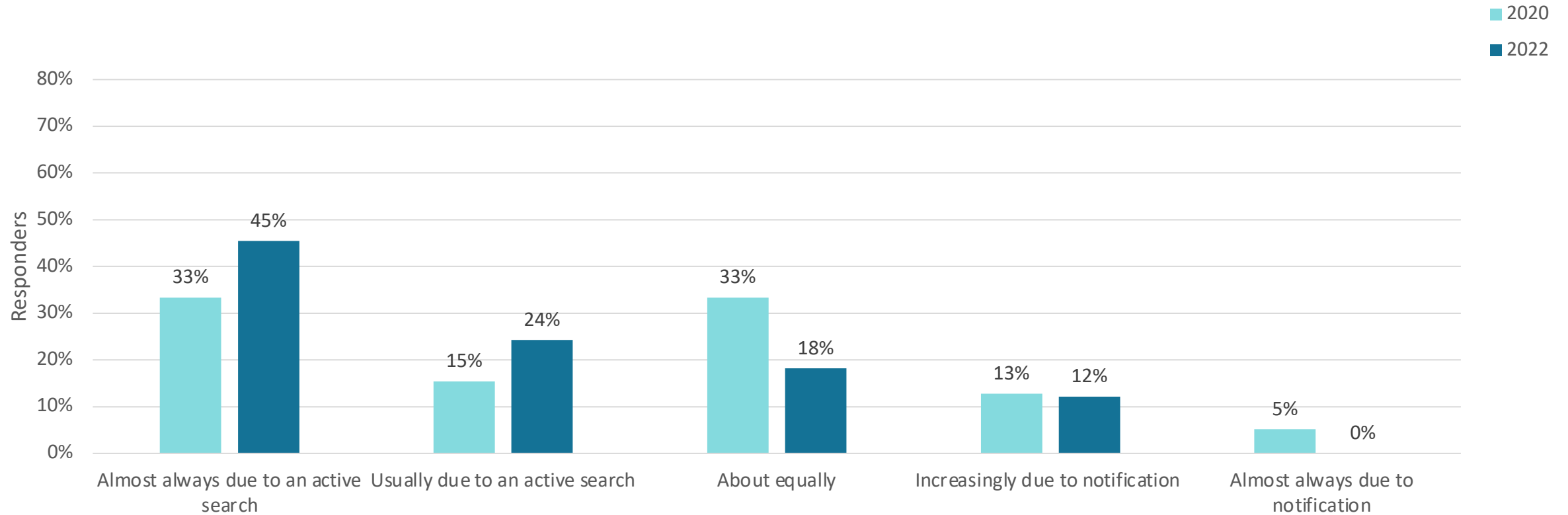
When researching areas of medical interest, HCPs go to what sources first?^a



^a "Colleagues" was not a choice in the 2022 survey.

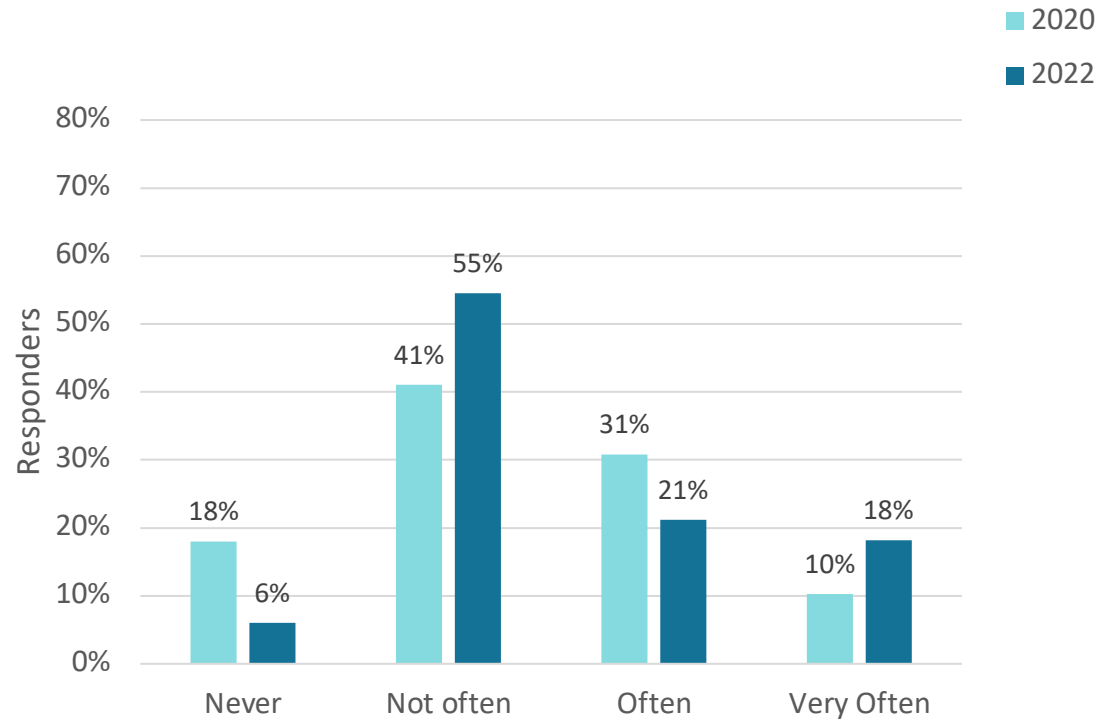
Identification of Peer-Reviewed Publications of Interest

Are HCPs more likely to identify peer-reviewed articles of interest due to a targeted search OR because of notification via social/medical media channels and RSS feeds?

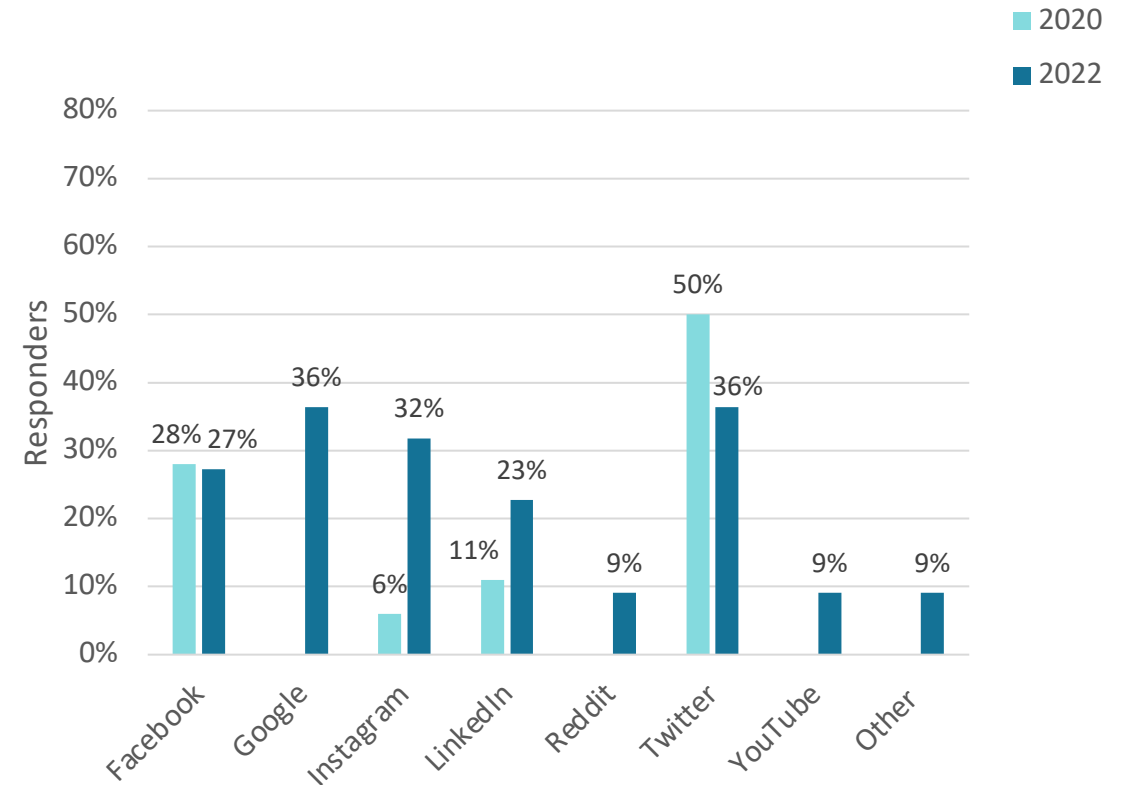


The Role of Social Media

How often do HCPs become aware of peer-reviewed publications via social media channels?



Of the HCPs that responded, which social media channels were most frequently used?^{a,b}

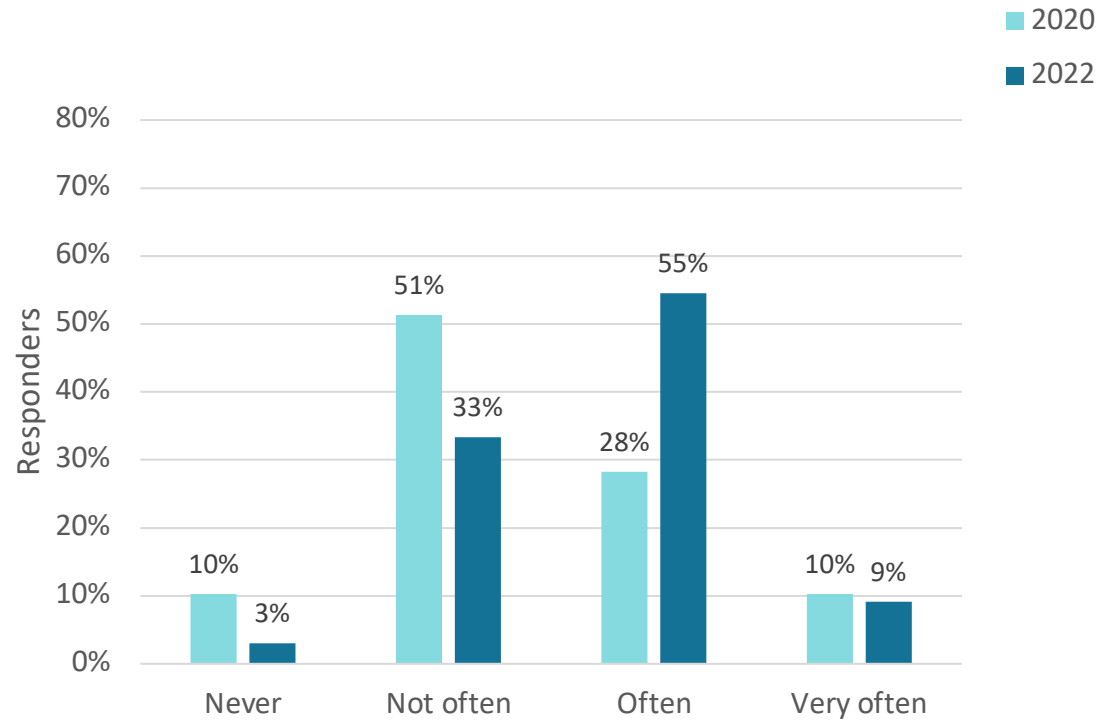


^a 18 responses in 2020 and 22 in 2022.

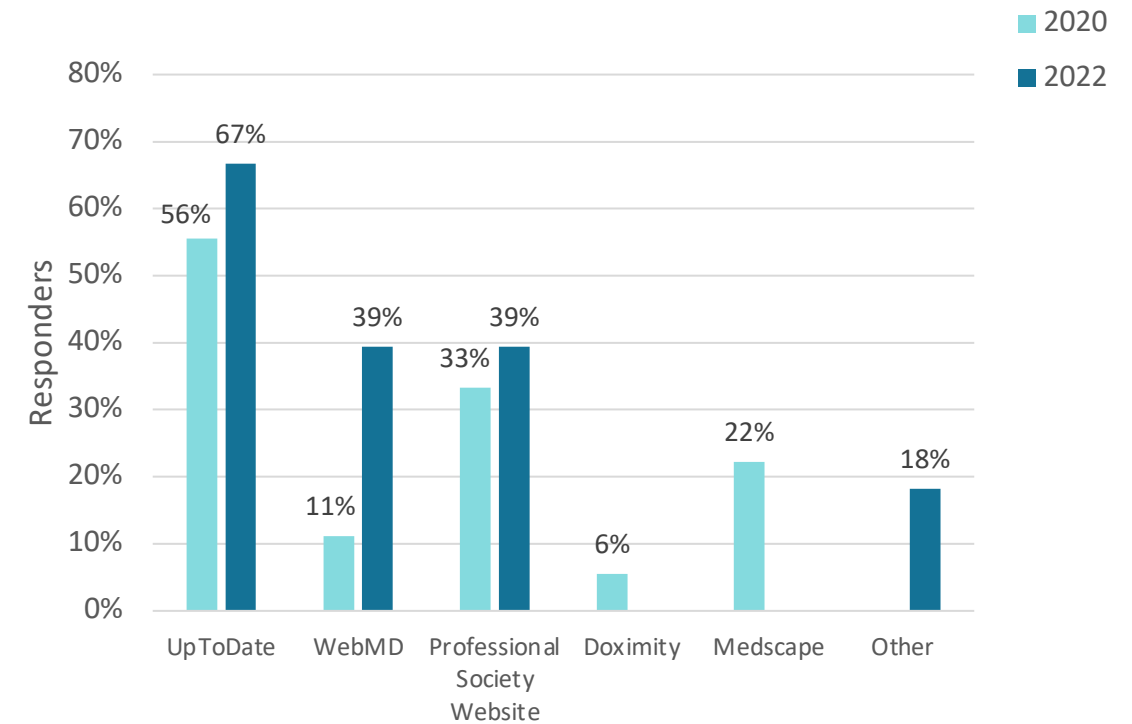
^b 2020 survey was open response. Facebook, Google, Instagram, LinkedIn, Reddit, Twitter, YouTube and "other" were options in the 2022 survey.

The Role of Medical Media

How often do HCPs become aware of peer-reviewed publications via medical media channels?



Of the HCPs that responded, which medical media channels were most frequently used?^{a,b}

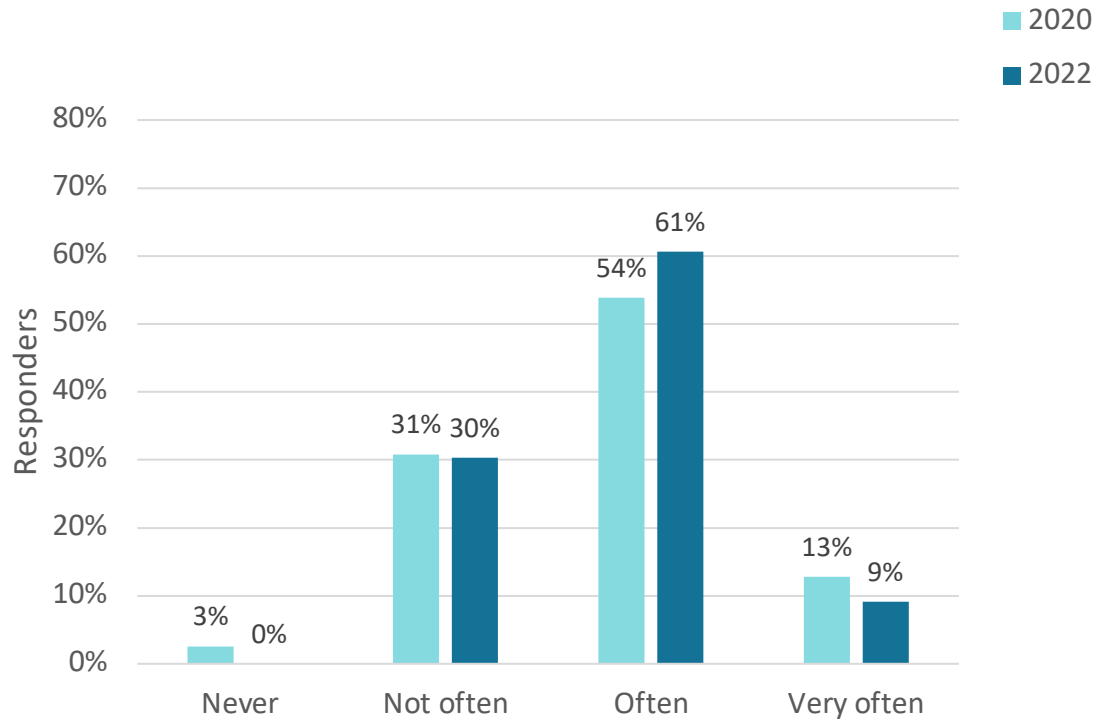


^a 17 responses in 2020 and 33 in 2022.

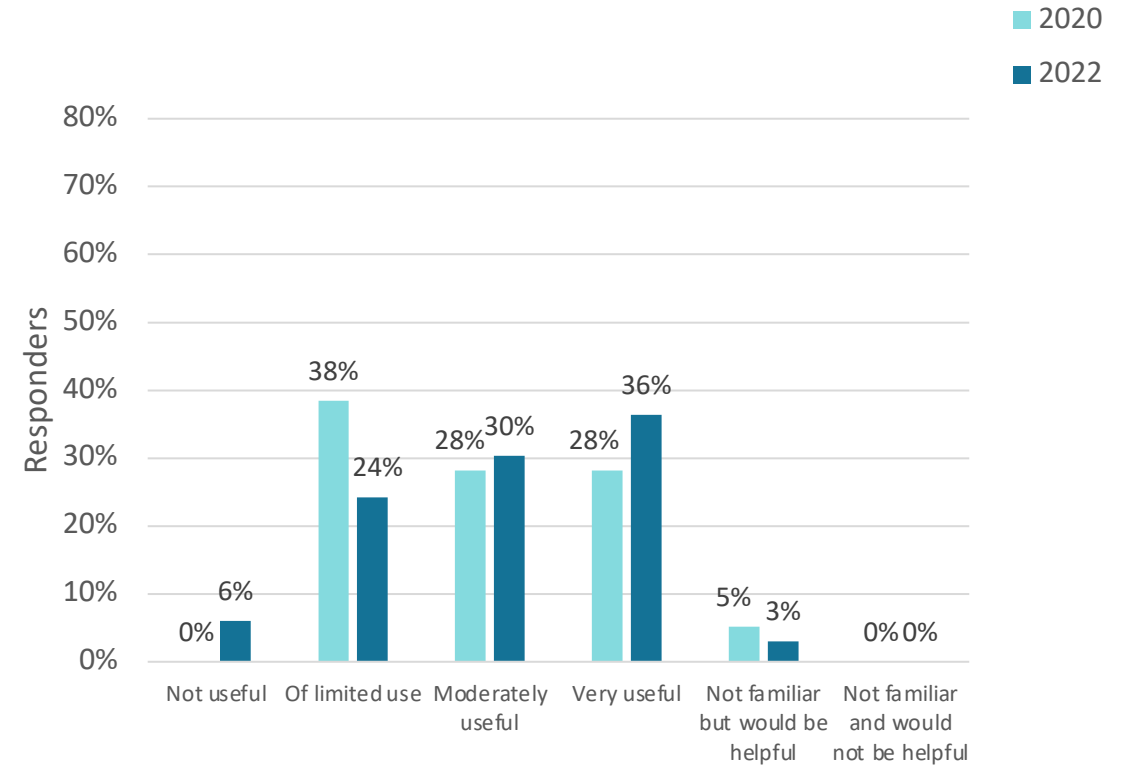
^b 2020 survey was open response. UpToDate, WebMD, Professional society website and "other" were options in the 2022 survey.

HCP Peer-Review Publication Reading Behaviors

If an HCP becomes aware of a peer-reviewed publication, how often do they proceed to read it?

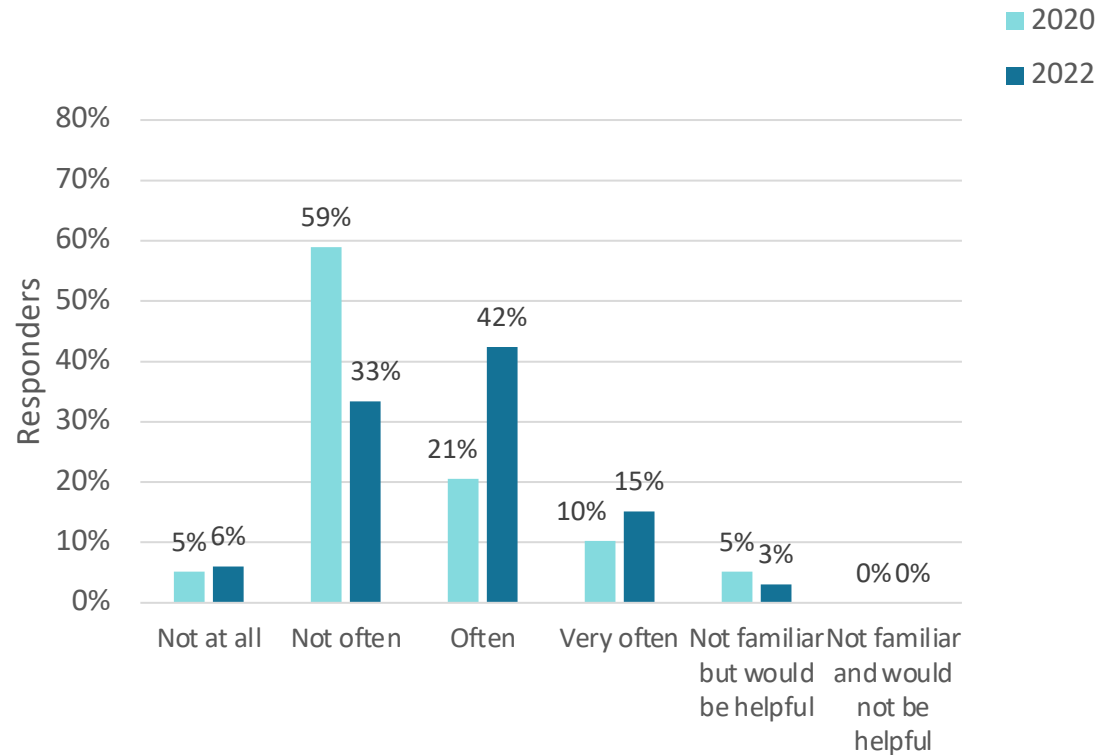


How useful do HCPs find associated publication enhancers when reading an article?

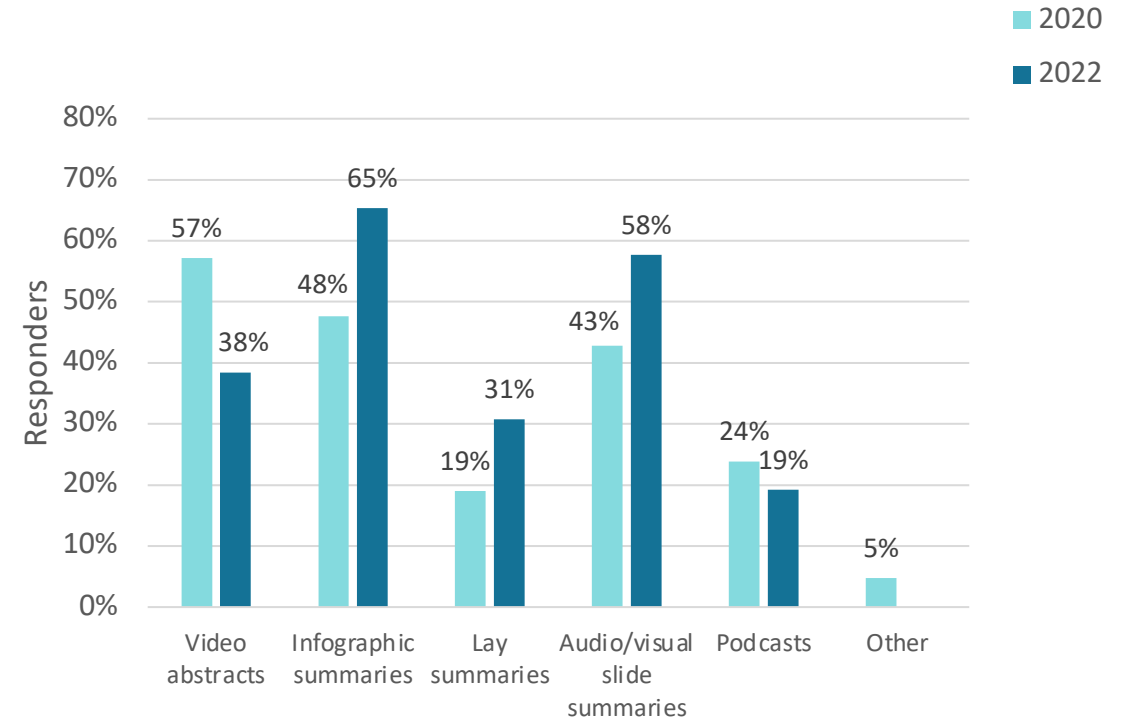


The Role of Publication Enhancers

How often do HCPs access publication enhancers instead of the associated peer-reviewed publication?



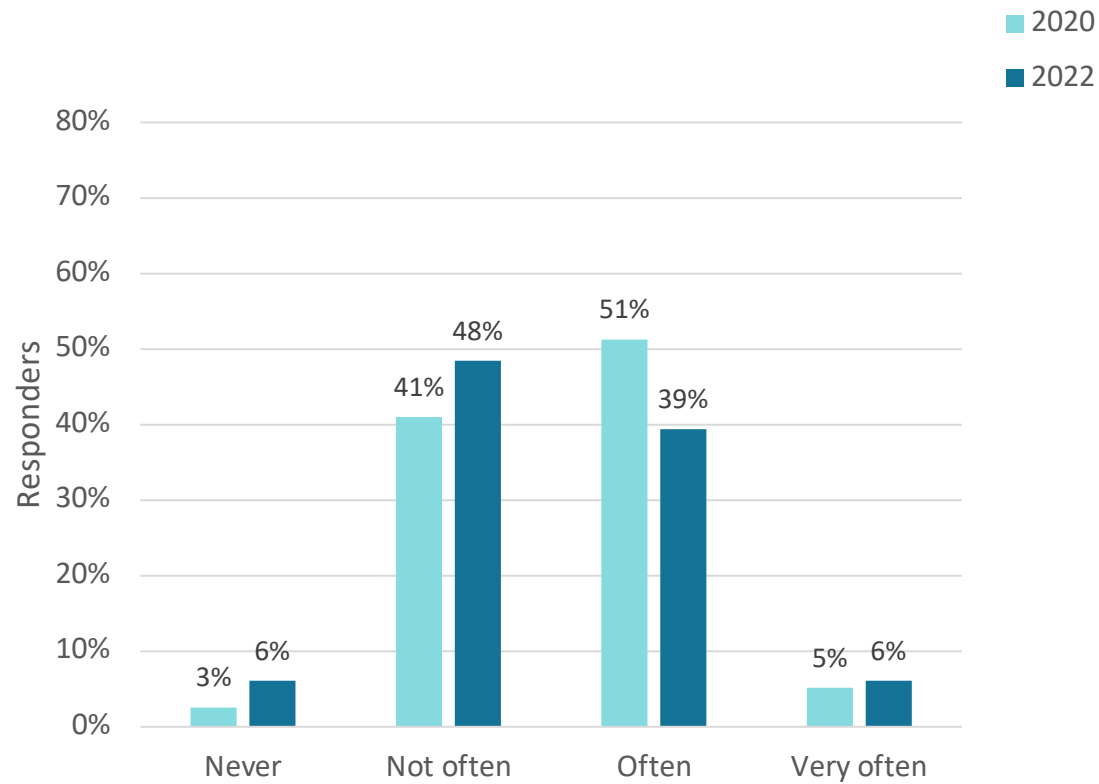
Of the HCPs that found publication enhancers useful, which ones did they find the most useful?^a



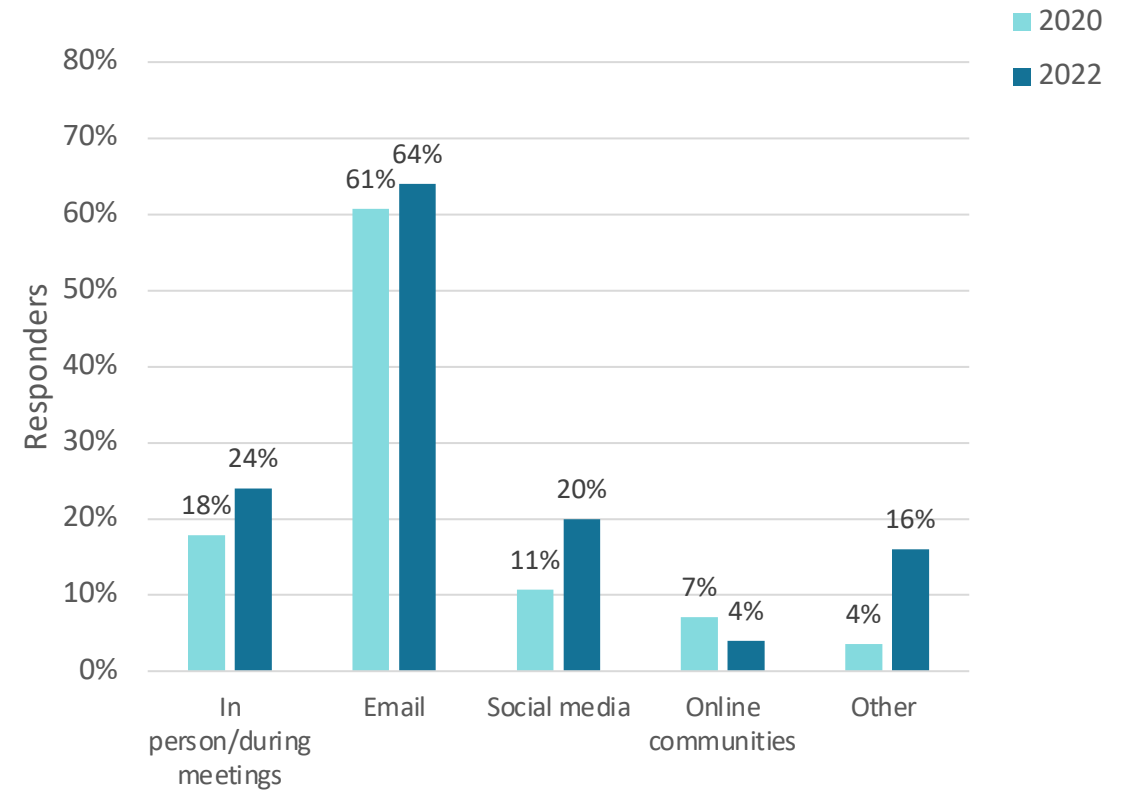
^a Multiple answers could be chosen.

Sharing Practices of HCPs

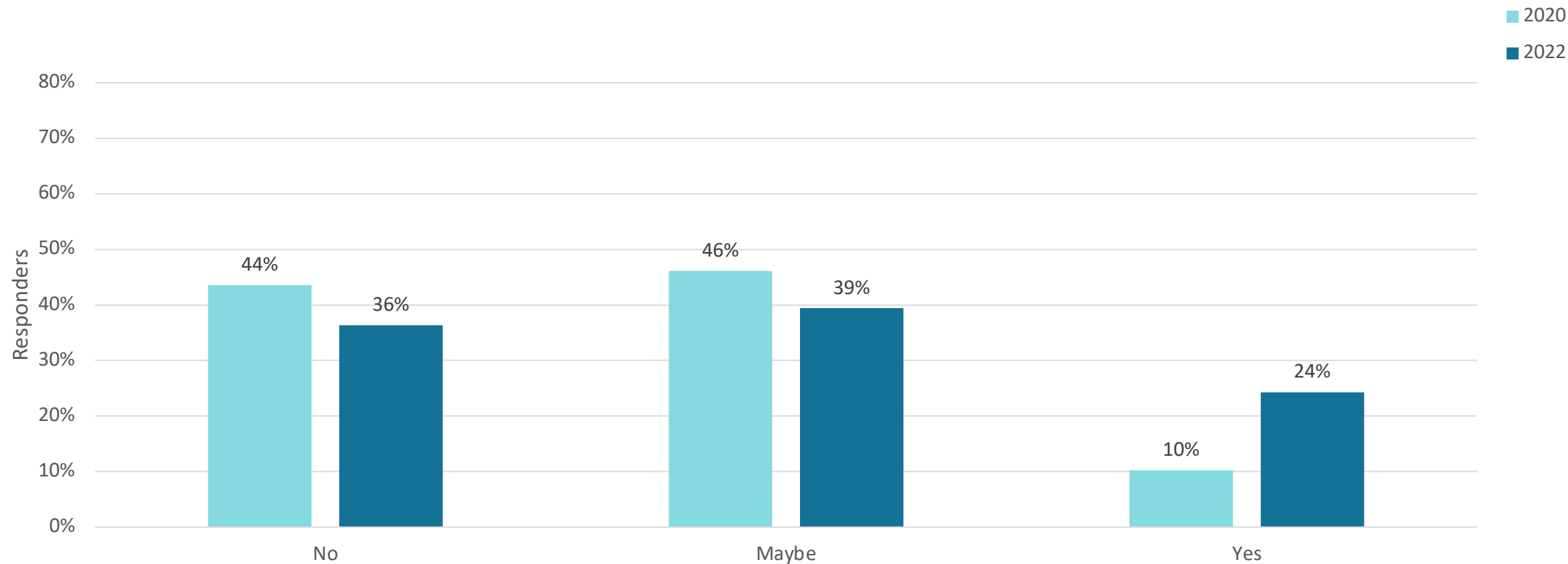
How often do HCPs share or recommend an article to their colleagues?



For HCPs that “Often” or “Very Often” advocate articles of interest, what is their preferred method of sharing?



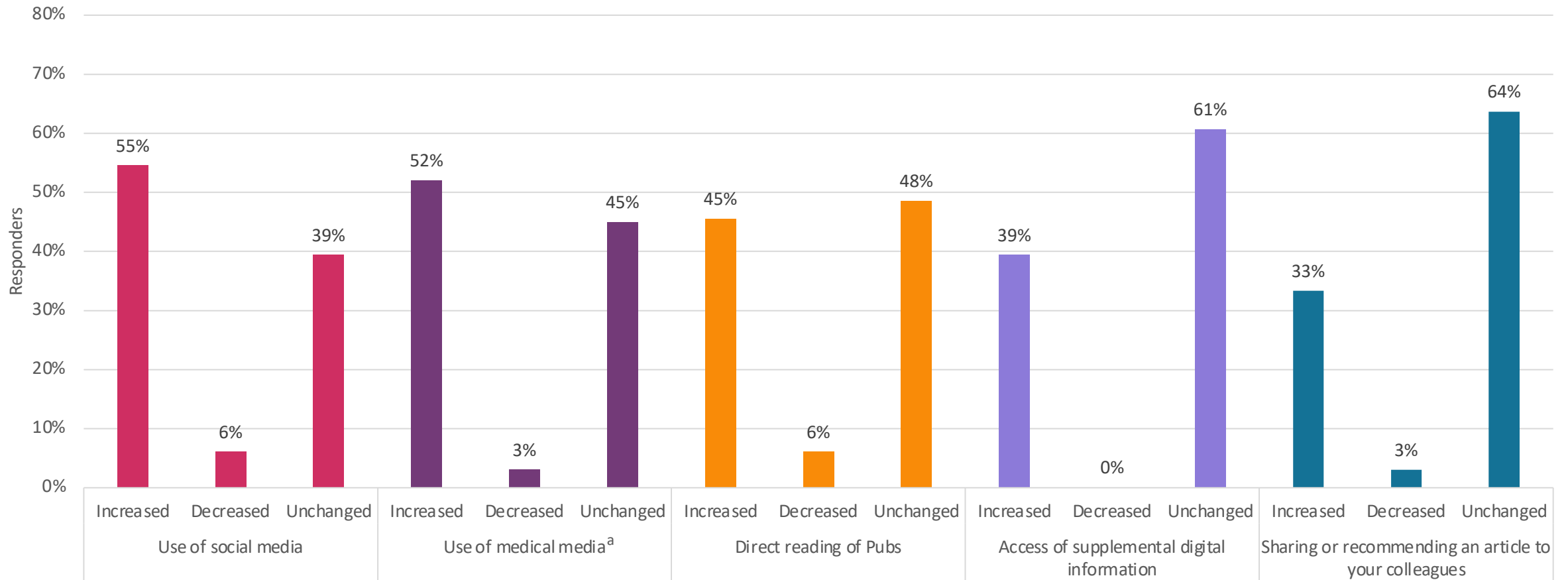
Are HCPs more likely to share an article if it has associated publication enhancers?



HCP Perspectives on Impact of COVID-19

Self-reported changes due to COVID-19 pandemic

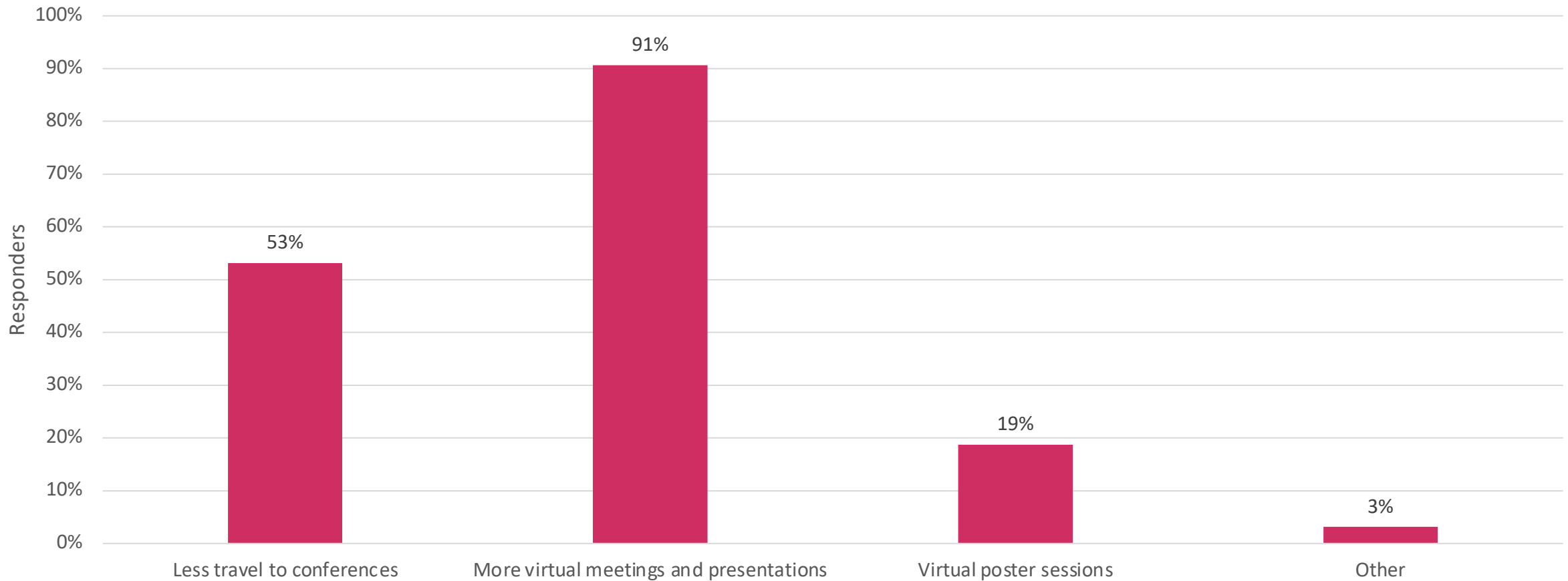
How have HCPs changed their approach to Pubs due to COVID-19?



^a 31 respondents instead of 33.

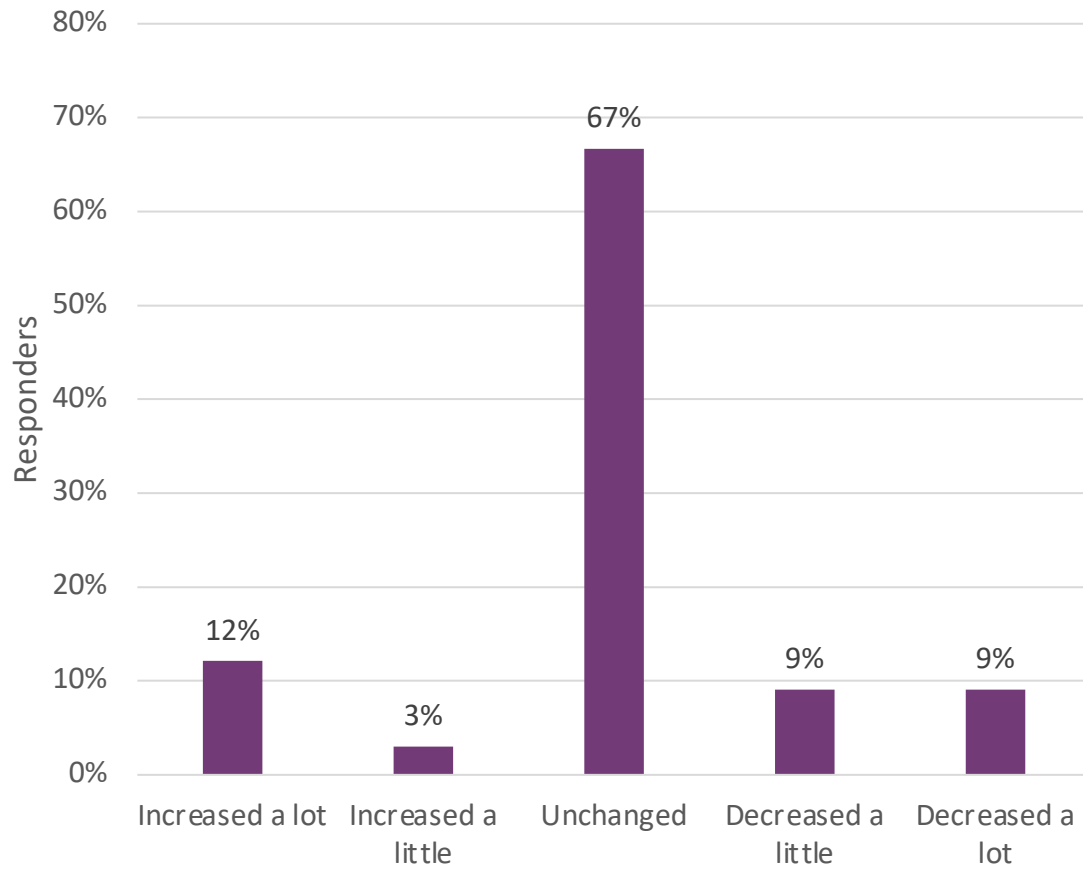
Changes due to COVID-19 pandemic

Which pandemic-related changes would HCPs like to see continue?



Changes due to COVID-19 pandemic

Have HCPs changed their trust in Pubs?



How do HCPs think Pubs should evolve?

