

# Determining the Need for and Extent of Omnichannel Approach for a Given Publication



Discover



Consume



Engage



Advocate

## Criteria

### Data to be reported

	Discover	Consume	Engage	Advocate
Is it a pivotal study?	++	+	+	++
Is it of strategic importance?	++	+	+	++
Does it have the potential to impact clinical practice and/or patient outcomes?	++	+	+	++
Are the data complex in nature?	+	+	++	+

Bessler JB, Fazzone W, Ruth A, et al. Future-forward approach to optimizing consumption of publication content. Poster presented at: 18th Annual Meeting of ISMPP; May 9-11, 2022 [poster 21].

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### Primary Channel and Audiences

<p>Is the primary channel of limited effectiveness in reaching the audience(s)?  <i>How effective is the primary channel in reaching the audience? What is the readership/impact factor/planned multimedia associated with the journal/congress? What is the anticipated conference attendance and coverage?</i></p>	+	++	+	+
<p>Will access to the publication content (journal article or congress poster/presentation) be limited?  <i>Is the journal freely accessible and/or is the congress content available online after the presentation date?</i></p>	+	++	+	+
<p>Are there additional audiences that can benefit from this information (eg, patient advocacy, NPs/PAs, pharmacists)?</p>	+	++	+	+
<p>Is this the sole means of disseminating this publication content?  <i>Or are other functional teams planning to provide support in the form of press releases, MSL materials etc.</i></p>	++	+	+	++

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# Steps to Outlining an Omnichannel Plan<sup>a</sup>

1

Determine need/extent for omnichannel approach (see the first 2 pages)

3

For each audience, list primary channels for receiving information and note any associated hashtags

- Medical media channels
- Professional societies/organizations
- Social media channels and digital opinion leaders (DOLs)

2

Outline primary and any additional audiences

4

For Discover, consider what channels should be leveraged as well as timing

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<sup>a</sup>Subject to resource and Compliance limitations as well as rules and regulations for journal and/or congress.

# Steps to Outlining an Omnichannel Plan<sup>a</sup>

5

Determine level of complexity and need for synthesis of information given key audiences in order to guide visual content for publication as well as for supplemental content and formats

7

Outline and implement complete plan based on intended publication date and any other follow up milestones

6

Include means to facilitate sharing amongst peers (hyperlink of email with citation and link)

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