Maximizing the quality of engagement through enhanced content

MARTINE DOCKING
VP, Corporate Sales, Wiley and ISMPP Board of Trustees
In today’s society, the majority of us are constantly connected and exposed to a wealth of information in various formats through a variety of communication channels.

It is no different for healthcare professionals (HCPs).
Facts

More than 7000 articles are published monthly in primary care journals alone\(^1\)

Adding specialty and general scientific journal publications, this leads to over 28,000 peer-reviewed journals with an estimated 2.5 million publications annually\(^{2,3}\)

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Challenge

Getting your research published is great, but you can’t stop there if you hope to leave an impact with your findings.
At Wiley, our goal is to improve - through “enhanced content” - the way researchers/doctors read, learn and consume information from peer-reviewed journals without compromising the highest standard of publication ethics and research quality.
Remember, Physicians are humans too

It is human nature to feel more engaged while looking at pictures and video content rather than plain text¹

- Our **brains do less work** to digest visual content
- **90% of information transmitted to the brain** is visual
- **Visuals are processed 60,000 times faster** in the brain than text
- **40% of people will respond better** to visual information than plain text
- **93% of all human communication is non-verbal**

Visual content is easier to process and engage with. This leads to qualitative engagement.

While print remains strong, digital technologies are transforming HCP experiences.

**Top ways clinicians prefer to receive pharma information**

<table>
<thead>
<tr>
<th>Most Preferred</th>
<th>Least Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCP PRINT WEBSITE</td>
<td>SOCIAL MEDIA</td>
</tr>
<tr>
<td>DIRECT MAIL</td>
<td>TEXT MESSAGE</td>
</tr>
<tr>
<td>EMAIL</td>
<td>SMARTPHONE/ TABLET APP</td>
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<tr>
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<td>EMR</td>
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</table>

**ENHANCED CONTENT**

Easily accessible, at any time, bite-sized, simple and engaging content (i.e. video abstracts, infographics etc.)

SSCG Media Group Dec 2015 MapMD™ Study (Survey Size: 1,650 healthcare professionals across 11 Physician specialties); “Taking the Pulse,” Manhattan Research, 2015.
Video Abstracts – How can they maximize the impact of your work?

QUALITY
- Videos feature experts in the field
- Professional-level animation

VISIBILITY
- Videos published on multiple online platforms
- Research Square found that articles with video abstracts are accessed 80% more frequently than non-video articles

REACH
- Videos aimed at a broad, educated audience
- Tagged with key words and description
- Linked back to article
- Research Square study found that Altmetric scores are higher for articles with video abstracts

PROMOTE
- Post on social media
- Present at conferences
- Share with colleagues
The impact of video abstracts on Altmetric scores

Articles with Research Square Video Abstracts have Altmetric scores that are 140% higher than articles without video abstracts\(^1\)

Those articles rank 33% higher than non-video articles published in the same journal\(^2\)... and 18% higher than papers published in all journals\(^3\)

\(^1\) n=93, p=0.02; 2. n=93, p=0.001; 3. n=93, p=0.0006.
Infographics are more shareable and fully consumed

- Infographics have generally more virality than presentations and documents¹
  - Infographics are liked 4x more than presentations, and 23x more than documents on SlideShare
  - Infographics are shared 2x more than presentations, and 3x more than documents on social networks

- Infographics are more likely to be fully consumed than an article²

¹. https://blog.slideshare.net/2013/09/11/infographics-are-more-viral
A retrospective review of the persistence on bDMARDs prescribed for the treatment of rheumatoid arthritis in the Australian population

Graeme Jones | Stephen Hall | Paul Bird | Geo Littlejohn | Kathleen Tymms |
Peter Youssif | Eric Chung | Rina Barrett | Peter Button

Link for video: https://bcove.video/2K9mL0y
Key papers to have e-learning derived from them...quantify key learning messages
Providing quality, highly cited, scientific data in an enhanced format is the gateway to good engagement.
Enhanced Content in Practice

2 case studies
Case study 1
Enhanced content in JEADV supplement

Client:
- Global pharmaceutical company, Dermatology

Objectives:
- Add value beyond the standard supplement publication package.

Implementation:
- Embedding of enhanced content assets (video abstracts, infographics and slide sets with supporting information) within 3 articles published in a JEADV supplement
- Metrics were determined upfront – time spent on the article was not defined as a suitable measure since Adobe Analytics only captures the read if an action is taken

Results:
- Enhanced articles have a higher number of returning visitors compared with the average across all articles in JEADV.
- Enhanced articles have a higher number of Full Text Accesses per visitor and per article compared with the average

Enhanced content leads to qualitative engagement

<table>
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<tr>
<th>Article DOI</th>
<th>Visits per Visitor per Article</th>
<th>Total FTA per Visitor per Article</th>
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<tbody>
<tr>
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*Average based on all 8,430 articles in JEADV from 2015-2017
Case study 2
Enhanced content in BJS article

Client:
• Global medical technology company

Objectives:
• Extend and sustain the impact of a peer-reviewed article by providing readers with an immersive experience

Implementation:
• A video interview was produced with the authors of the article as well as an infographic; these were peer-reviewed and are linked within the article on the publisher’s digital journal platform
• An online educational resource hub was created to include links to journal articles and enhanced clinical content - http://improving-outcomes-online.com/

Results:
• The article received an impressive Altmetric attention score of 517
• More than 3,019 sessions since the hub went live end November 2016
• 54.1% new visitors and 45.9% returning visitors
• Most viewed pages contain 3 videos, 3 journal articles and a KOM

Enhanced content leads to qualitative engagement
With Wiley, our objectives are aligned in trying to increase awareness of new and robust clinical evidence. Wiley has brought new insights, ideas, and approaches that have really helped to increase the impact of our evidence. [...] 

Key projects with Wiley include the “Key Opinions of Medicine series”, the “Evidence portal”, which is the hub for all our key evidence, and also a number of other tools to help guide clinicians through the evidence that has been published. They have been really well received in the target countries and are being utilized all over the world [...].

We have the skill set to develop materials and assets but by working with Wiley we have developed an understanding of how best to communicate evidence to our customers online.  

“Marketing Director
Testimonial

“I hope in [the] near future video abstracts will become [a] very important tool for non-chemists to understand the importance of the chemistry work. I definitively appreciate the initiation of this method of abstracting the scientific results.”

Prof. Dr D.B. Ramachary
European Journal of Organic Chemistry
Measuring Success

The benefits of enhanced content and how to measure ROI
Decide on your success metrics
Enhanced content is bigger than formats and tactics

- Enhanced content is a tool.
- Tools enable enhanced performances, with videos and infographics we are able to share content more effectively with readers.
- When publication teams, medical teams and marketers work together, the impact is huge.
- It has the ability to take an altmetric score from 9 to 517 and citations from 3 to 19.
Paper selected for inclusion on site
Press release created and posted on the Scimex site
PDF of paper available to journalists in a secure section of the site
Publication of article on Wiley Online Library embargoed
Alcohol increases cancer risk, but don't trust the booze industry to give you the straight story.

The alcohol industry has been misleading the public about the real link between alcohol and cancer, with tactics similar to those used by the tobacco industry. This is the finding from research published today in the Drug and Alcohol Review journal. The misleading information is being passed off as health messaging to a public largely unaware that it's coming from the industry itself.
Researchers, funders and institutions are increasingly interested in tracking the reach and effect of their work not just in scholarly circles, but across society as a whole.

Through Altmetric, Wiley can showcase research impact to authors and readers in a new way.

Authors can monitor, search and measure all of the conversations happening online around their article(s).

- **Post-Publication Peer Review Sites**: e.g. PubMed Central, Scopus
- **Mainstream Media**: e.g. Newspapers, magazines
- **Online Reference Managers**: e.g. Mendeley, CiteULike
- **Social Media**: e.g. Twitter, Facebook, Google+
- **Government Policy Documents**: e.g. Climate change, public health

87% of survey respondents indicated they would use altmetrics to gauge the popularity of an article. 77% of survey respondents indicated they would use altmetrics to network with other researchers.
How alcohol in the news media influences public opinion on alcohol and public health policy

Mark Petticrew, NASA

First published: 7 September 2018

Abstract

Introduction and Aims

Alcohol consumption increases the risk of several types of cancer, including several common cancers. As part of their corporate social responsibility activities, the alcohol industry (AI) disseminates information about alcohol and cancer. We examined the information on this which the AI disseminates to the public through its 'social aspects and public relations organizations' and related bodies. The aim of the study was to determine its comprehensiveness and accuracy.
Alcohol industry accused of using tobacco-style tactics to confuse cancer link
http://www.smh.com.au/, 08 Sep 2017
The alcohol industry is spreading misinformation about the established link between alcohol and cancer, in tactics similar to...
Matrix-assisted laser desorption/ionization imaging protocol for in situ characterization of tryptic peptide identity and distribution in formalin-fixed tissue

This is a comprehensive guide to imaging mass spectrometry on formalin-fixed sections of tissue. The protocol paper includes all the reagents, equipment and processes required to replicate an imaging experiment on peptides produced via spray deposition of protein-digesting enzyme tryptic.
Kudos - Helping authors explain, enrich, and share their articles for greater research impact

Get **found. Get read. Get cited.**
Increase the **impact** of your work with the **new, free** service for researchers

80% of authors say that Kudos helped them achieve their goals of getting read, shared and cited*

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* 2015 Kudos Survey

Research Seminar 2018
Summary

- Getting published is one step
- Driving engagement is bigger than just formats and tactics
- Work with your publisher to determine what good looks like – what are your KPIs
- Leverage the tools available to monitor and measure
Thank you

Any questions?