

Innovation and Creativity in Publication Planning? Results of an Industry Survey.

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Disclosures

- Tom Grant and John Gonzalez are full time employees of AstraZeneca

Background

- **The publications environment gets ever more complex**
- **Compliance requirements**
- **Negative headlines**

However...there are still many opportunities for creativity

- Themed publications
- Use of digital technology....
 - ‘Digital poster’
 - QR codes
 - Augmented reality?
 - ‘Article of the future’; added value content in publications
 - Threaded publications
- Education in publications best practice (e.g. MPIP)
- Streamlining of publications compliance processes

Creativity and Publications

- **Whilst there is an association between creativity and marketing, there is no place for marketing in the development of medical publications. However, that should not rule out a role for creativity in the development of publications.**

A call to arms.....

- **What are we looking for?**

**“A flair for creativity against
a background of solid,
compliant practices”**

Creativity Survey

Objective:

To investigate the emphasis placed on being innovative and creative within the ISMPP medical publications professional community and to learn about potential barriers.

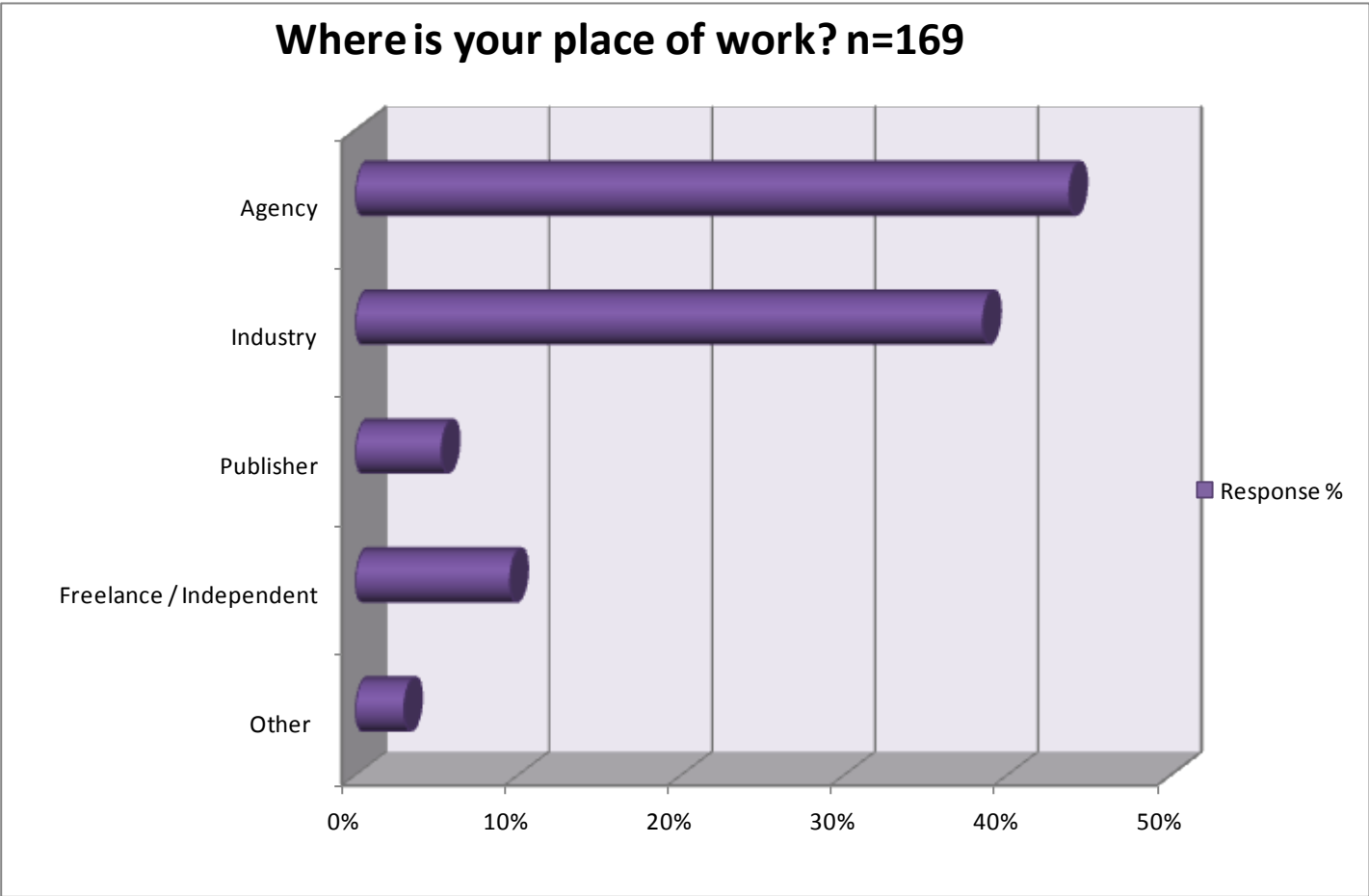
What is creativity and Innovation?

- The participants were provided with Oxford dictionary definitions and asked for their definitions in the context of publications
- Respondents definitions (n=79) could be broadly and subjectively categorised in one of the following areas:
 - Agreed with the dictionary definitions
 - Related to finding new ways of communicating data (technological)
 - Related to finding ways to simplify compliance challenges or processes
 - Related to finding ways to make publications more compelling to read

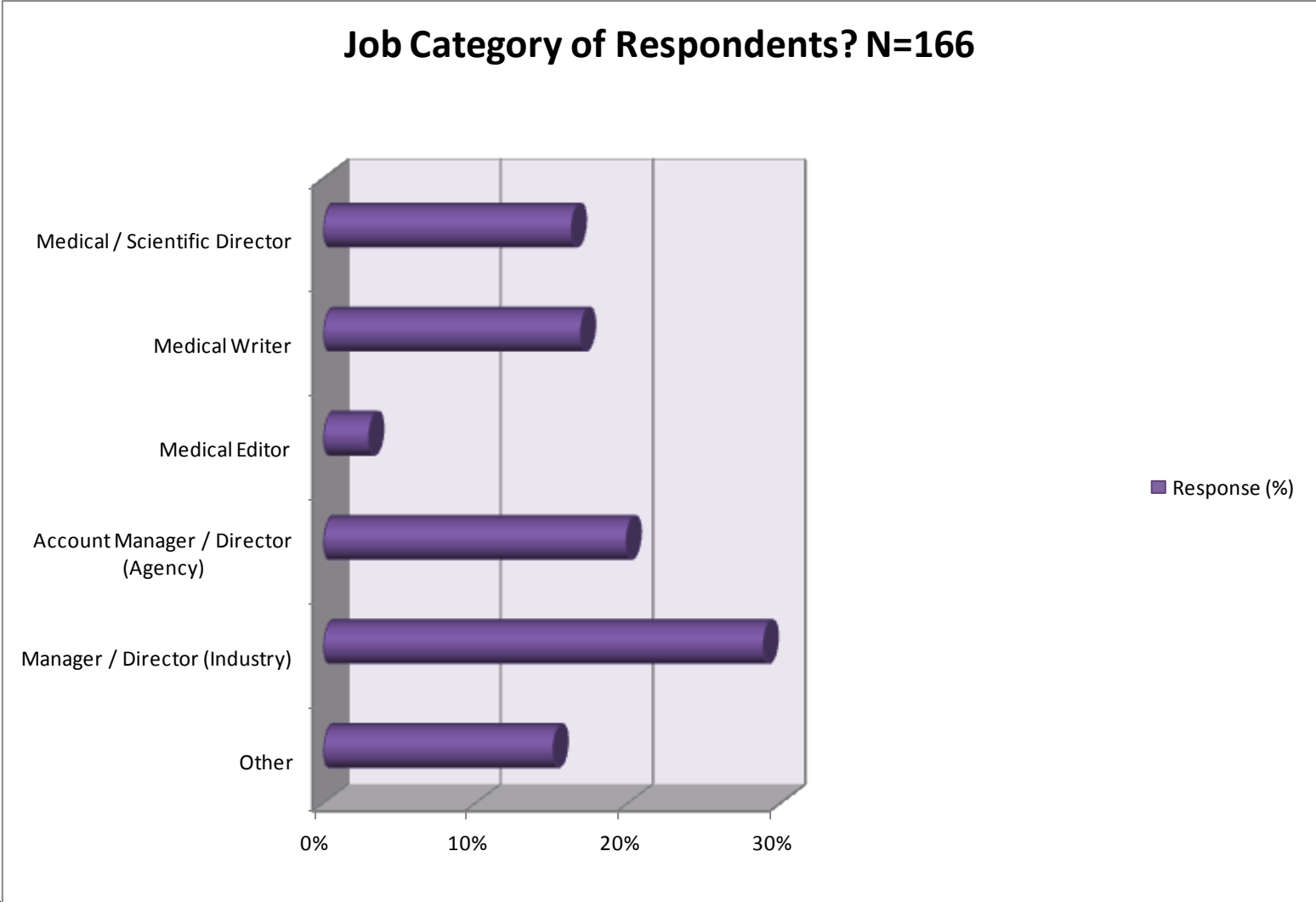
Methodology

- Cohort: ISMPP membership
- www.SurveyMonkey.com
- Between 19/9/2011 and 17/1/2012
- n = 169

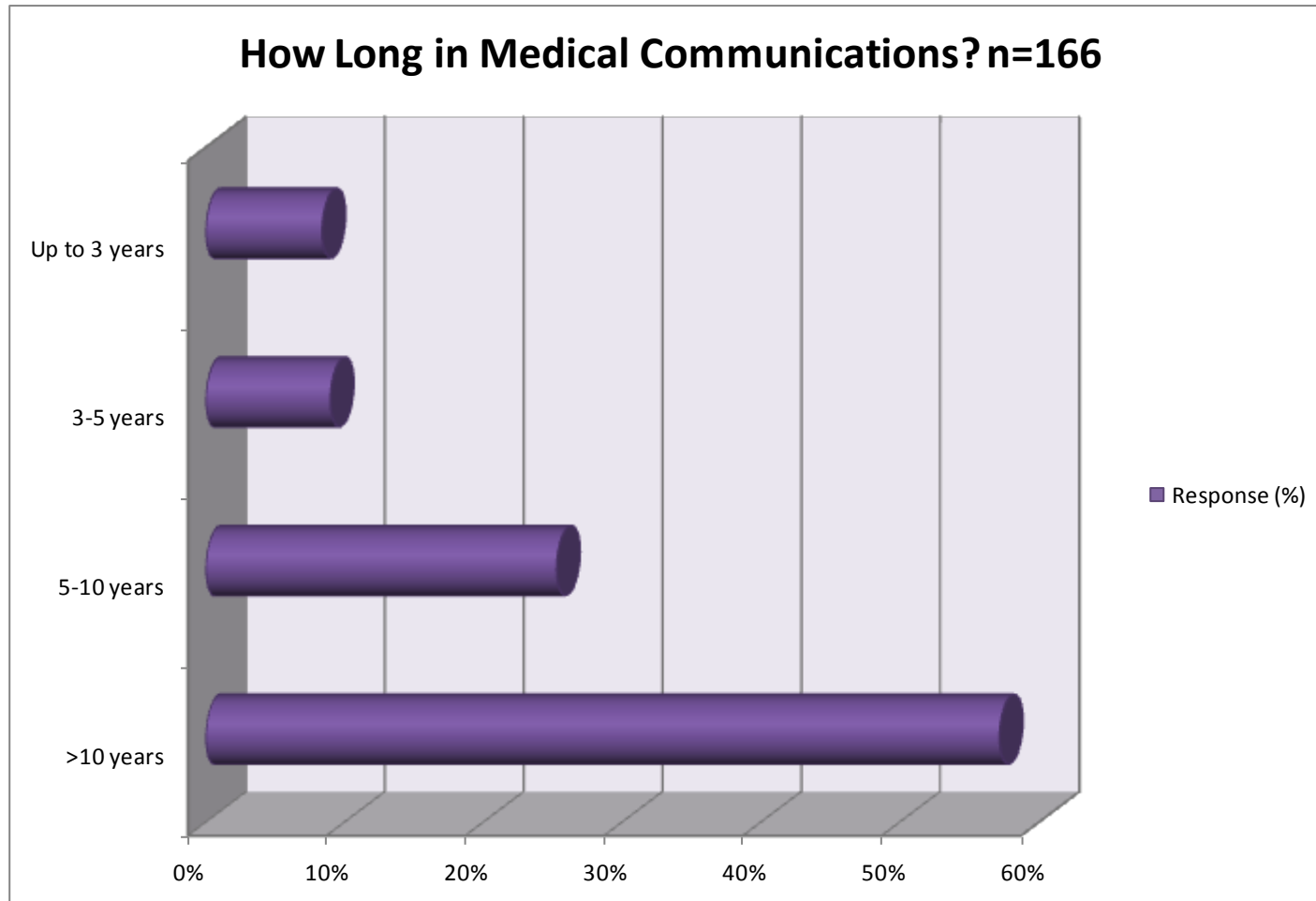
Creativity Survey Results (1)



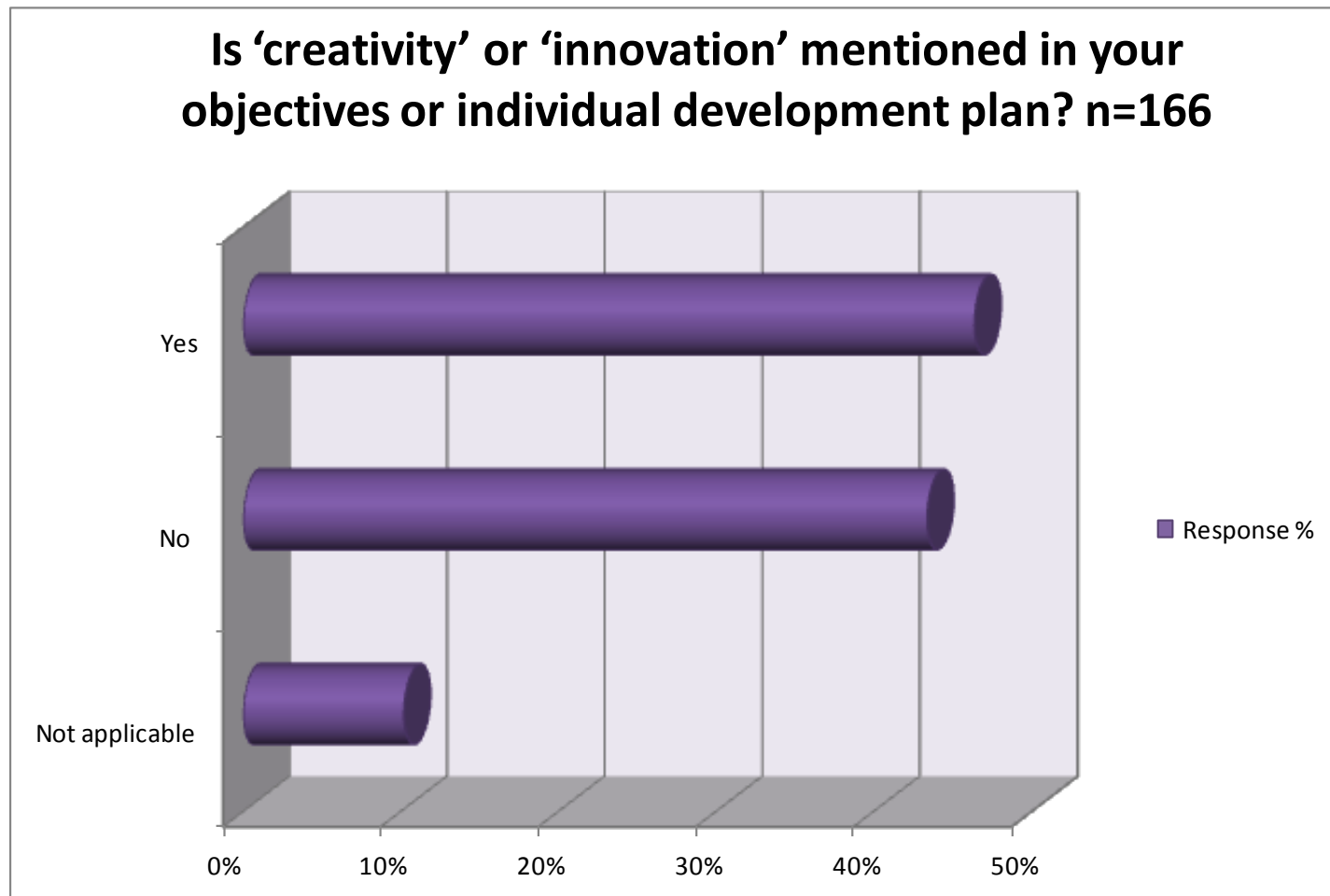
Creativity Survey Results (2)



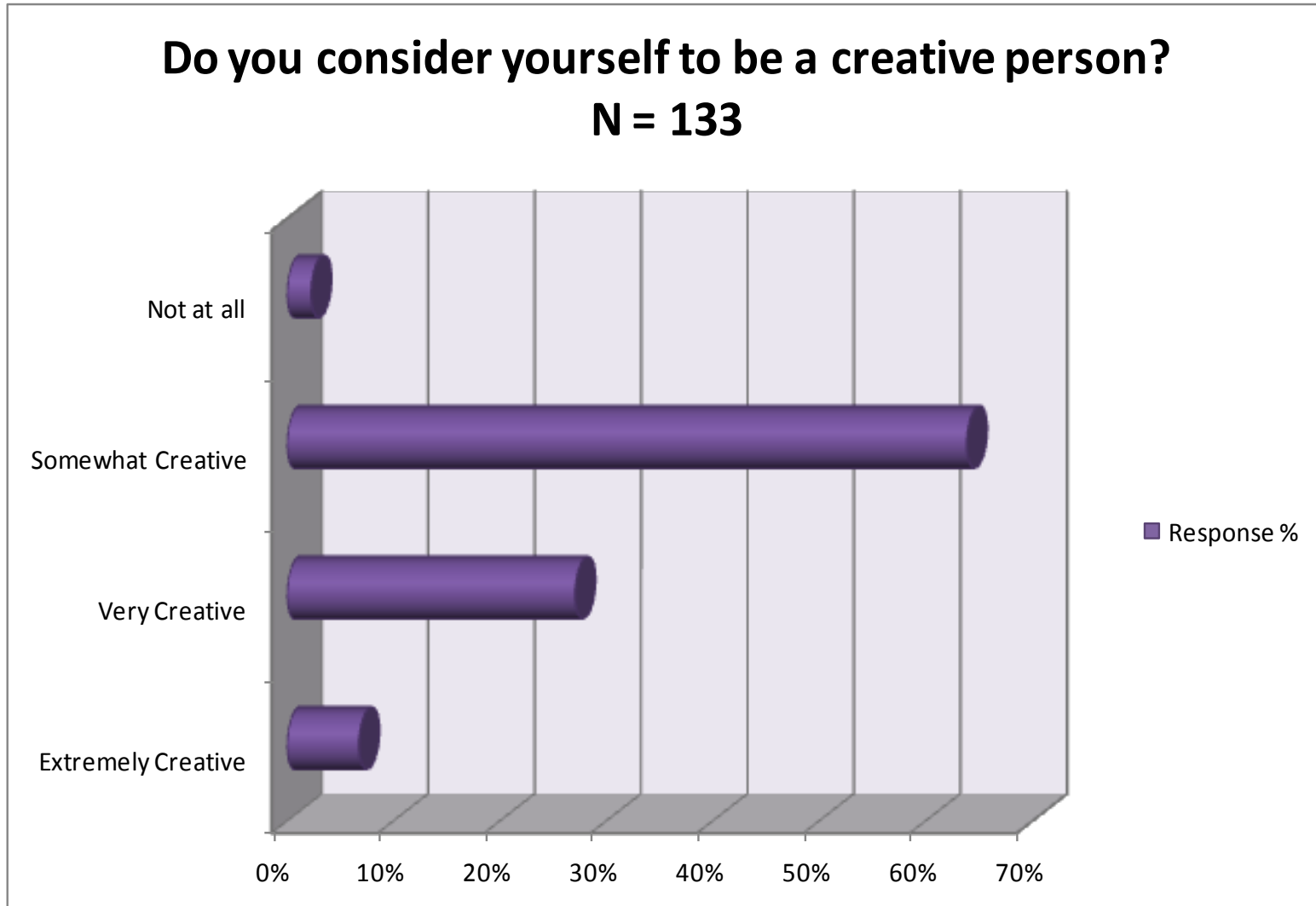
Creativity Survey Results (3)



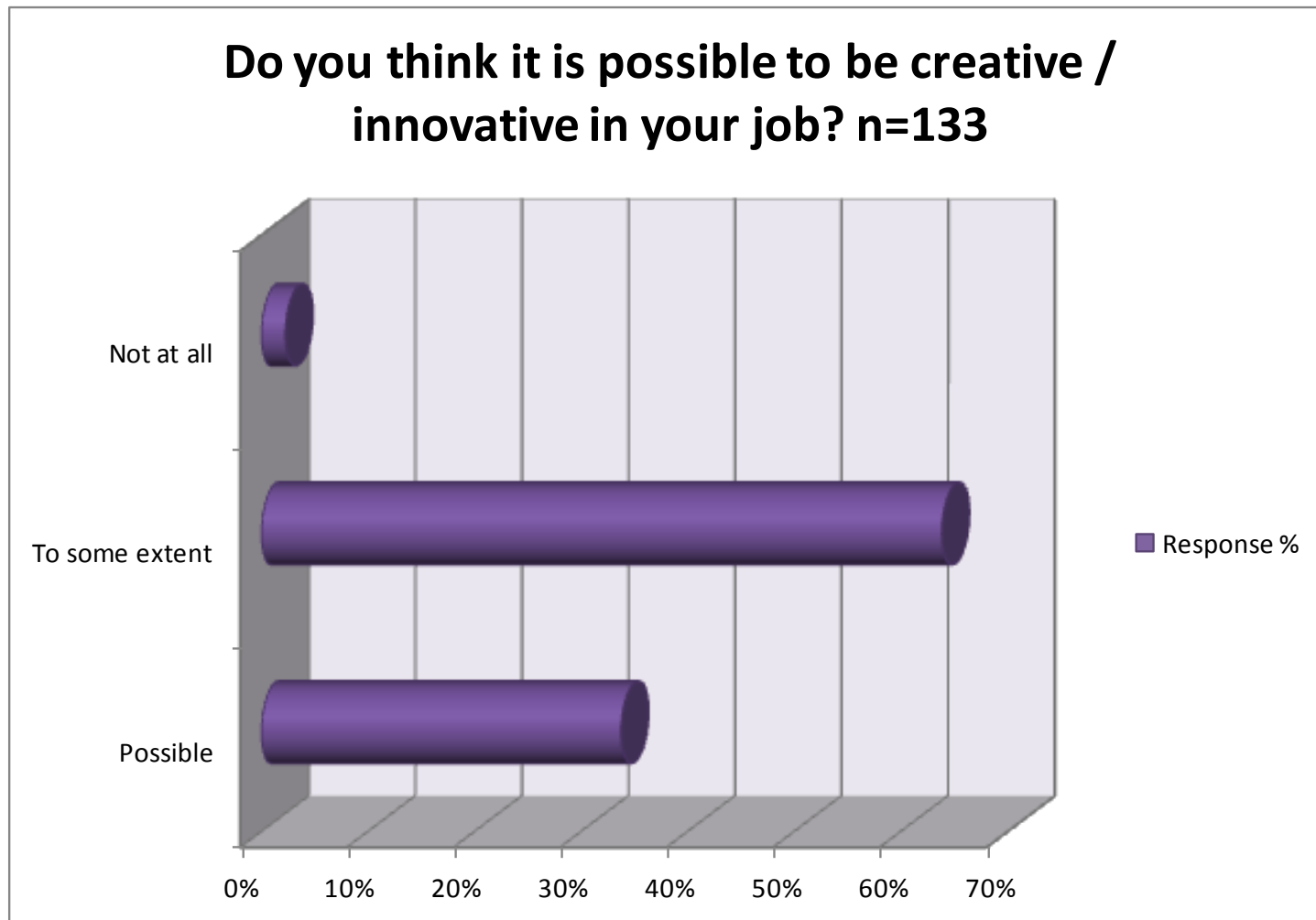
Creativity Survey Results (4)



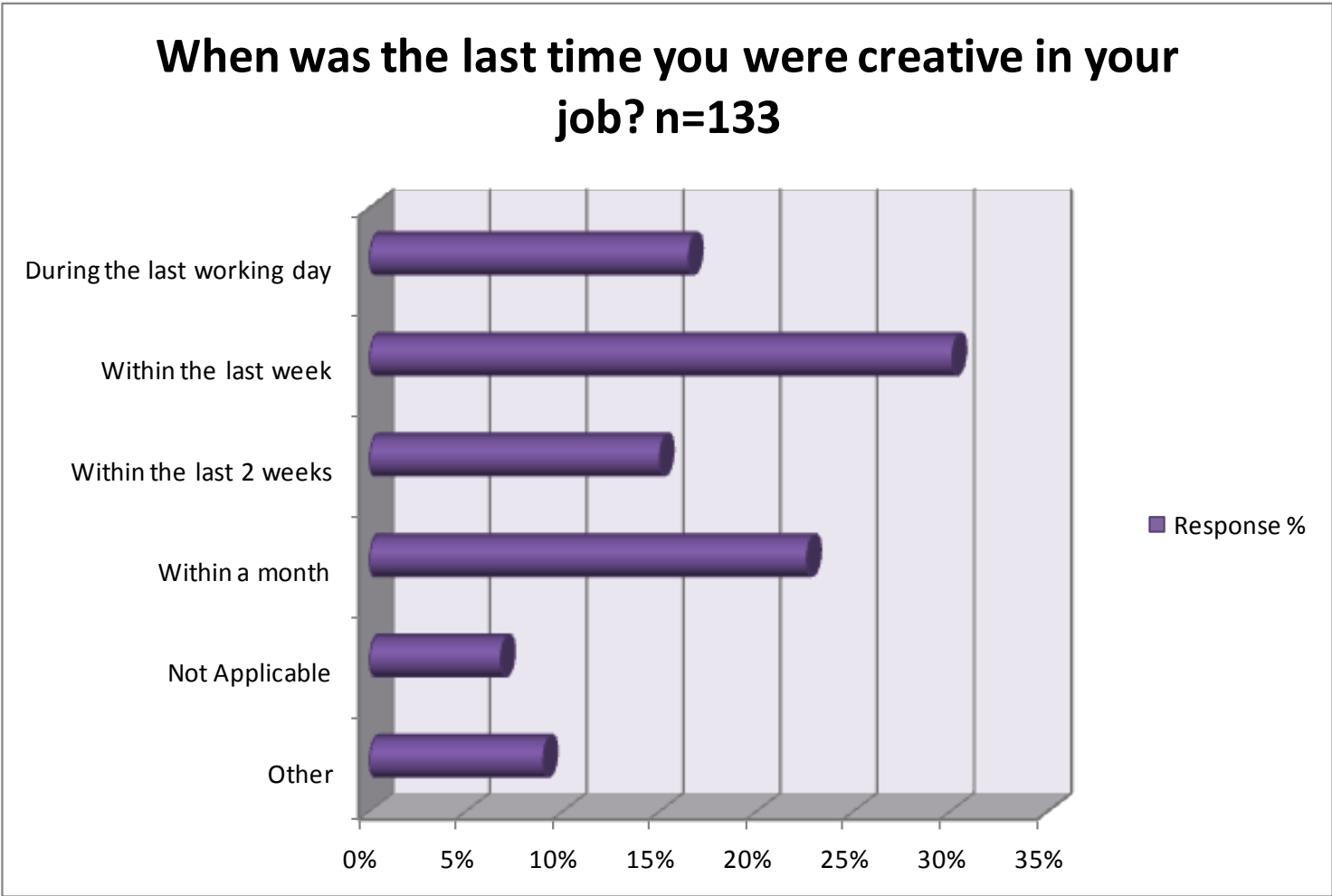
Creativity Survey Results (5)



Creativity Survey Results (6)



Creativity Survey Results (7)



**What do you consider to be the main barriers to creativity / innovation in your job?
N=130**



Discussion

- **Whilst most respondents would consider themselves to be creative,..**
- **A much lower proportion were encouraged to do so in their working environment, through objectives or their individual development plans**
- **Quite a low % of respondents reported they were being creative on a daily, or even weekly, basis**
- **There was general concern that increased compliance requirements, regulation/guidelines were acting as a barrier to creativity**

Discussion

- Are these barriers / perceptions real, or a convenient excuse not to be creative?

Final Thought

What people actually want from medical publications:

- Real world data in addition to randomised controlled studies
- Easy and free (i.e. 'open') access to data
- **Clear, and also interesting, writing**
- **More Interesting formats to aid understanding**

Russell Traynor and Sarah Feeny, pmlive, June 2012,
www.pmlive.com/pme.