



Digital Publishing

MedComms Networking Event

www.MedCommsNetworking.com

Clare Shepherd, Senior Editor

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Researchers' habits are changing

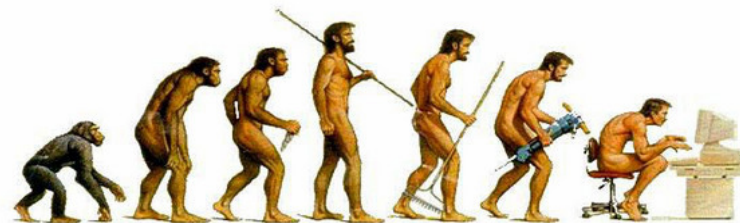
- Historically, Portable Document Format (PDF) has been traditional method of online scientific journal communication
- Shift away from PDF has been gradual - PDFs are well established, familiar and visually pleasing, permanent, secure, accessed offline

However...

- The scientific community now have more content than ever to read and less time to read it
- Changed the way they search for information - looking to 'dip in' to an article for the key messages
- Increasing interest in innovative ways to display data and disseminate results
- Looking for ways to broaden reach of their data – to physicians, patients and other stakeholders

Technology is changing

- More content now read via iPads and smart technology: >80% of doctors use smartphones and apps every day
- Readers are accessing materials on multiple platforms – there is an expectation of availability and consistency across devices
- Daily exposure to text and animations/videos alongside each other, e.g., CNN/BBC website, has become the expectation
- ‘Digital natives’ communicating and learning through different routes

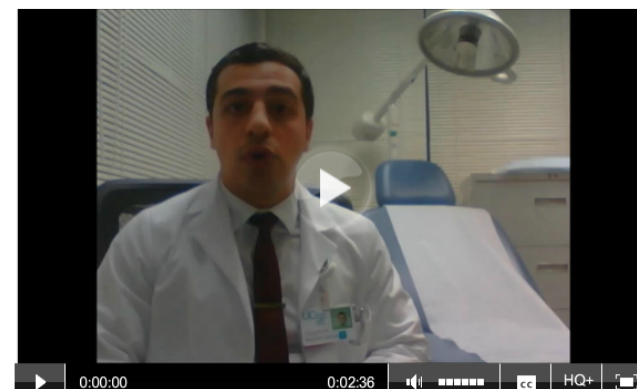


What about publishers?

- Scientific publishers realised they needed to start investing and embracing technology that could support enriched content
- Great variation amongst publishers:
 - A few publishers still use PDF as basis for tablet display
 - Many big publishers have moved onto responsive design
 - Some are offering Living Articles e.g. [Article of the Future](#) (Elsevier) and [Smart Article](#) (Wiley)
- Most publishers now offer the opportunity to publish digital supplementary content

Video abstracts and educational videos

- Presentations delivered in video format
- Usually author of paper giving short introduction to an article, outlining what the article covers, the issues raised and reasons why it matters
- Not just reading out abstract but summarizing findings in engaging manner
- Aim is to give the reader a short teaser to the full article
- Designed to be a more visual, accessible way of explaining your research/review to the reader
- Also helpful to present complex topics in easy-to-understand ways
- Can be used to educate different stakeholders/audiences



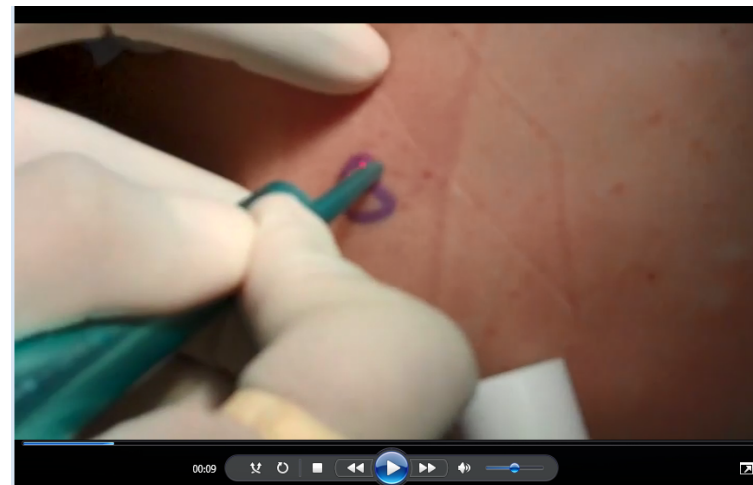
Video Abstract

Surgical/practical videos

- Short videos demonstrating procedures, for example:
 - Surgical techniques
 - Administration of a product
 - ECGs
- These are designed to bring the article to life in ways not possible through words alone



Video S1

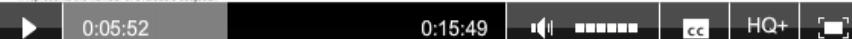
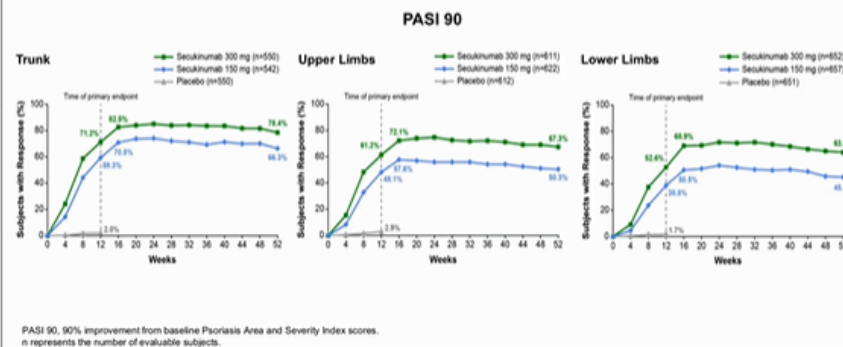


Audio slides and slide sets

- Designed to mimic a real-life presentation
- Either slides on their own or authors can talk through the key points of their data alongside online slide presentation
- An audio recording can be layered on top of the slides
- May be able to re-use slides in real-life presentations at conferences

Results

- Efficacy responses with secukinumab were most robust on the trunk, followed by the upper limbs and then the lower limbs

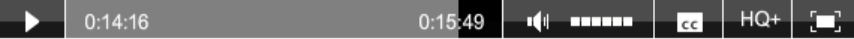


Audio Slide Presentation (Alan Menter)

Conclusion

- Secukinumab is effective for the treatment of moderate-to-severe psoriasis affecting the trunk, the upper limbs, and the lower limbs
- Secukinumab—especially 300 mg—provided disease clearance that was rapid and sustained
- Clear or almost clear skin (PASI 100 or PASI 90) are appropriate treatment goals for patients with moderate-to-severe psoriasis who are treated with secukinumab

PASI 90/100, 90%/100% improvement from baseline Psoriasis Area and Severity Index scores.



Audio Slide Presentation (Alan Menter)

- Accompanies article to give brief overview of the key points of the paper
- Summarizes why the study/review was carried out and what was learned
- Allows reader to obtain the key messages in simple, concise manner

Advances in Therapy

Advances in The
Volume 33 (Online)

Tiotropium
HandiHaler®
Bronchodilator
Doses in COPD

Peter M. A. Calverley,
Hohlfeld

Enhanced

Advances in Therapy

Why carry out this study?

- Tiotropium is available as maintenance therapy for chronic obstructive pulmonary disease (COPD), delivered via the HandiHaler® device (18 µg once daily) or the Respimat® Soft Mist™ Inhaler (5 µg once daily; 2 puffs of 2.5 µg).
- Several studies have compared the efficacy of tiotropium HandiHaler® (18 µg) with different doses of Respimat®; however, to date, a comprehensive review of the published dataset remains lacking.
- This review of six clinical trials (trial duration: 3 weeks to 2–3 years) investigates which Respimat® dose (1.25, 2.5, 5, 10 or 20 µg) is the closest match to HandiHaler® 18 µg in terms of bronchodilator efficacy (lung function).

Advances in Therapy

PEER-REVIEWED
SUMMARY SLIDE

Why carry out this study?

- Tiotropium is available in many countries as maintenance therapy for chronic obstructive pulmonary disease (COPD), delivered via the HandiHaler® device (18 µg once daily) or the Respimat® Soft Mist™ Inhaler (5 µg once daily; 2 puffs of 2.5 µg).
- Several studies have compared the efficacy of tiotropium HandiHaler® (18 µg) with different doses of Respimat®; however, to date, a comprehensive review of the published dataset remains lacking.
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What was learned from the study?

- The results demonstrated similar bronchodilator efficacy of Respimat® 5 µg and HandiHaler® 18 µg, but reduced bronchodilator efficacy with lower doses of Respimat® (1.25 and 2.5 µg).
- This supports the use of the marketed once-daily dose of Respimat® 5 µg daily (or 2 puffs of 2.5 µg) for the maintenance treatment of patients with COPD.

This summary slide represents the opinions of the authors. Sponsorship for this study was funded by Boehringer Ingelheim. Scientific writing and editorial support was provided by Godfrey Link at PARExel and funded by Boehringer Ingelheim. For a full list of acknowledgments and disclosures for all authors of this article, please see the full text online. ©The Author(s) 2016. Creative Commons Attribution Noncommercial License (CC BY-NC).

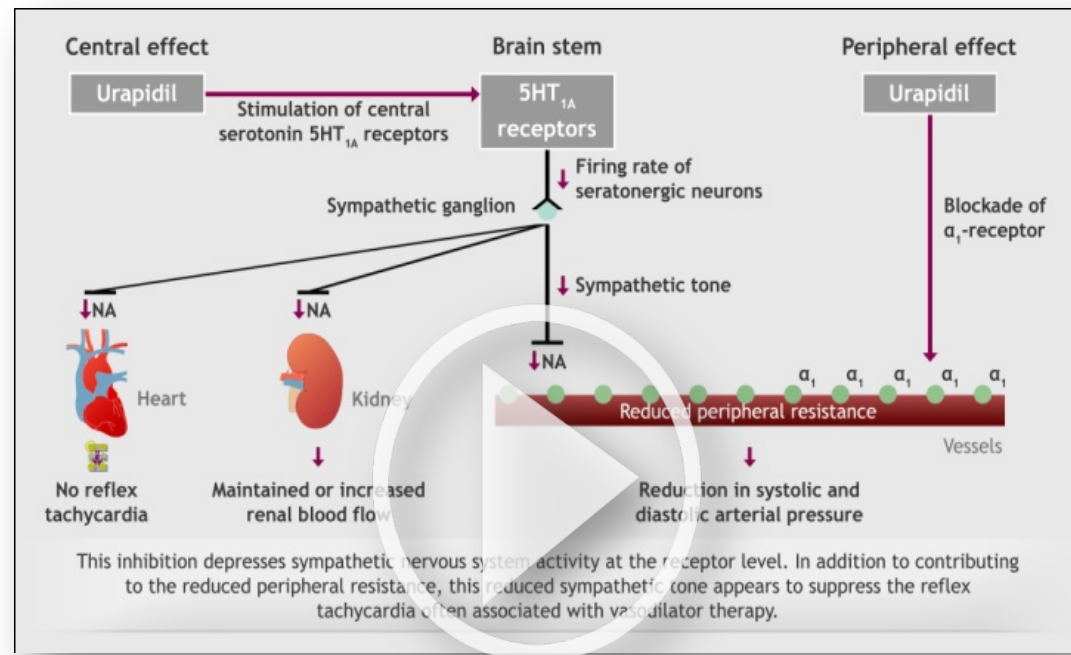
Calverley PMA, et al. Adv Ther. 2016.

Summary Slide

CLOSE X

Animations

- Animations can be used to bring a static figure to life
- Helps to visually demonstrate complex aspects such as a products mode of action



Digital experimentation



WATCH NOW »

NEJM QUICK TAKE

Longer-Term Therapy for Lyme Disease

Lyme disease is a tickborne illness that can cause persistent arthralgia, fatigue, and neurologic and cognitive disturbances despite appropriate initial treatment with antibiotics. Would longer-term treatment improve outcomes? New research findings are summarized in a short video.

ORIGINAL ARTICLE

Randomized Trial of Longer-Term Therapy for Symptoms Attributed to Lyme Disease

March 31, 2016 | A. Berende and Others



Recent infographics



Managing type 2 diabetes in adults

A visual summary of the NICE guidelines on the use of single, dual or triple therapy with blood glucose lowering drugs, and when to consider an insulin programme.

Animation: The evolution of oral anticoagulants



Blood clots can form where they aren't needed, and cause serious medical problems. This animation explores progress in the development of oral anticoagulants that target components of the blood coagulation cascade to inhibit blood clotting in high-risk patients, as well as recent advances with antidotes to reverse the effects of oral anticoagulants when necessary.

Scientific advisers: Roxana Mehran, Icahn School of Medicine at Mount Sinai, New York, USA; and Richard C. Becker, University of Cincinnati College of Medicine, Ohio, USA.

Animation by [Nucleus Medical Media](#).

Produced with support from [Boehringer Ingelheim](#).

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See also: *Nature Reviews Cardiology* poster on 'Anticoagulant drugs' available at <http://www.nature.com/nrcardio/posters/anticoagulation/index.html>

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Considerations when creating digital features

- What are the costs?
 - Creation and hosting
- Is additional internal approval required?
- Are the features peer reviewed?
 - Fair and balanced, educational
- What are the timelines?
- Where are the features hosted?
- What about copyright?
- Are relevant disclosures displayed?
- Can reader metrics and ROI be obtained?

Thank you!

Any questions?

Please feel free to contact me at any time with any further questions:

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