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)

Where is your place of work? n=169

- Agency
- Industry
- Publisher
- Freelance / Independent
- Other

Response %
Creativity Survey Results (2)

Job Category of Respondents? N=166

- Medical / Scientific Director: 10%
- Medical Writer: 20%
- Medical Editor: 0%
- Account Manager / Director (Agency): 30%
- Manager / Director (Industry): 10%
- Other: 0%
Creativity Survey Results (3)

How Long in Medical Communications? n=166

- Up to 3 years
- 3-5 years
- 5-10 years
- >10 years

Response (%)
Is ‘creativity’ or ‘innovation’ mentioned in your objectives or individual development plan? n=166

- Yes: 100%
- No: 0%
- Not applicable: 0%
Creativity Survey Results (5)

Do you consider yourself to be a creative person?
N = 133

- Not at all
- Somewhat Creative
- Very Creative
- Extremely Creative

Response %
Creativity Survey Results (6)

Do you think it is possible to be creative / innovative in your job? n=133

- **To some extent**: 70%
- **Possible**: 30%
- **Not at all**: 0%

Response %
Creativity Survey Results (7)

When was the last time you were creative in your job? n=133

- During the last working day: 15%
- Within the last week: 30%
- Within the last 2 weeks: 15%
- Within a month: 20%
- Not Applicable: 5%
- Other: 0%

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