



Publications in a digital world

Russell Traynor

Envision Technology Solutions

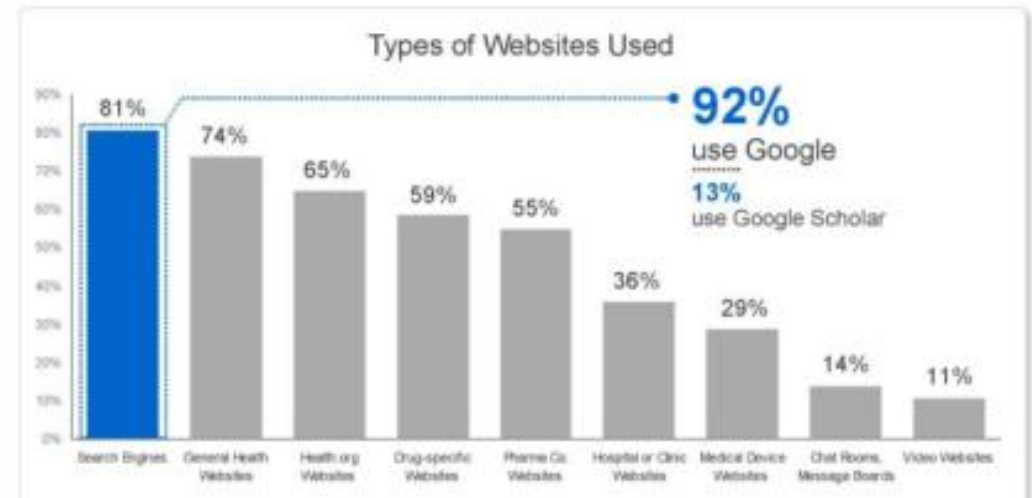
MedComms Networking Event

6th July 2017

ENVISION PHARMA
GROUP 



Routes of access to medical information have changed



Passive – Information finds you

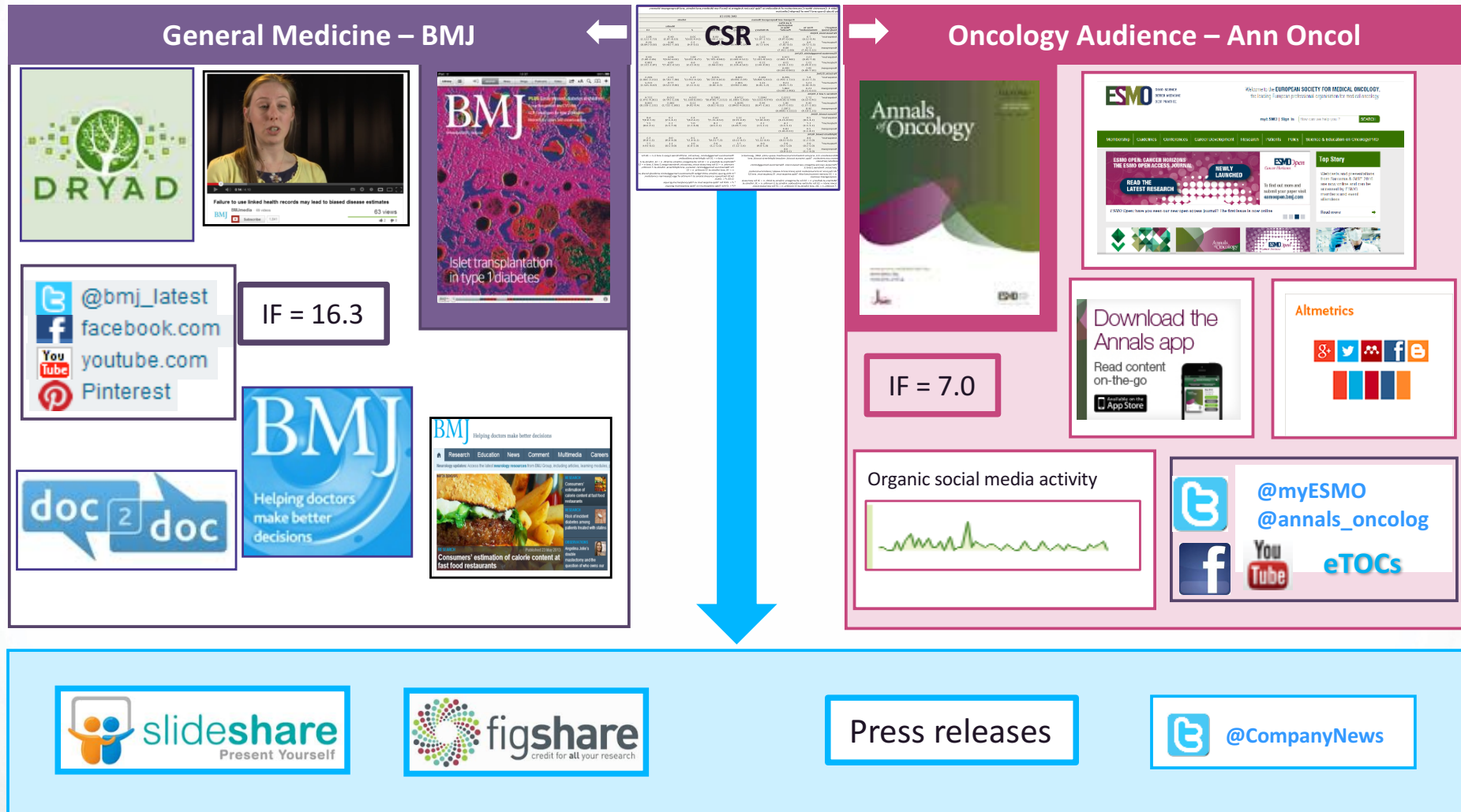
- RSS, PubMed alerts, Google alerts
- eTOCs, Citeulike, Mendeley

Peer-to-peer referral

- Mendeley
- Most read
- Blogs, Twitter, Facebook



Modes of consumption are also shifting to multimedia channels – should be a consideration in Journal selection





Congresses are increasingly virtual in their reach

The #ASCO16 Influencers

Top 10 by Mentions

	@asco	5,656
	@bmsnews	3,639
	@vp	2,970
	@abbvie	2,737
	@mtmdphd	1,442
	@ascopost	1,191
	@sloan_kettering	1,159
	@genentech	916
	@merck	908
	@medscape	842

Top 10 by Tweets

	@mtmdphd	1,435
	@sorena997	1,318
	@onced	613
	@ci4cc	611
	@drcbsteer	593
	@cultperfectmoms	458
	@josico99	457
	@nycdoc29	444
	@brcaresponder	319
	@icsmchat	310

Top 10 by Impressions

	@theeconomist	86,499,885
	@mtmdphd	16,901,605
	@bmsnews	13,374,149
	@asco	12,354,024
	@roche	10,472,284
	@forbes	9,601,135
	@dnabarcodes	7,172,267
	@astrazeneca	6,482,986
	@novartis	6,300,990
	@merck	5,843,006

The Numbers

426,842,917 Impressions

82,492 Tweets

19,137 Participants

119 Avg Tweets/Hour

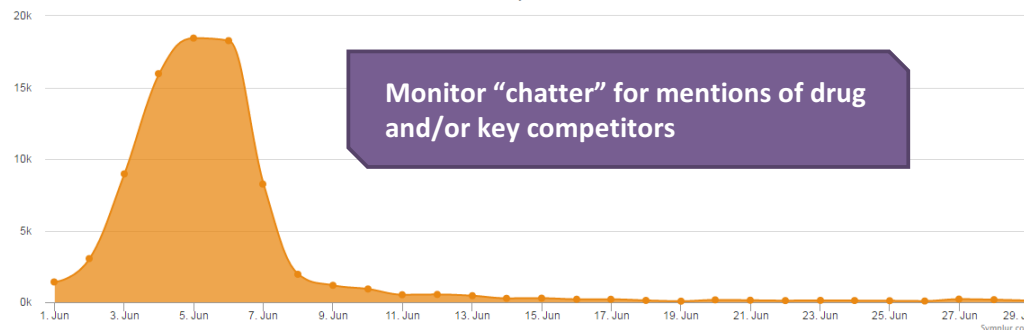
4 Avg Tweets/Participant

Online reach far outweighs physical attendance

Tweet Like

- Identify and monitor key influencers in the field
- Identify potential KOLs

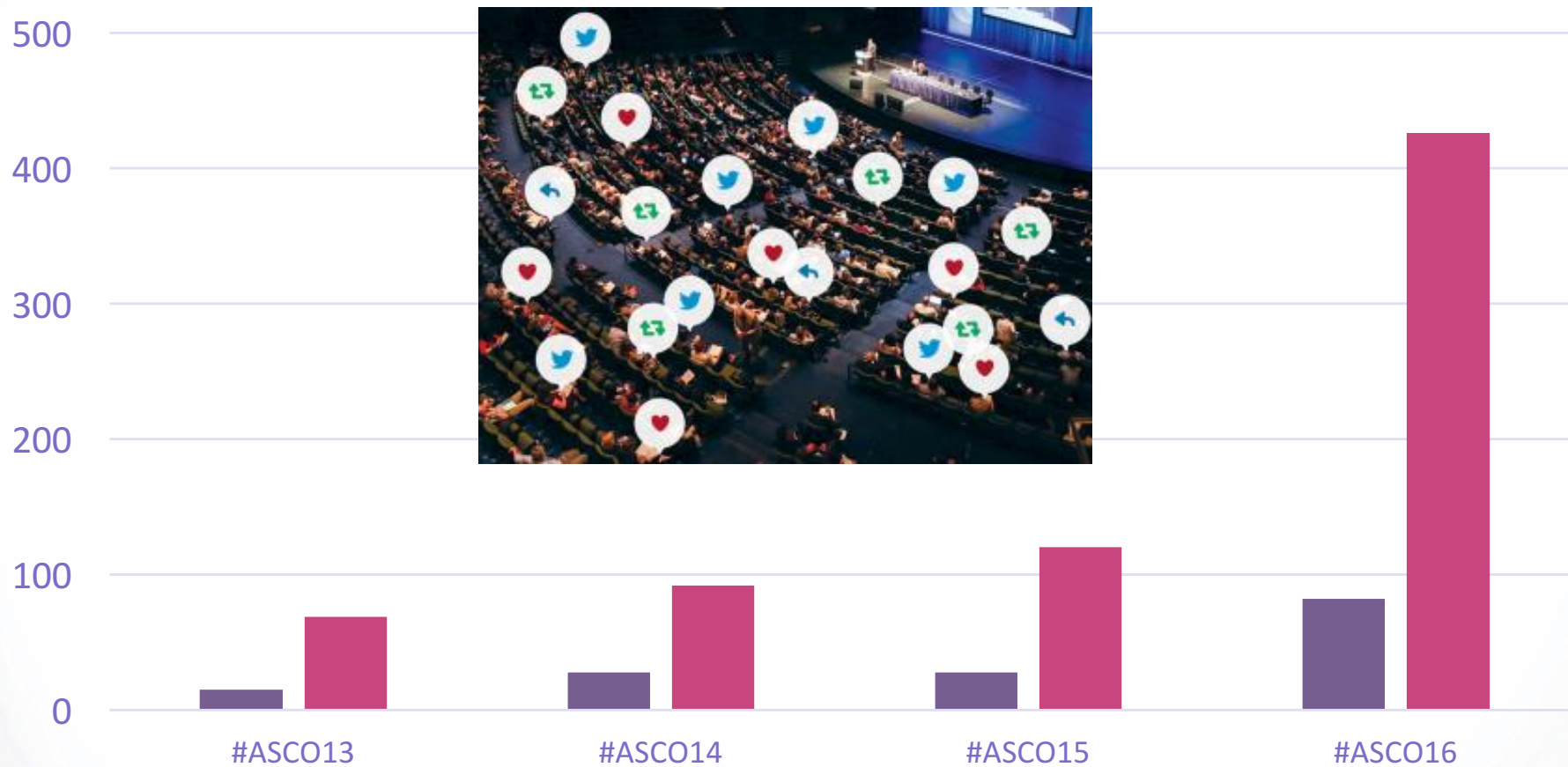
Tweet Activity on #ASCO16



Monitor "chatter" for mentions of drug and/or key competitors

A growing trend

Number of Tweets (thousands) and impressions* (millions)



2
*The delivery of a post or Tweet to an account



But not without pitfalls...

Medscape Coverage from the
American Diabetes Association (ADA) 77th Scientific Sessions

A Perfect Twitter Storm: Why Is the ADA So Anti-Social Media?

Liz Neporent
June 11, 2017

SAN DIEGO — Meeting attendees are pushing back against the enforcement of severe restrictions on social media posts that discuss the [American Diabetes Association \(ADA\) 2017 Scientific Sessions](#) taking place here this week.

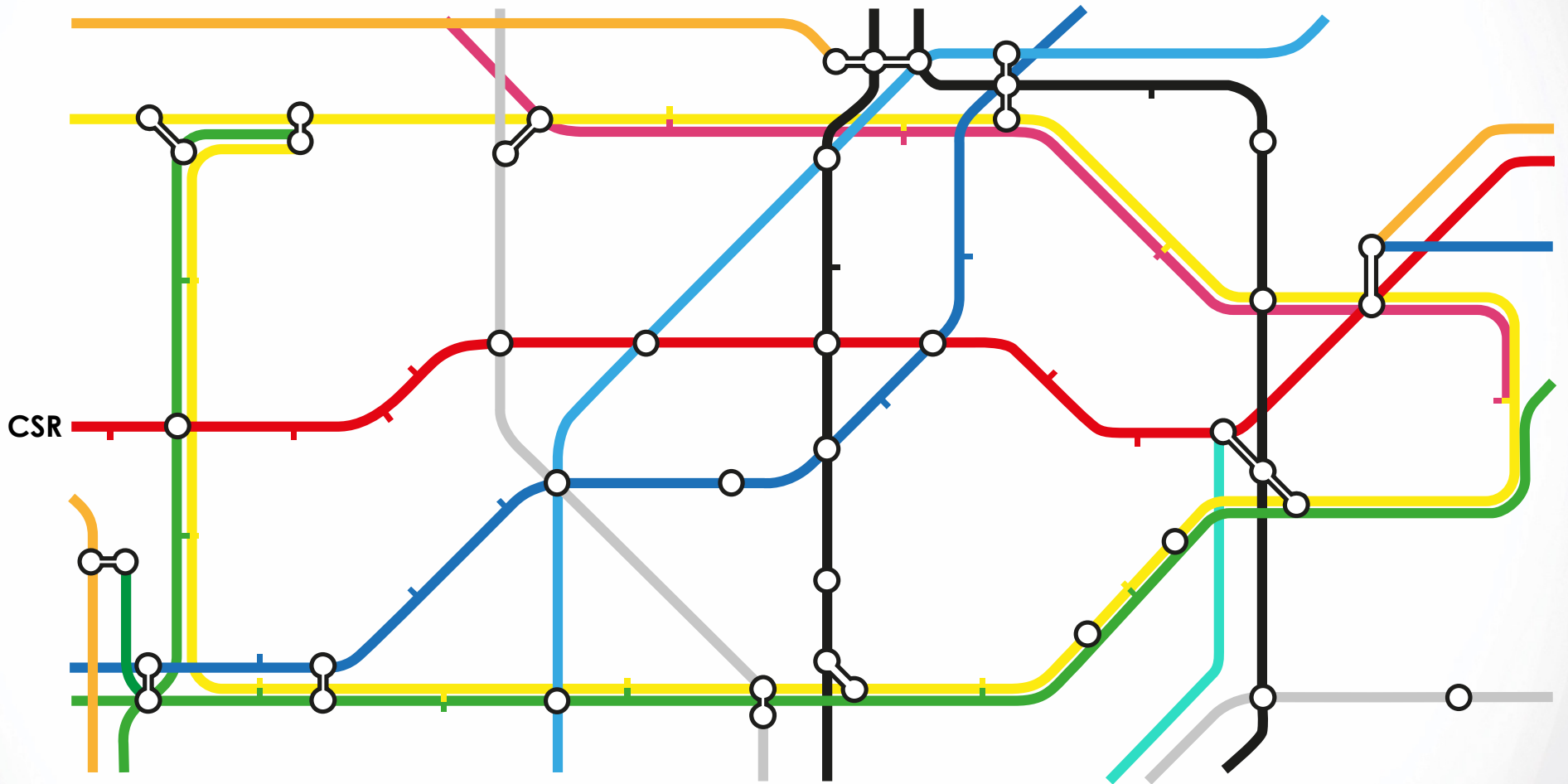
Since the meeting began on Friday, June 9, many of the attendees' Twitter posts, including photographs from sessions, have been met by a polite yet firm appeal from the ADA asking them to delete their tweet.

"Thanks for joining us at #2017ADA! Photography isn't allowed during presentations — we'd appreciate it if you would delete this tweet," reads a typical Twitter response from the ADA's official handle, @AmDiabetesAssn.

Twitter users immediately began expressing anger and frustration over the seemingly draconian attempts to limit social media conversations at the association's scientific sessions. Many say they see it as an unethical attempt to maintain a monopoly on data and educational effort.

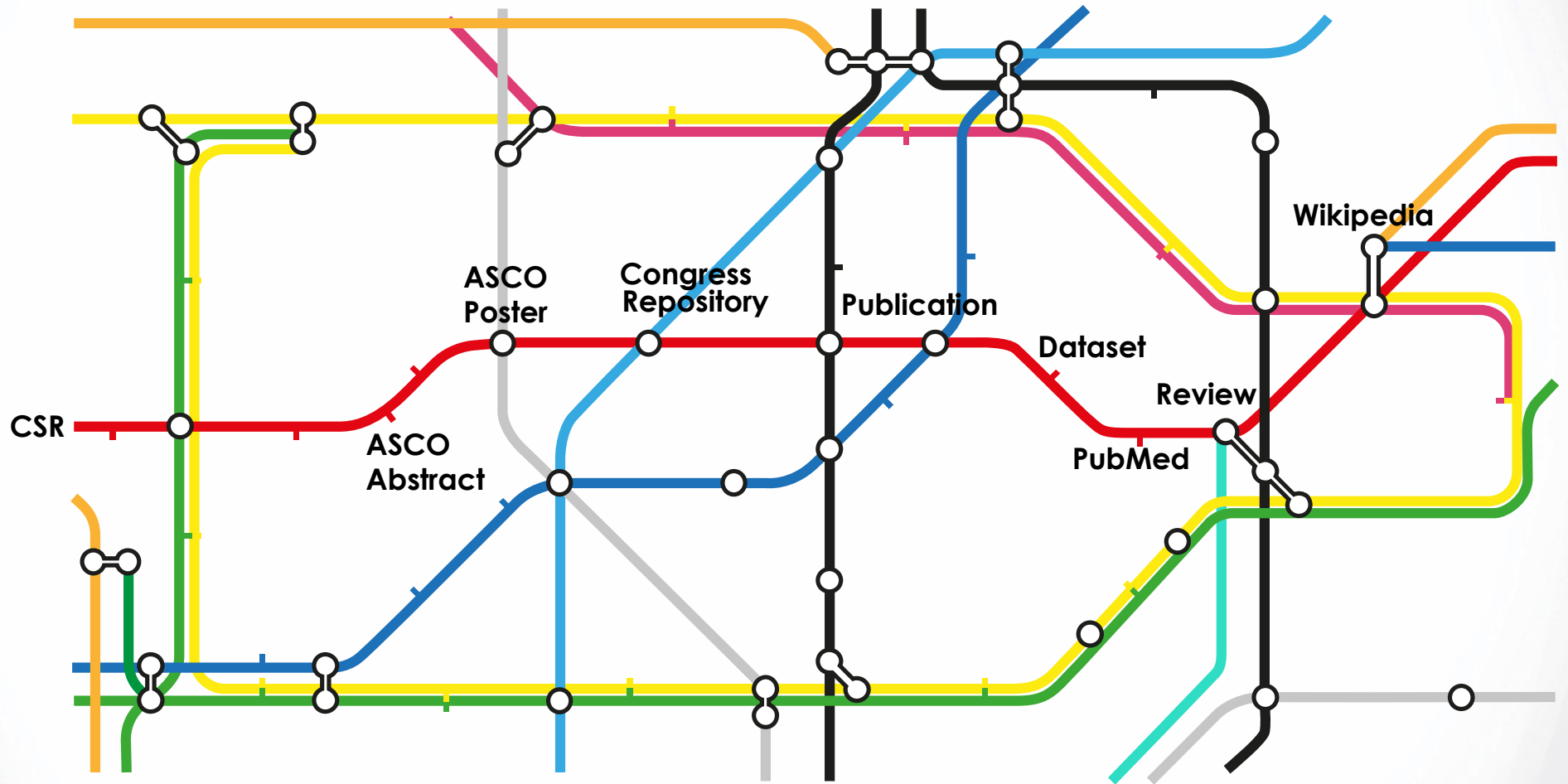
"Those in power are counting on you to NOT speak up & to comply. Stop deleting, Start tweeting, Don't be thanked for ur compliance," C Michael Gibson, MD, an interventional cardiologist at Beth Israel Deaconess Medical Center, Boston, Massachusetts, tweeted several times to his more than 300,000 Twitter followers. One prompted a long string of replies in agreement, as well as 150 likes and 90 retweets. Similar posts are also receiving brisk engagement.

<http://www.medscape.com/viewarticle/881418>

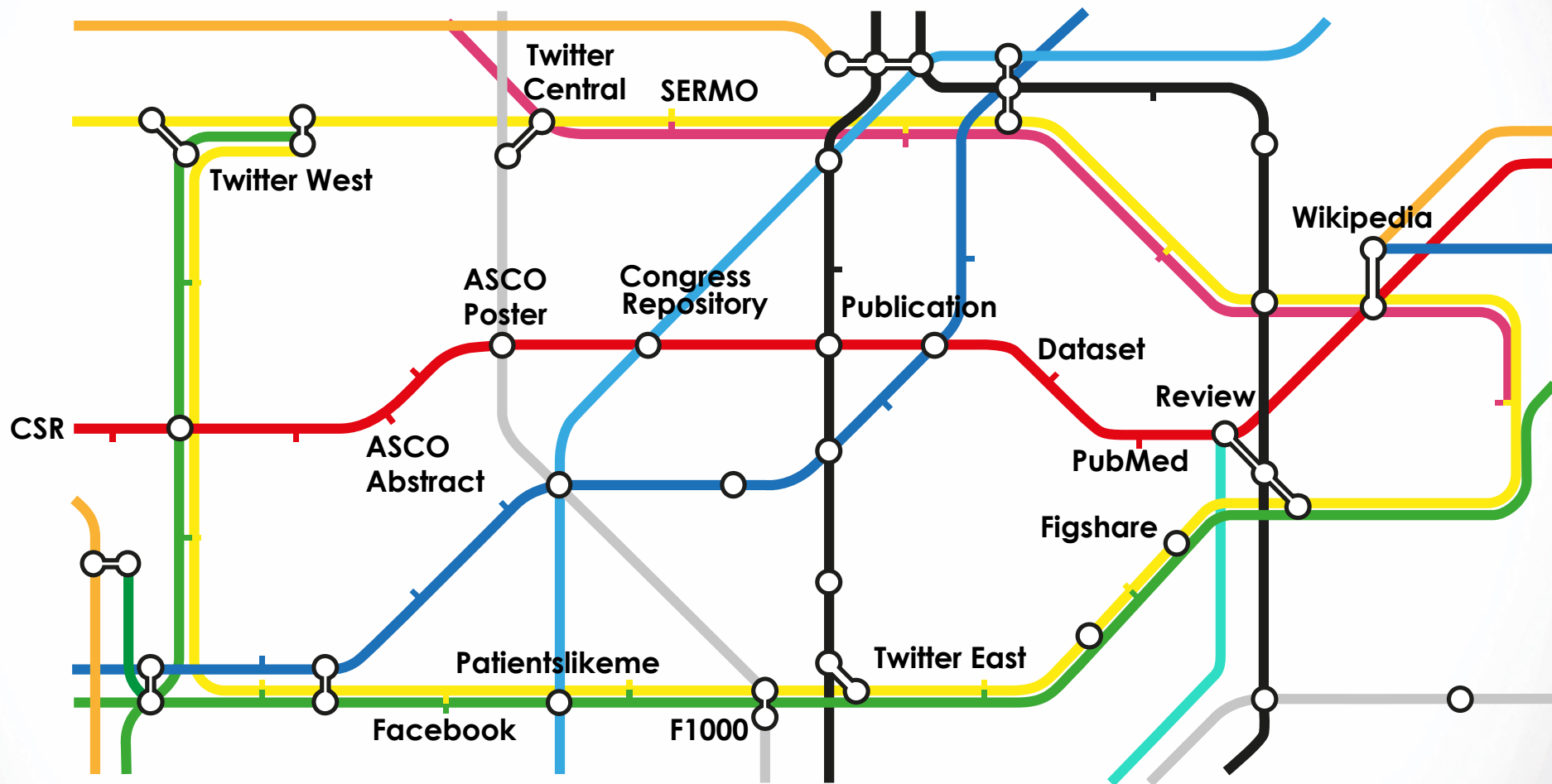


CSR

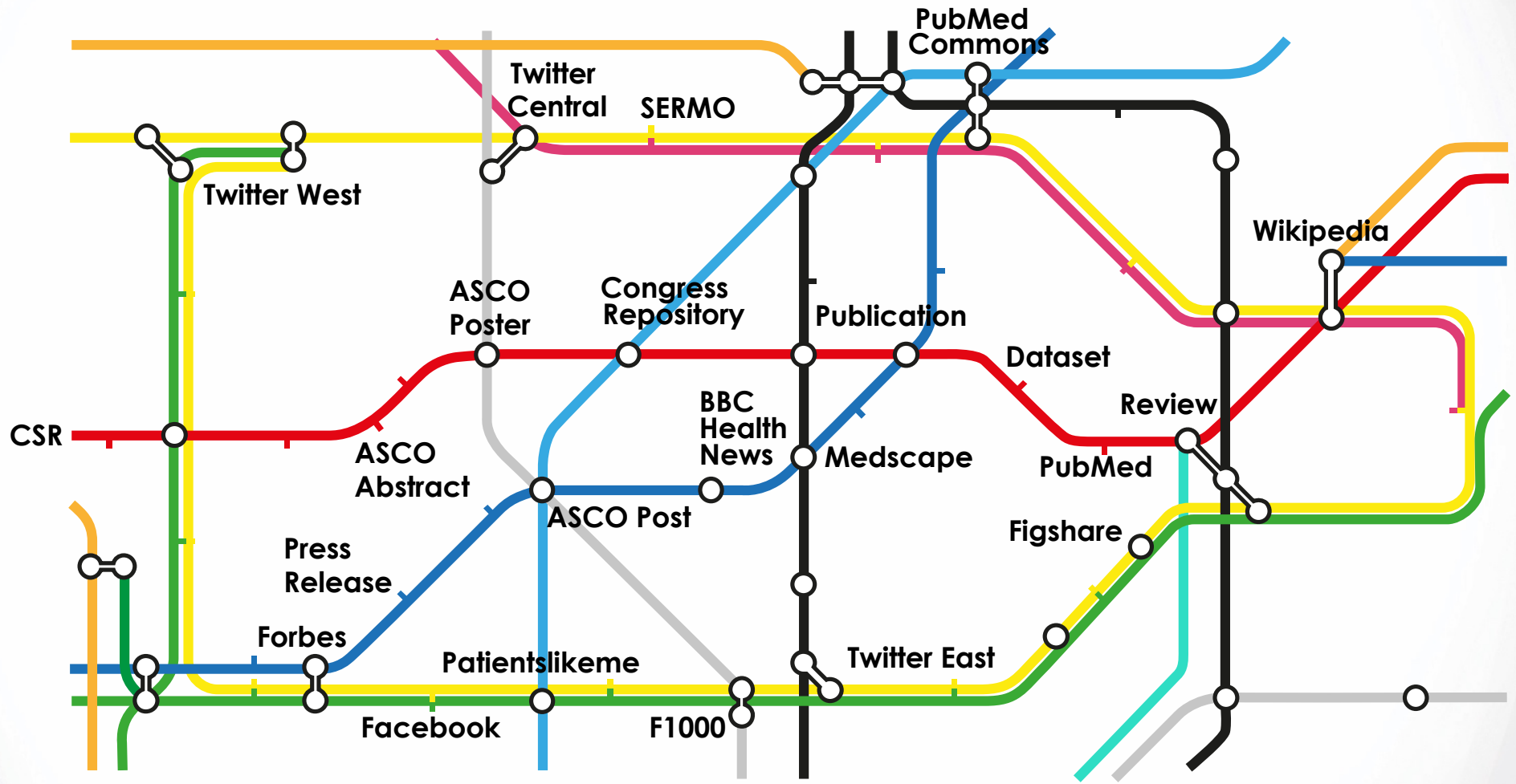
-  Social media line
-  Central data line
-  News line



-  Social media line
-  Central data line
-  News line



-  Social media line
-  Central data line
-  News line



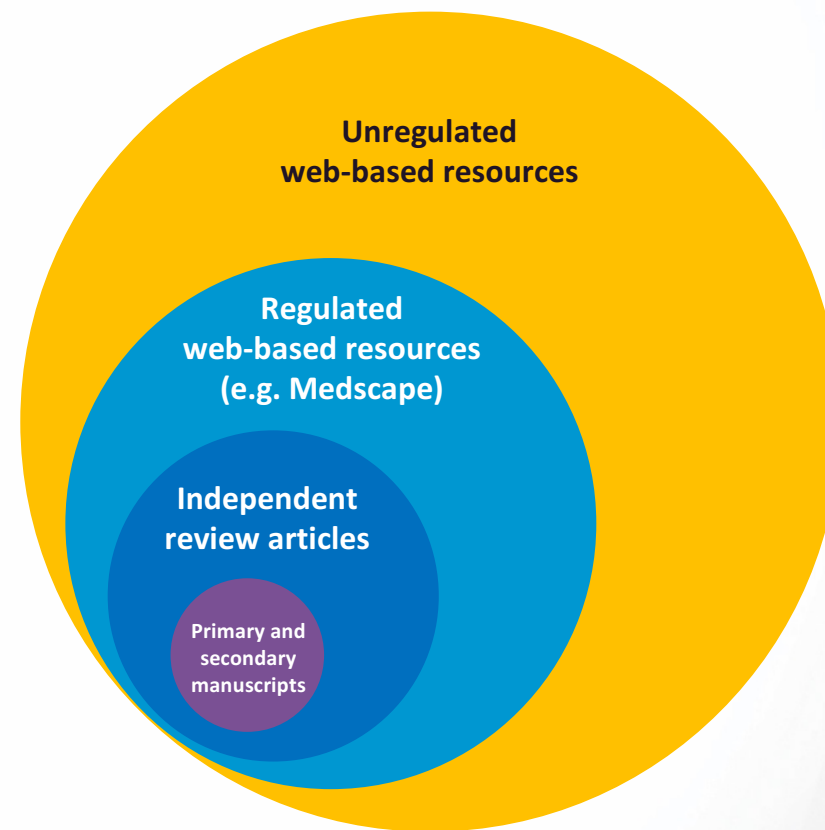
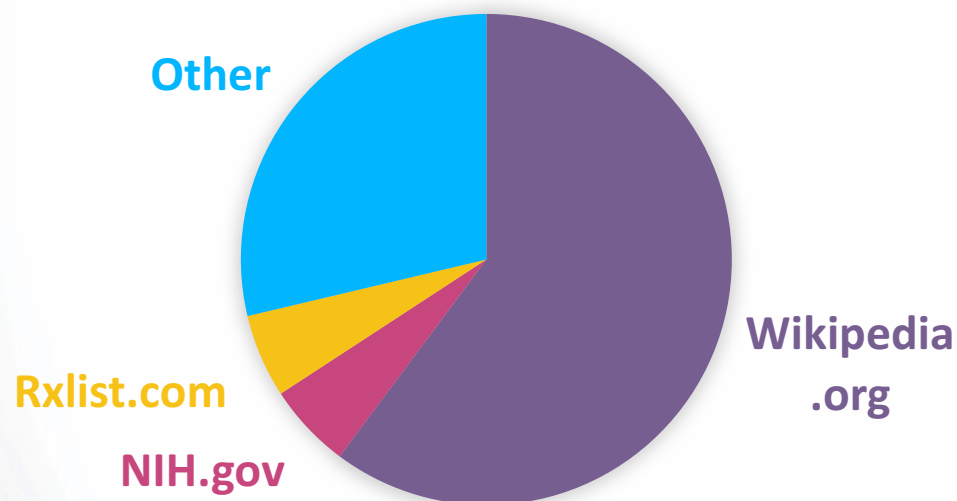
- Yellow line: Social media line
- Red line: Central data line
- Blue line: News line



Most accessed resources are often non-journal in nature

Relative reach and use of peer-reviewed information resources, regulated- and non-regulated web-based information resources

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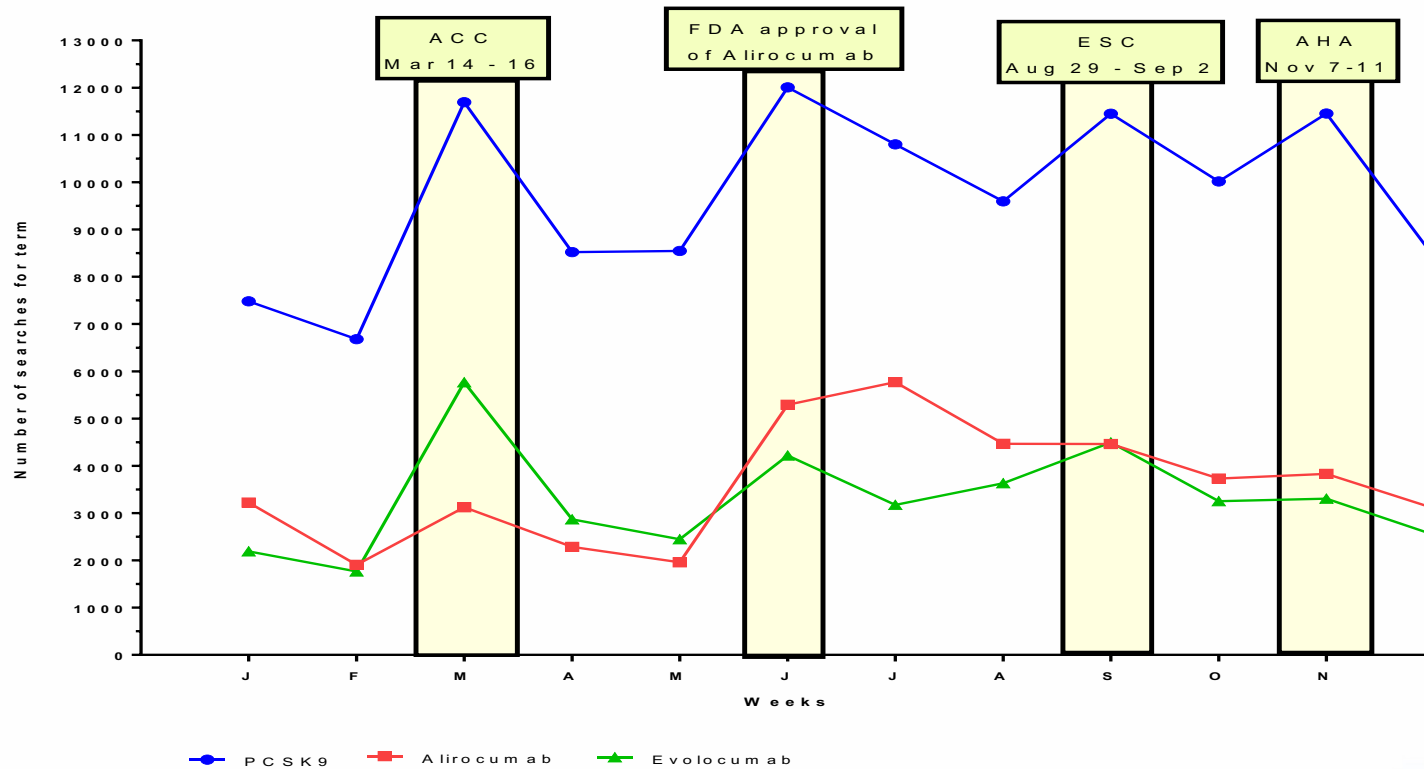


■ Most reliable ■ Least reliable



Wikipedia views give a good “ball-park” metric of levels of interest in a drug or therapeutic area

And Congress presentations impact viewership - PCSK9-related Wikipedia entries



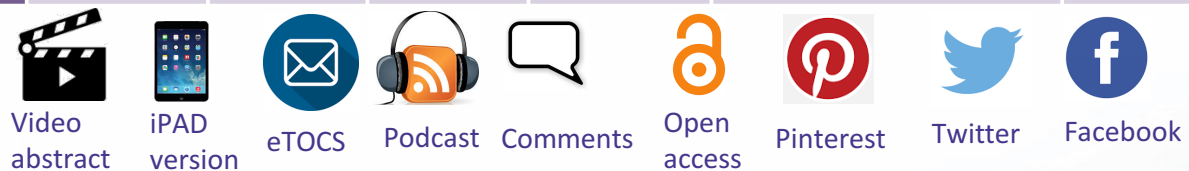


Assessing Journal Options



Consider the entire selection of offerings...

Journal title	Impact factor	Circulation	Submission to acceptance	Acceptance to publication	Extenders	Social media
Journal of Clinical Oncology	20.98	26K	4 weeks	11-12 weeks		
Annals of Oncology	9.27	9.3K	3-6 weeks	12-16 weeks		
ESMO Open	-	-	1 week	2-3 weeks		
PLoS	3.06	-	4 weeks	2-3 weeks		
The Lancet Oncology	26.51	10.8K	1 week	2-4 weeks		





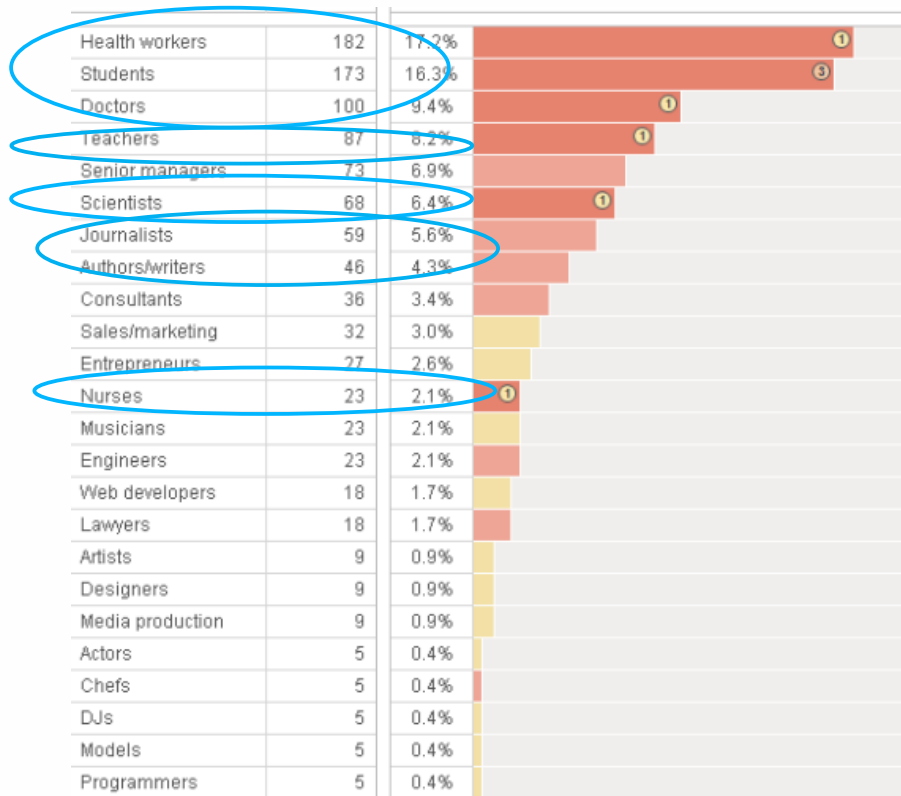
Journal selection by level of social media activity....

- Journals matching the Medline subject “Pulmonary Medicine”, ranked by history of “social buzz” in the preceding 12 months
- Not a replacement for IF and other more traditional rankings
- Increasingly important as social media becomes more prevalently associated with journals

Articles	Score			Articles in past 1y	
	1y Total	Total	Median		
1,015	11k	14k	3		American Journal of Respiratory & Critical Care Medicine
945	9,824	14k	3		CHEST
558	8,491	11k	3.6		Thorax
872	5,756	9,230	1.98		European Respiratory Journal
755	4,625	5,125	0.75		The Annals of Thoracic Surgery
381	3,520	4,958	1.85		Annals of Allergy, Asthma & Immunology
350	3,048	3,691	1.25		Respirology



Demographics of followers may also be important



- Over half of the followers are healthcare workers, doctors, nurses or scientists
- Another 18% are communicators – Teachers, authors/writers and journalists
 - Journalist following also raises the potential of mainstream news coverage



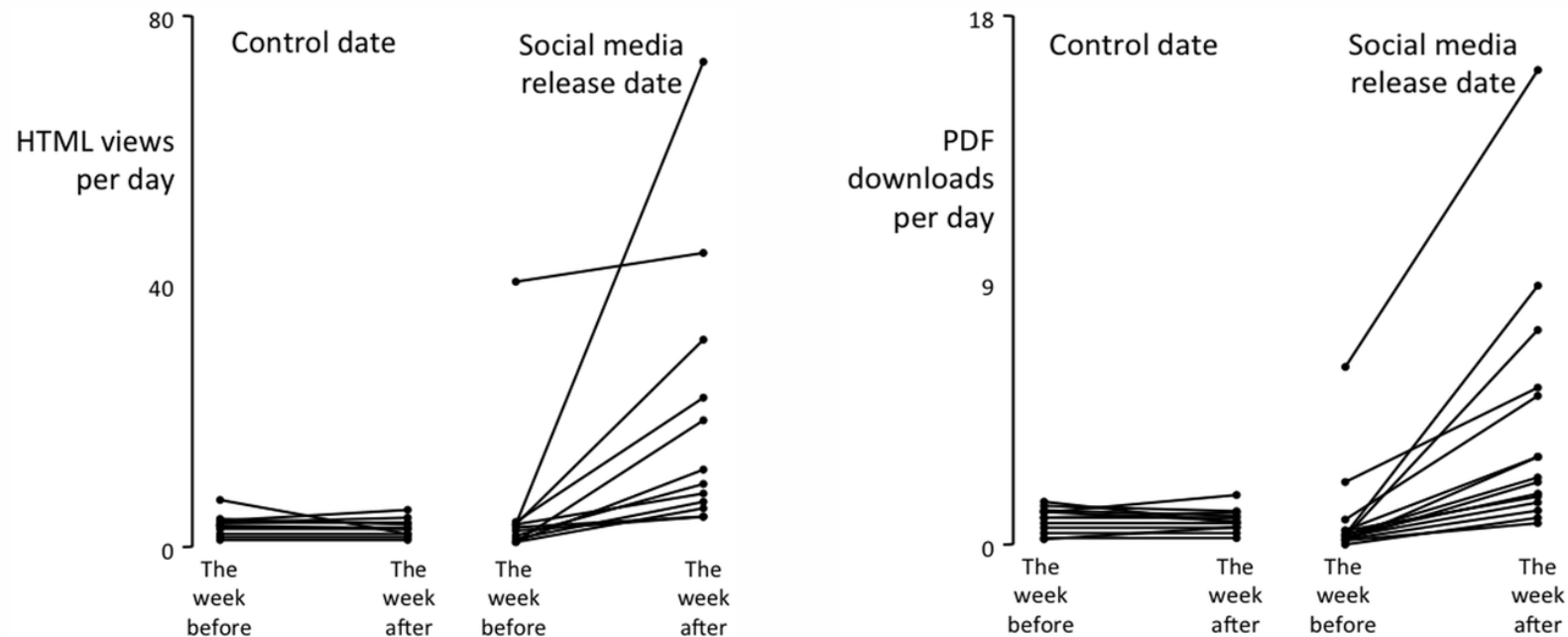
Request from European Urology – an Elsevier journal

“Please include a 120 character summary of your manuscript which will be used on Twitter if eventually accepted for publication. The target for this Tweet should be aimed at clinicians and scientists. Please make it brief, informative and appealing. The Editors reserve the right to alter these Tweets as needed.”

- Potential violations of the ABPI code on DTC advertising or off-label promotion!
- Need a procedure in place to deal with such requests

The effect of social medial release on page views and PDF downloads of the original article

- PLOS ONE articles (n=16) were blogged and released via Facebook, Twitter, LinkedIn





Assessing Impact

Journal article



Traditional metrics are outdated in the digital age

- IF – Misused as a measure of the impact of an individual article
 - A small number of manuscripts are cited much more so than the rest¹
 - E.g. 90% of *Nature's* 2004 impact was based on <25% of manuscripts
- Shift in emphasis from JOURNAL impact to ARTICLE impact
- Citations are a measure of ARTICLE impact, but:
 - Are slow to emerge
 - May not be a good thing; context is important
 - Some target audiences may not generate citations (GPs, nurses)
- Actual measures of access – page visits, abstracts views, PDF downloads
- Indicators of interest – Google search volume
- Social media and search patterns provide alternative measures of impact
 - Article-Level Metrics (ALMs)
 - Altmetrics

2
1. *Nature* **435**: 1003–4. 2005.



Real-time numbers of visits and downloads

Total Article Views	HTML Page Views	PDF Downloads	XML Downloads	Totals
3,240	PLOS 2,240	593	64	2,897
Nov 30, 2010 (publication date) through Apr 18, 2012*	PMC 225	118	n.a.	343
	Totals 2,465	711	64	3,240

2. 28.84% of article views led to PDF downloads



BETA

■ Compare average usage for articles published in 2010 in the subject area: ?

3.

| [Show reference set](#) **4.**

*Although we update our data on a daily basis, there may be a 48-hour delay before the most recent numbers are available. PMC data is posted on a monthly basis and will be made available once received.



Altmetrics provide some insights into the impact of an article



- | | |
|---------------------------------|------------------------|
| ● Policy documents | ● Google+ |
| ● News | ● LinkedIn |
| ● Blogs | ● Reddit |
| ● Twitter | ● Faculty1000 |
| ● Post-publication peer-reviews | ● Q&A (stack overflow) |
| ● Facebook | ● Youtube |
| ● Sina Weibo | ● Pinterest |
| ● Wikipedia | |

Other systems:



Impactstory



Take home summary

As consumption of publications and scientific communications becomes ever more digital in nature, in parallel with consumption of news and other information, the distribution, awareness building and impact assessment of those publications needs to keep pace and adapt accordingly



THANK YOU

Questions: Russell Traynor
russell.traynor@envisionpharma.com

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