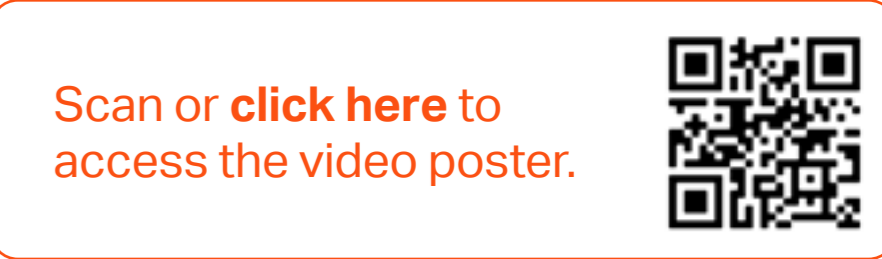


Tracking the Use and Reach of Congress Publication Extenders

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Background

Medical congresses now often have content available live, online, and on demand, which opens up opportunities to include additional content, often over an extended period of time. Potential digital assets to extend and enhance congress presentations include web links, QR codes, and social media channels.

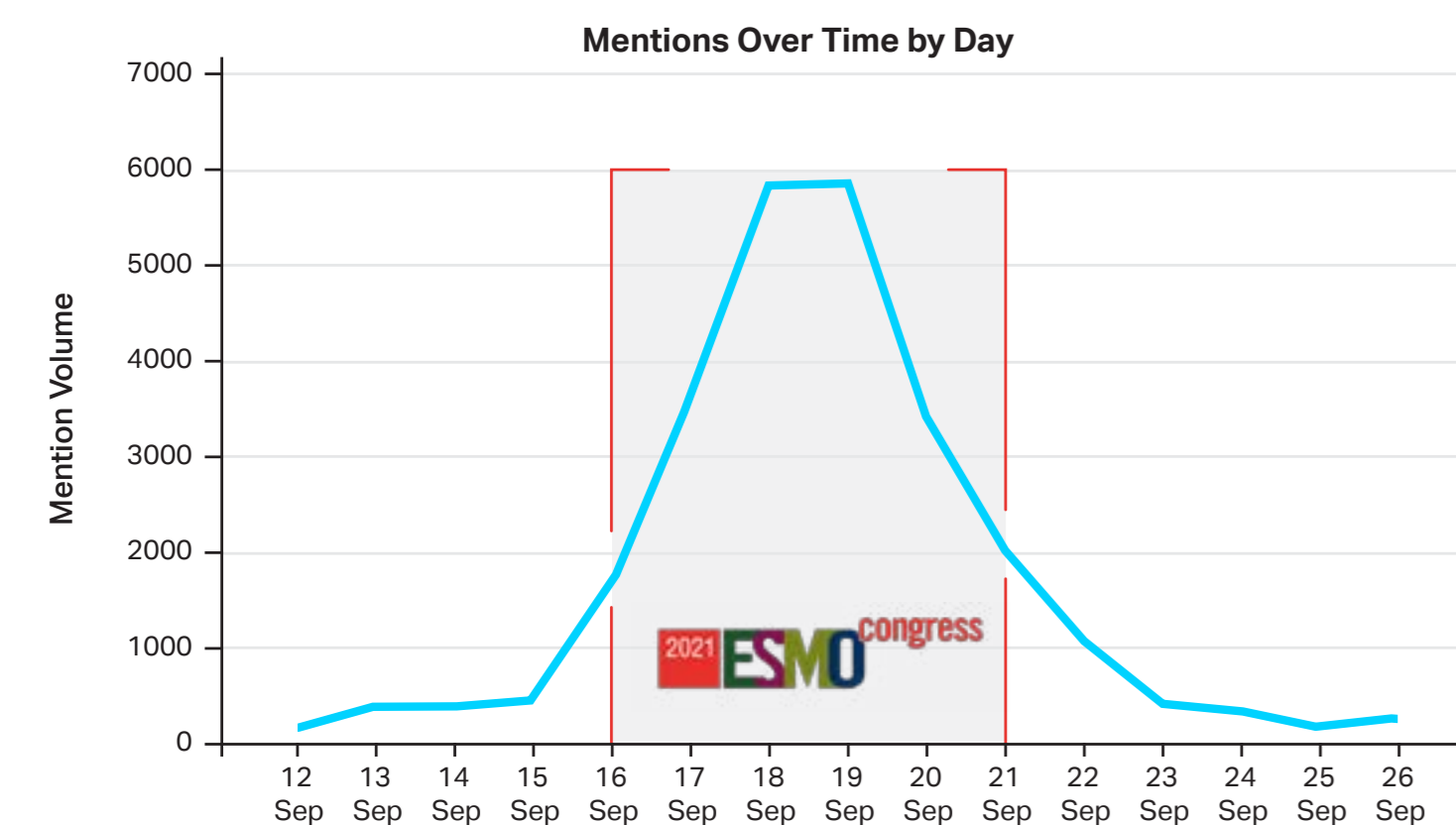
Objective

The aim of our research was to investigate the extent to which publication extenders are being utilized at a major medical congress.

Research Design and Methods

Selected presentations of interest at ESMO 2021 covered breast cancer (BC), ovarian cancer, head and neck squamous cell carcinoma, and other solid tumors (OC/HNSCC/other). Selection was based on study type, therapeutic class, key words, and potential relevance to ongoing and future clinical practice. Each presentation was checked for web links and/or QR codes, which were accessed; available extenders were downloaded. Social media trends were investigated by searching Twitter mentions related to ESMO 2021.

ESMO Timeframe

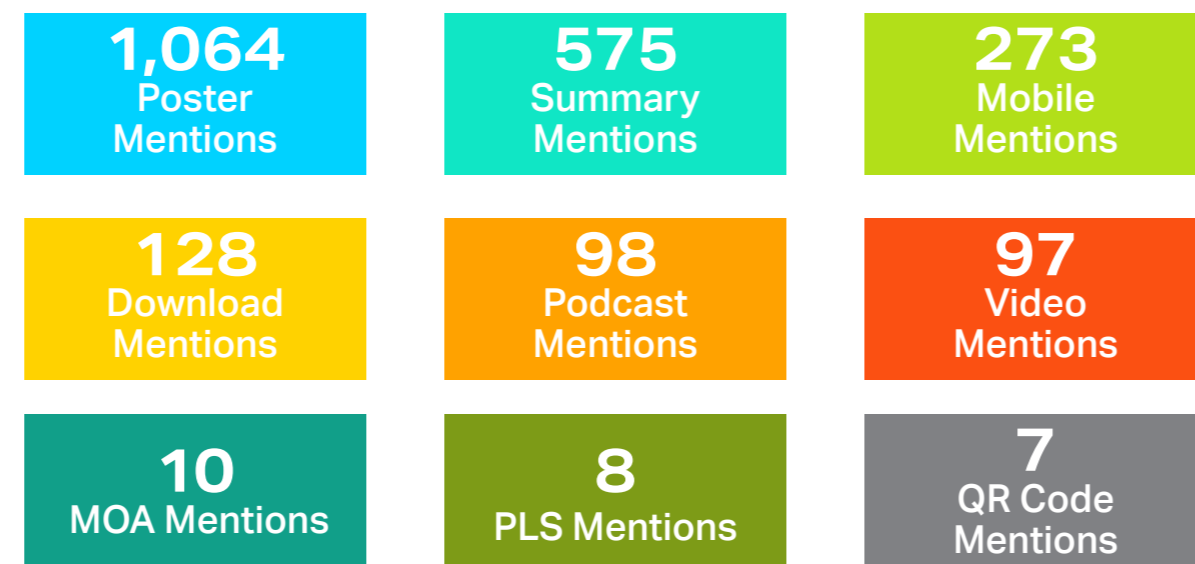


Research Design and Methods (cont.)

The social media search was divided into 9 main terms that would suggest use of extenders:

- ▶ Posters
- ▶ Video
- ▶ Podcasts
- ▶ Mobile apps
- ▶ Mechanism of action (MOA) usage
- ▶ QR codes
- ▶ Downloads
- ▶ Patient lay summaries (PLS)
- ▶ Summary or Summaries

Mentions by Extender Terms:
"Download" and "Summary" are new finds



Within each of the 9 main terms, we looked at several data sets:

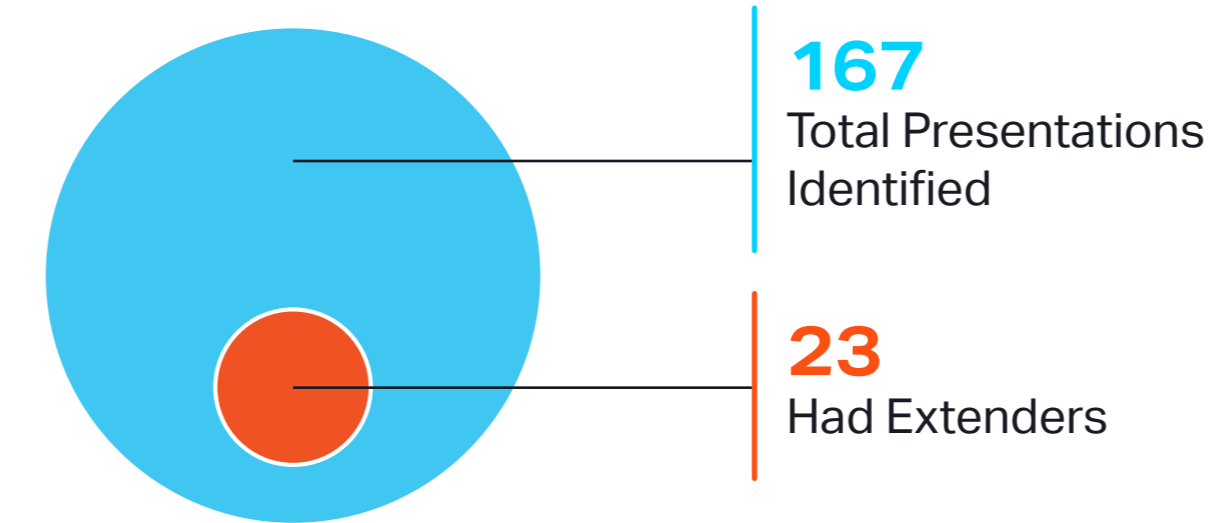
- ▶ Total mentions
- ▶ Date of mentions
- ▶ Top topics
- ▶ Top amplifiers
- ▶ Top mentions
- ▶ Demographics

Results

A total of **167 presentations** were identified and accessed: BC (n=132); OC/HNSCC/other (n=35).

43 (26%) had a QR code: BC (n=35); OC/HNSCC/other (n=8).

Only **23 (14%)** had extended content: BC (n=18), OC/HNSCC/other (n=5).

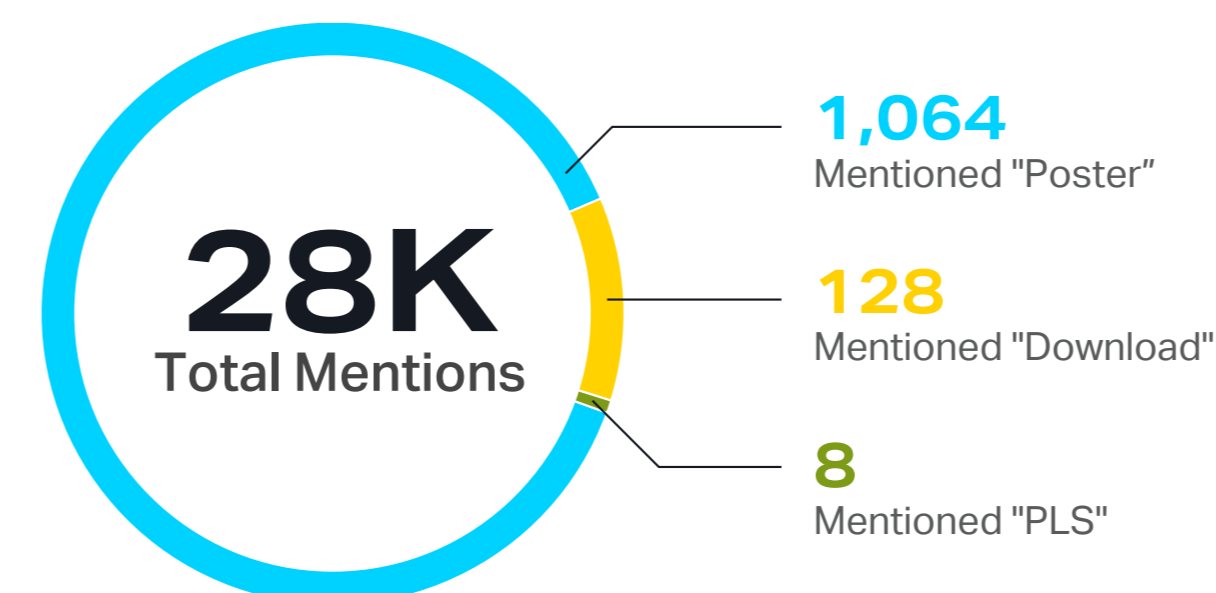


13 extenders were linked to phase 3 data, **5** were linked to phase 1/2 data, and **5** were linked to real-world evidence.

Extenders included PLS (n=12), mobile-friendly view (n=6), supplemental data (n=3), videos (n=3), and trial details (n=2).

Approximately **28,000** tweets mentioned "ESMO 2021"; more than 1,000 mentioned "poster," 128 mentioned "download," 8 mentioned PLS.

Mentions that included #ESMO2021



Although **11** tweets related to publication extenders mentioned "breast cancer," none of those tweets directed followers to extended content.

Most presentations with extended content had a single extender (e.g., PLS, supplementary data file or slides, mobile-friendly view).

Seven had more than 1 (eg, PLS plus video, PLS plus MOA slide).

Discussion

Digital assets have the potential to extend and enhance poster and oral presentation content. Only a small percentage of ESMO presentations among those we surveyed were accompanied by extended content or featured on social media. However, our selection criteria were to some extent subjective, and this may have limited the scope of our findings.

Some observations and insights we saw were about the terminology used and content communication:

- ▶ Healthcare professionals (HCPs) and many others still use the term "slides" vs "PPT"
- ▶ "Download" and "Summary" were used interchangeably
- ▶ "Poster" was understood by all
- ▶ Some HCPs were looking for Podcasts to summarize

A Missed Opportunity?

Metrics show that when a Digital Opinion Leader (DOL) shares extender content, the reach can be large.



Conclusions

We feel that publication professionals should reinforce the value of publication extenders and encourage social media engagement to enhance the reach and value of medical information.