HCG Healthcare Consultancy Group

Tracking the Use and Reach of Congress Publication Extenders
Plain Language Summary

Background

Doctors and other medical researchers often share their work with each other and the public by presenting their findings at medical meetings or congresses.

In some cases, such as when very important results are being reported, the congress organizers arrange for an oral presentation so the doctor can show slides of their work, but most research results are shown in the form of a poster.

Both oral presentations and posters have limitations in terms of the level and type of information that can be included.

Medical congresses now often make presentations available online, which allows doctors and researchers the opportunity to include extra information beyond the official congress presentation.

These materials are commonly referred to as **"publication extenders" and are intended to enhance the overall presentation.**

They can be found in various formats, such as such as plain language summaries (text or visual), videos from the authors, and infographics, which add more details about the work and/or present it in a way that is understandable to different audiences.

Plain Language Summaries (PLS) (text or visual)

Videos from the authors

Infographics
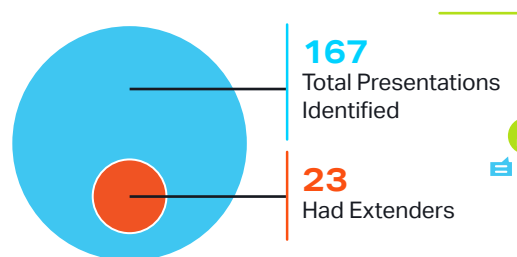
Our Focus

2021 **ESMO** congress

We wanted to look into how often publication extenders were used at **ESMO 2021**, a major medical congress in Europe.

We also wanted to know if doctors were posting about their presentations on social media such as Twitter.

Results

We picked a subset of the presentations at ESMO (oral presentations and posters) and checked to see how many had publication extenders.

167 Total Presentations Identified

23 Had Extenders

We found that only a **small percentage (14%)** of the presentations we looked at had any extender content.

Also, very few presentations were featured on social media.

Conclusions

We feel that extenders and social media can bring value to congress presentations, especially in terms of making complex content more widely understood and accessible. Further research should be done to better understand whether their use should be increased and encouraged.