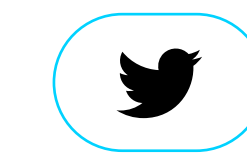


Should Key Opinion Leaders have a role in amplification of peer-reviewed publications in the digital space?



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Background

- The accelerated migration of medical and scientific communications to the virtual world has created a new type of Key Opinion Leader (KOL), called Digital Opinion Leader (DOL). DOLs have mastered social media ecosystems such as Twitter, Instagram, Facebook, and YouTube
- The conversations at congresses and meetings have moved to social media where text, graphics, and videos help tell a story
- As DOLs are sharing published articles and discussing them with peers, the publications sphere warrants a re-examination within the publication's compliance framework
- We undertook a social listening exercise that monitored online conversations and engagement for the data rollout of the "OlympiA" clinical trial and its accompanying primary publication
- Please click on this link to download the abstract and poster
 - https://twitter.com/HCG_Pubs_Excel

Objective

- To better understand how DOLs share, engage, and discuss clinical data from publication articles on social media
 - Which platforms are used the most by DOLs?
 - What are best practices?
 - Is there opportunity for the publication industry to adapt to these phenomena?

Methodology for the Readout of Phase 3 OlympiA Trial

- The research was conducted using several research tools such as Brandwatch, Twitter, and other desk research
- The tracking was done during ASCO 2021 when the OlympiA data were released
- Data were sourced from
 - Brandwatch, a social listening tool, for Boolean search queries (listed below) to provide online conversations (public platforms only)
 - Twitter for conversations and mentions
 - Twitter Analysis Tool (Followerwonk)
- Information was captured between May 1, 2021, and June 30, 2021 (1 month before and 1 month after ASCO), to retrieve the most relevant online conversations relating to the OlympiA data release
- Search terms included
 - ("OlympiA Trial") OR (OlympiAD AND "clinical trial") OR (OlympiAD AND "adjuvant olaparib") OR ("BRCA1/2 Mutations" AND OlympiAD) OR ("phase 3" AND "OlympiA trial") OR "OlympiA trial"
 - ("OlympiA Trial") OR (OlympiA AND "clinical trial") OR (OlympiA AND "adjuvant olaparib") OR ("BRCA1/2 Mutations" AND OlympiA)

Results

- While all open/public social media platforms were reviewed, Twitter remains the dominant platform used for publications and by HCPs, and this will be our focus throughout the results
- Between June 3 and June 9, there were 768 mentions of the OlympiA trial data, of which 16% was contributed by DOLs, 51% by journals, and 33% specifically by the publishing journal (NEJM), representing 46, 466, and 256 total tweets respectively (Figure 1a) (News was excluded)
- HCPs only had 16% of the mentions during ASCO, but they had the largest **impact** on reaching targeted audiences (Figure 1b)
 - HCPs showed the largest potential for an increased reach and amplification
 - NEJM was a top journal being shared for Olaparib trial published report
- Despite the low proportion of initial tweets by DOLs, they have the potential for the greatest amplification of online engagement with the trial data, with a total of 122K people reached in the targeted audience (Figure 1a)
- In this research, amplification by HCPs was overwhelmingly positive; however, the reverse may also be true with different trial outcomes
 - Sample individual tweets demonstrate sentiment (Figure 3) and engagement (Figure 4)

Impact = The news is being distributed, **but not amplified**

FIGURE 1A | HCPs had the lowest number of initial mentions...

- Adjuvant olaparib- OlympiA trial | May 1, 2021 - June 30, 2021
- Despite the lower proportion of initial tweets by HCPs, they were responsible for a good percentage of the amplification
 - An important point to make is that they reached 122K people, and their networks are much more targeted audiences (Figure 1a)

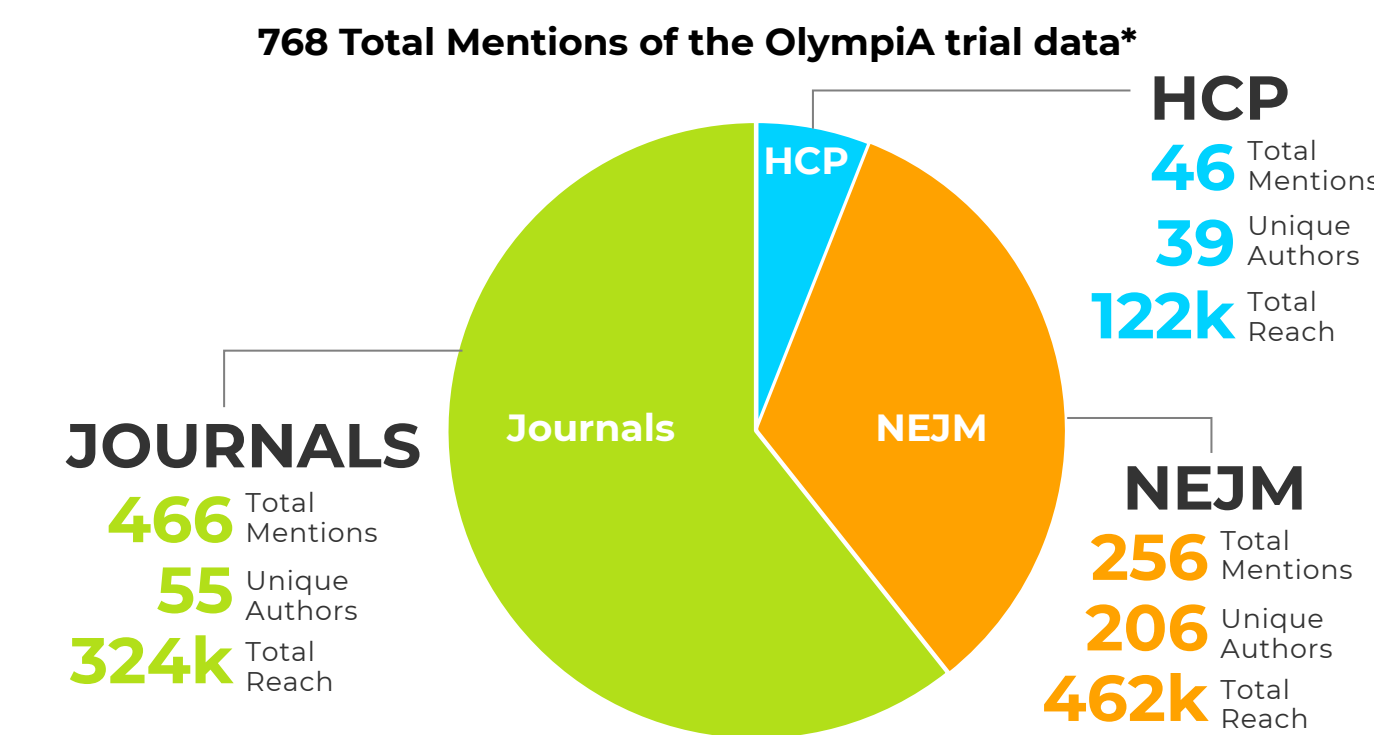
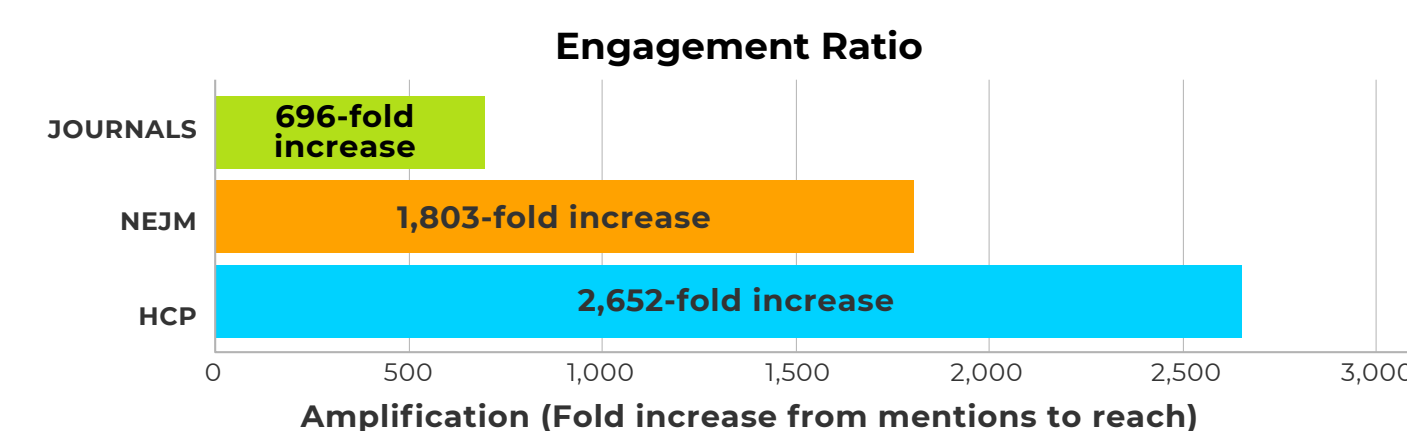


FIGURE 1b | ...but they had higher Engagement Ratios compared to the other sources



- The ratio of reach compared to total mentions tells us in **these** data that HCPs can have the potential for a greater reach when they are engaged

Definitions:
Reach is the total number of people who see your content. Impressions are the number of times your content is displayed, no matter if it was viewed or not.
*News was excluded.
Mentions include Original mention, Retweet or Share, and Comments on those mentions.

2021 Brandwatch data.

FIGURE 2 | HCPs use a variety of hashtags when conversing with their peers on social media

- It is a good habit to use as many hashtags as possible to extend the reach of a mention

NOTE: All mentions referred to the OlympiA data regardless of the #Hashtag.

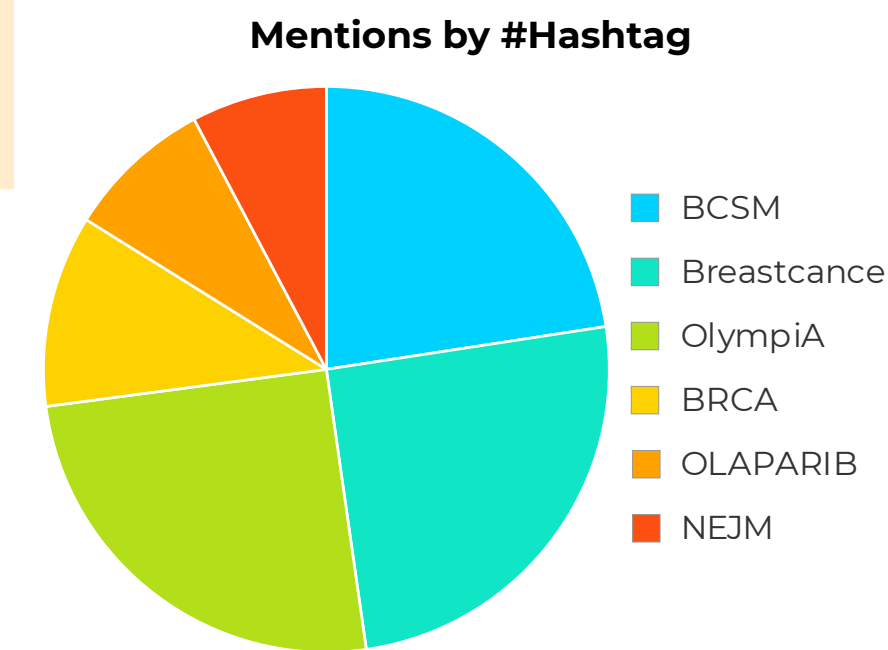


FIGURE 3 | Sentiment indicated that patients had some concerns vs the positivity raised by the HCPs

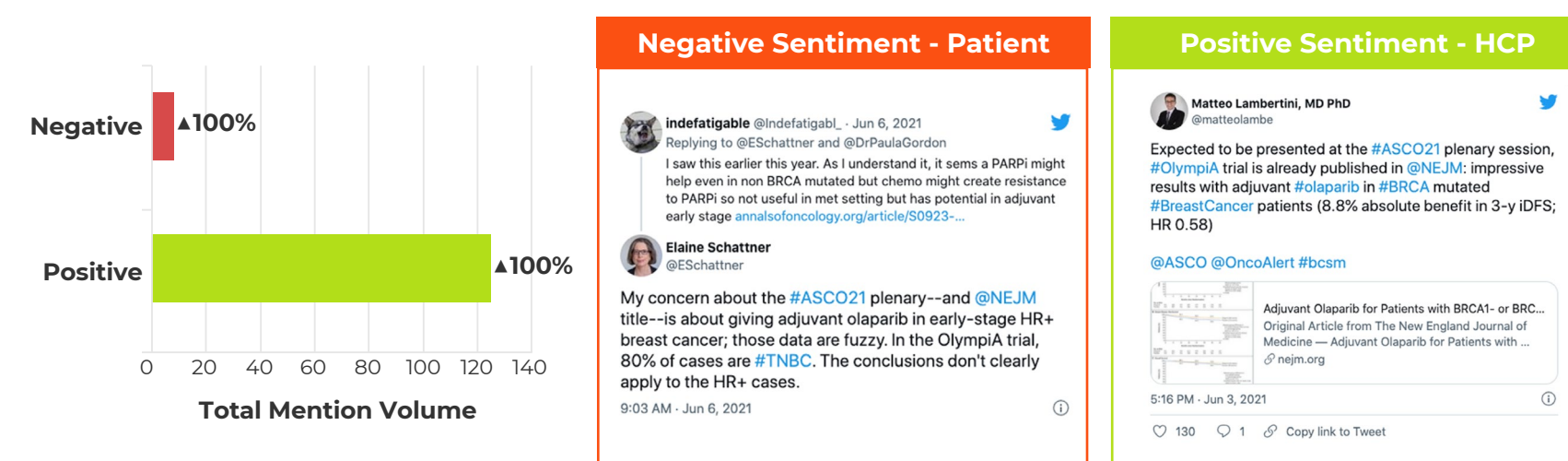
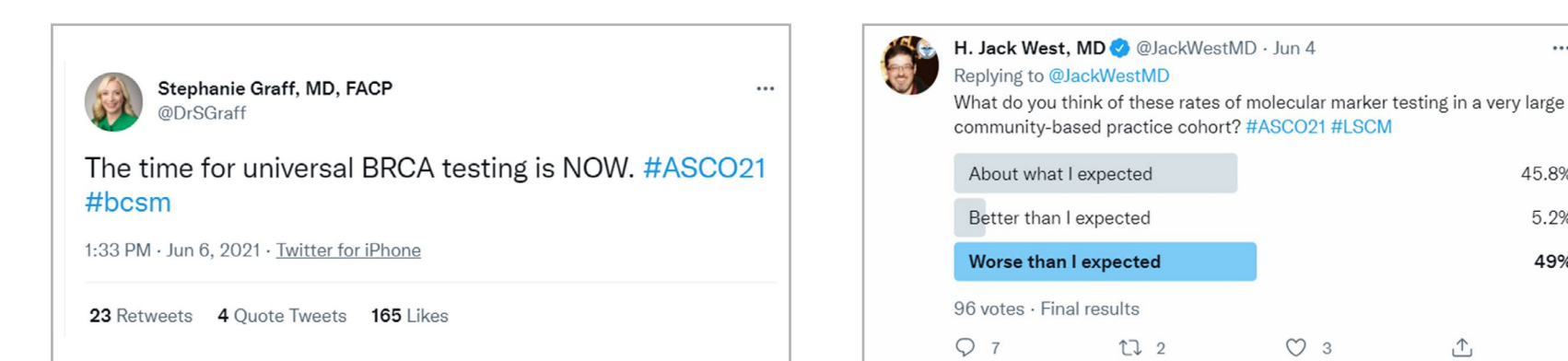


FIGURE 4 | HCPs are willing to engage their peers



Implications

- DOLs have the potential to massively extend audience engagement with published data, well beyond those who engage with traditional publication formats. There are, however, some implications for the pharmaceutical and medical communications industry that require careful consideration:

Negatives	Positives
<ul style="list-style-type: none"> Potential for mainly negative sentiment (industry may not be able to directly influence this) <ul style="list-style-type: none"> eg, Polling Impact on client relationship in the event of amplified negative sentiment and opinions that contradict author and client interpretation of data 	<ul style="list-style-type: none"> Open, transparent dialogue Reveals broader opinions on shared data and highlights educational needs Allows and creates communication solutions

- Crafting rules of engagement
 - Guidance required on how to successfully engage
 - The guidance/rules that apply to preparing KOLs also apply to DOLs
 - Each DOL is different and segmented into areas, like content creation, engaging in debates, and sharing information
 - Information needs to be able to withstand widespread commentary
 - Contingency planning for negative sentiment

Conclusions

- DOLs are a growing communication outlet, regardless of industry engagement with this channel
- Requires well thought-out guidance that considers advantages and potential pitfalls for industry to make the best of this opportunity

Disclosures

G Lisk is an employee of Chameleon Communications International, Ltd., which is a part of the Healthcare Consultancy Group. **P Kaiser** is an employee of the Healthcare Consultancy Group. **R Laylor** is an employee of Chameleon Communications International, Ltd., which is part of the Healthcare Consultancy Group. **D Dubois** is an employee of the Healthcare Consultancy Group.



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