

Assessing the success of a scientific communication platform: identifying and implementing specific metrics

Gretchen S. Chidester^{a*}, Boyd B. Scott^b, Keith J. Gaddie^c, Ken Truman^d, and Jamie L. Kistler^e

^aBiogen, Cambridge, MA, USA

^bMerck & Co., Inc., Kenilworth, NJ, USA

^cVertex Pharmaceuticals, Boston, MA, USA

^dMedThink SciCom, Cary, NC, USA

^eParexel International, Newton, MA, USA

*Affiliation at time of survey development, data collection, and data analysis: MedThink SciCom.

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KEY FINDINGS

- Experience with formal assessment of SCPs, particularly externally focused metrics, was limited among ISMPP survey respondents
- Potential barriers cited included organizational structure, logistics, budget, and lack of familiarity with defining appropriate metrics
- Industry professionals generally agreed that it would be of value to define a series of metrics, including both internally and externally focused assessments, to measure the success of an SCP



CONCLUSIONS

- Survey results indicated general alignment regarding how to define SCP success but reveal a lack of consistency in how to define and implement specific metrics to assess this success in a meaningful way
- Although various barriers have precluded broad adoption of SCP metrics to date, respondents acknowledged the value of designing appropriate metrics and indicated a desire to learn how to define and implement appropriate metrics through future ISMPP educational programs

INTRODUCTION

We conducted a **survey of ISMPP membership** to:

- understand how industry professionals **define the success** of SCPs
- assess current trends regarding **use of metrics**
- identify barriers** to implementation of formal metrics



METHODS

- A survey targeting industry professionals with experience in SCP development was posted to ISMPP LinkedIn and ISMPP Connect forums; authors also posted the survey link to professional networks
- Responses were collected between 11/24/2020 and 12/14/2020
- Survey respondents were categorized into groups:
 - “Pharmaceutical”: affiliated with small/midsize or large pharmaceutical companies, or medical device companies
 - “Nonpharmaceutical”: affiliated with medical communications agencies, other solutions provider companies, academia, publisher, other



RESULTS

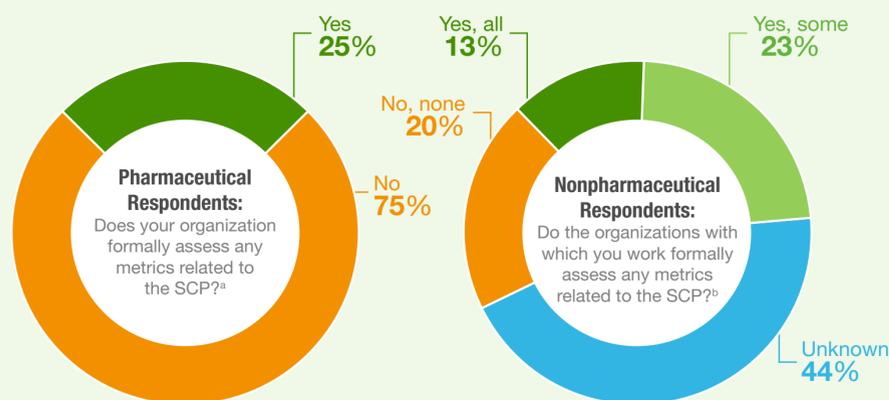
Response rate

- 91 respondents from >35 different organizations initiated the survey
- Of these, ~20 pharmaceutical and ~30 nonpharmaceutical respondents provided responses to key questions of interest and reported having recent experience with the development of SCPs
- Limited responses to some key questions of interest may suggest minimal experience to date with assessing the success of SCPs using formal metrics



Survey respondents reported limited current use of metrics to assess success of the SCP

- Use of specific metrics to measure success was low: 5/20 (25%) pharmaceutical respondents reported current use of specific metrics, and 11/30 (36%) nonpharmaceutical respondents reported that some or all of their current clients used such metrics



^aData represent proportion of responses from 20 pharmaceutical respondents who answered this question.
^bData represent proportion of responses from 30 nonpharmaceutical respondents who answered this question.

- Commonly reported metrics used included visits to a web-based SCP (pharmaceutical 3/6 [50%]; nonpharmaceutical, 6/11 [55%]) and assessment of lexicon use within internal documents (pharmaceutical, 1/6 [17%]; nonpharmaceutical 6/11 [55%]) and external documents (pharmaceutical, 3/6 [50%]; nonpharmaceutical, 5/11 [45%])
- Use of externally focused metrics was very low among respondents, suggesting limited experience to date; survey respondents primarily cited literature tracking and manual analysis to report on language/lexicon utilization



How do ISMPP members define success of an SCP?

- Across groups, SCP success was defined as consistent implementation of the SCP into cross-functional workstreams, alignment of key deliverables with the SCP, and adoption of select SCP components by external stakeholders

Responses to survey question, “**How do you define the success of an SCP? In an ideal world, what type of information would you want to be able to measure to assess this success?**” Representative examples from pharmaceutical and nonpharmaceutical respondents are shown.



Aspirational language in the SCP being used as a foundation for future evidence generation and publications

Adoption of lexicon and scientific story by HCPs/expert as demonstrated through their communication activities independent of the company

Language developed and evidence used for the SCP ... used across the compound franchise

Implementation across all functions and departments of the internal team

Users become familiar with key evidence relating to the product and, although it is not intended as a key message document, that the messaging of publications would be consistent across functions as a result of clearly structured concepts in the SCP

Internal and external facing communications are aligned to the SCPs scientific statements, lexicon, and references

Thinking ahead to the future of SCPs: Metrics matter



Developing an SCP is a large undertaking, which can often take a significant amount of time, resources, and/or budget. While metrics are extremely important to demonstrate the impact of such an initiative, they are not always consistently defined (not really followed through on at the completion of the SCP). It would be important to really define, for each team involved in SCP development and implementation, what success might look like and how they want to measure success as part of the early stages of SCP development. Should really include metrics as part of the overall project plan and think about how these assessments might be carried out after final implementation.

– ISMPP Survey Respondent



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KEY FINDINGS

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A Candid Conversation With the Authors



<https://bit.ly/3cQHcA2>

For additional perspectives from the authors on this topic, please view the OnDemand Parallel Session

Metrics Matter: Determining the Success of Your Scientific Communication Platform

available starting Monday, April 12

Disclaimer: Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers or the position of ISMPP.

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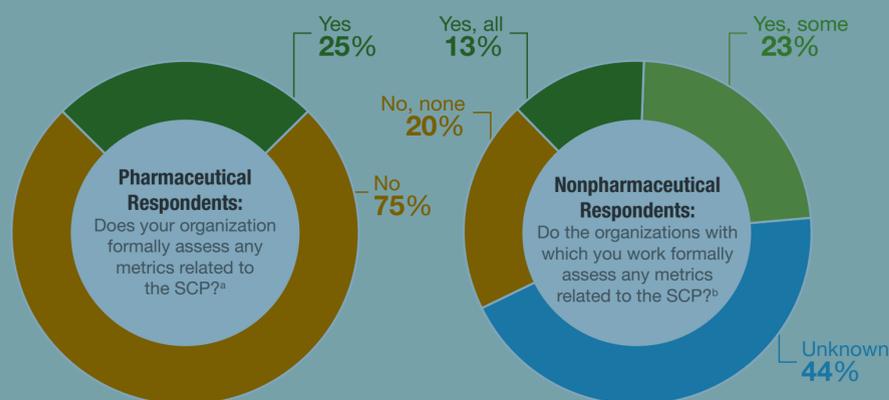
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- Survey results indicated general agreement regarding how to define SCP success, but revealed a lack of consistency in how to assess this success

SUMMARY



The role of the SCP as a strategic scientific foundation for a product or therapeutic area is well understood

Industry professionals generally agree that it would be of value to define a series of metrics to measure the success of an SCP



However, current formal assessment of SCP success is limited

Organizational structure, logistics, and a lack of familiarity with defining metrics may contribute to this lack of formal assessment



Development and implementation of appropriate internally and externally focused metrics requires identification of specific questions with actionable answers

Advances in technology and available tools (eg, web-based platforms, AI) provide new opportunities for the development of relevant qualitative and quantitative metrics

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We conducted

- understand the current use of metrics to define SCP success
- assess the impact of SCPs on organizational success
- identify key metrics to measure SCP success

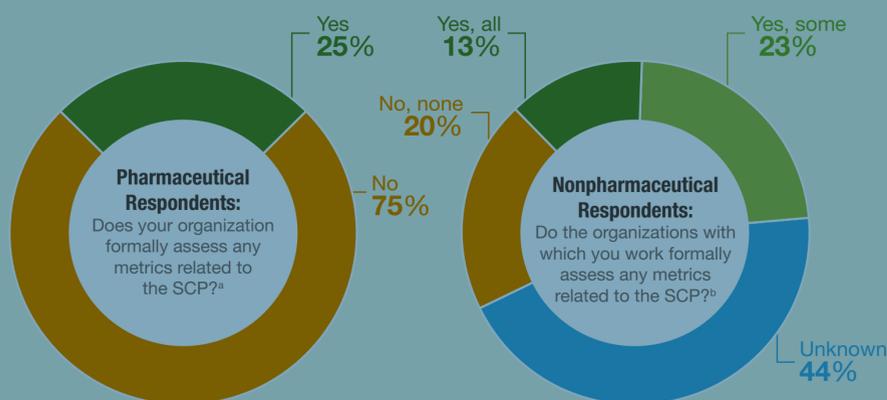
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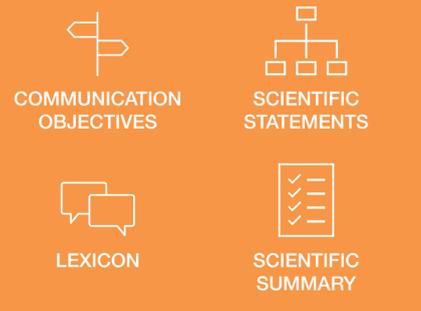
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INTRODUCTION

- SCPs are well established in the publication and medical communications industry as an important evidenced-based strategic foundation for a product's medical communication plan and all initiatives generated from it¹⁻⁴
- Over the past decade, industry professionals have refined SCP development processes and focused on ensuring leadership buy-in, cross-functional partnership and understanding of the value of SCPs, and rollout of the SCP in a user-friendly format to facilitate broad utilization and successful implementation

Scientific Communication Platforms (SCPs)

The SCP provides a strategic scientific foundation for a product's medical communication plan and all initiatives generated from it



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2. Parker T, et al. Scientific platforms 201: successful implementation of a scientific communication platform. Parallel Session at 2018 ISMPP Annual Meeting.
3. Chidester G, et al. Scientific communication platforms: highlighting current best practices. The MAP. 2019.
4. Kistler JL, et al. Scientific platforms: development and successful implementation. Workshop at 2019 ISMPP Annual Meeting.

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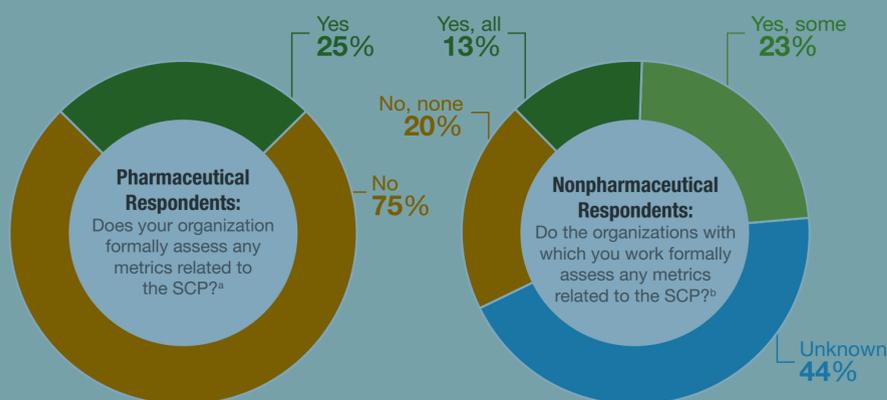
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- Although various barriers have precluded broad adoption of SCP metrics to date, respondents acknowledged the value of designing appropriate metrics and expressed a desire to learn how to define and implement appropriate metrics through

METHODS

ISMPP survey questions*

1	What is your current affiliation?
2	Please provide the name of your organization. Note: organization names are requested to help understand the range of opinions and experiences represented in this survey; individual responses will not be tied to specific organizations in any analysis or subsequent presentation.
3	How many SCPs have you facilitated the development of in the past 3 years? [Directly or in collaboration with pharmaceutical or biotechnology clients]
4	Is your organization [or the organizations with which you are currently working to develop SCPs] currently using a web-based platform to host the SCP(s)?
5	After development and implementation of an SCP, does your organization [or the organizations with which you work] formally assess any metrics related to the SCP? For the purposes of this question, metrics may be quantitative (eg, number of SCP views on a digital platform) or qualitative (eg, monitoring use of the lexicon in internal communications).
6	Regarding internally focused quantitative or qualitative metrics related to the SCP, which of the following do you measure? Please select all that apply.
7	Regarding externally focused quantitative or qualitative metrics related to the SCP, which of the following do you measure? Please select all that apply.
8	Please provide additional details on how you conduct the following assessments: use of the lexicon by individuals outside of the organization (quantitative assessment, such as through targeted literature analyses); use of the lexicon by individuals outside of the organization (qualitative assessment, such as through interviews of internal stakeholders about their experiences during scientific engagement); external citations of company-sponsored manuscripts; other; we do not currently assess any externally focused quantitative or qualitative metrics.
9	How do you define the success of an SCP? In an ideal world, what type of information would you want to be able to measure to assess this success?
10	What do you perceive as barriers to the development and implementation of relevant metrics designed to assess the success of an SCP? Please select all that apply.
11	Through which of the following venues would you be interested in learning about the development and implementation of metrics designed to assess the success of an SCP? Please select all that apply.
12	Is there anything else you would like to share? For example, do you have a case study describing how you have implemented metrics to assess the success of an SCP within your organization or an organization with which you work closely? If you would like to be contacted for a follow-up discussion, please include your name and email.

*Table provides a general summary of survey questions (actual questions were specifically tailored for "pharmaceutical" or "nonpharmaceutical" respondents).

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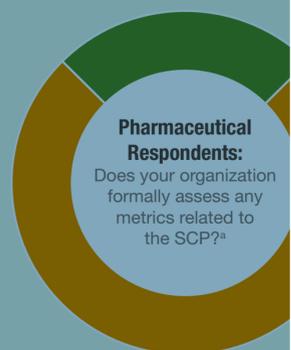
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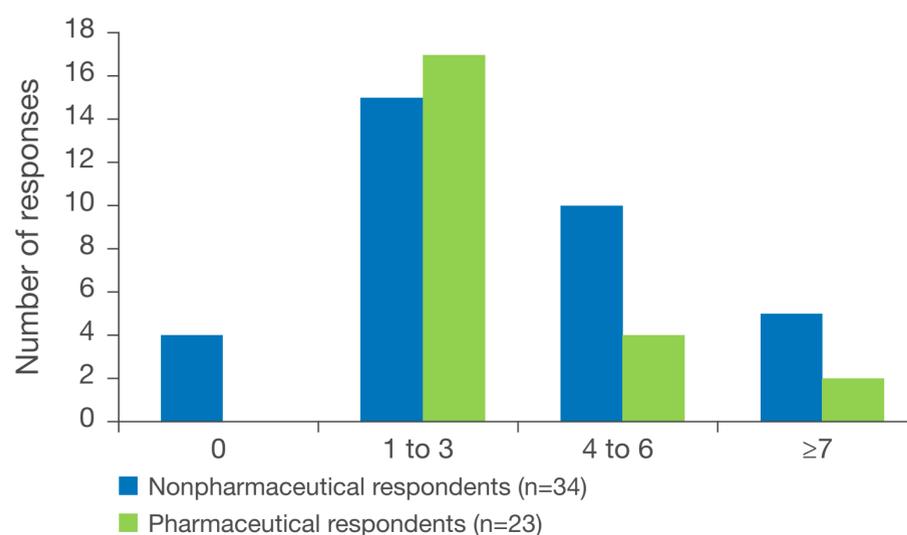
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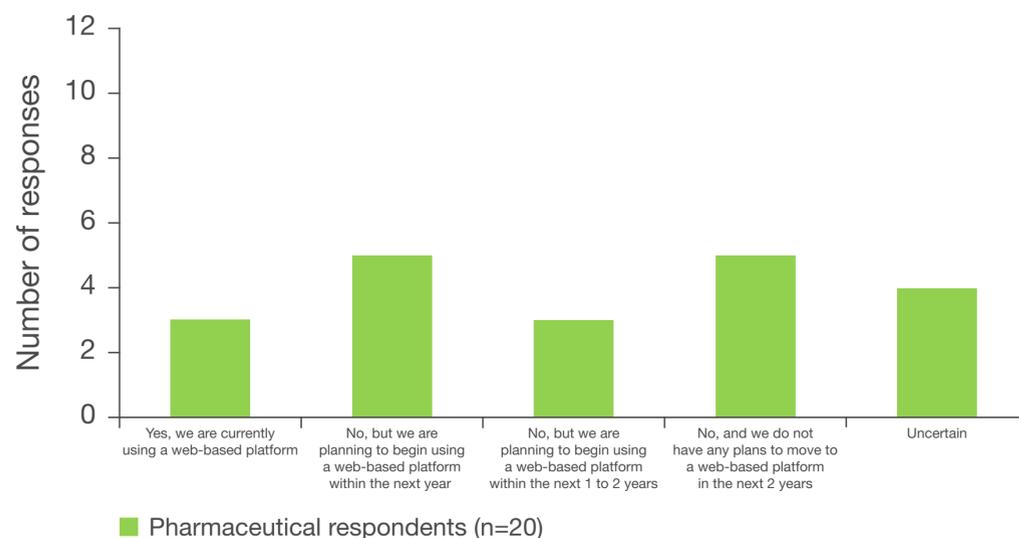
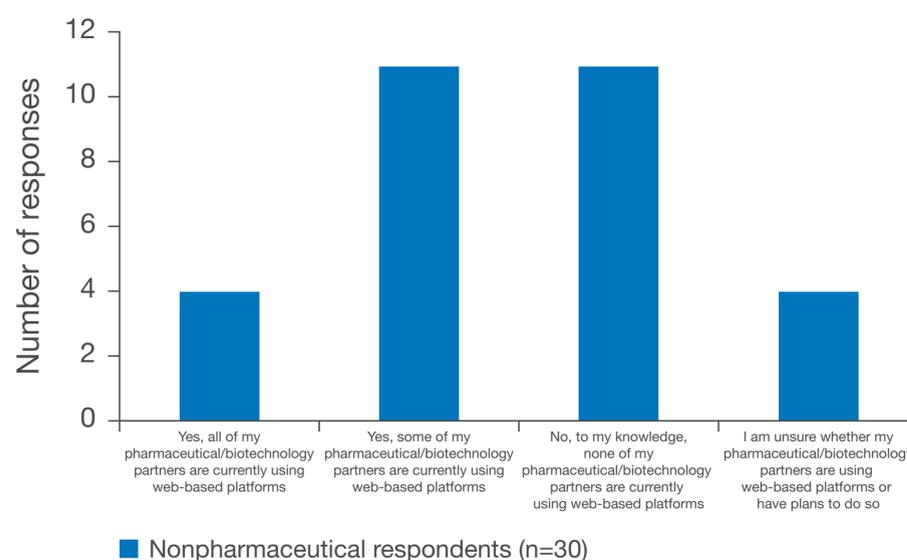
Survey respondent demographics: experience with SCP development

Survey question: How many SCPs have you [or the organizations with which you are currently working] facilitated the development of in the past 3 years?



Survey respondent demographics: experience with SCP web-based platforms

Survey question: Is your organization [or the organizations with which you are currently working] currently using a web-based platform to host SCPs?



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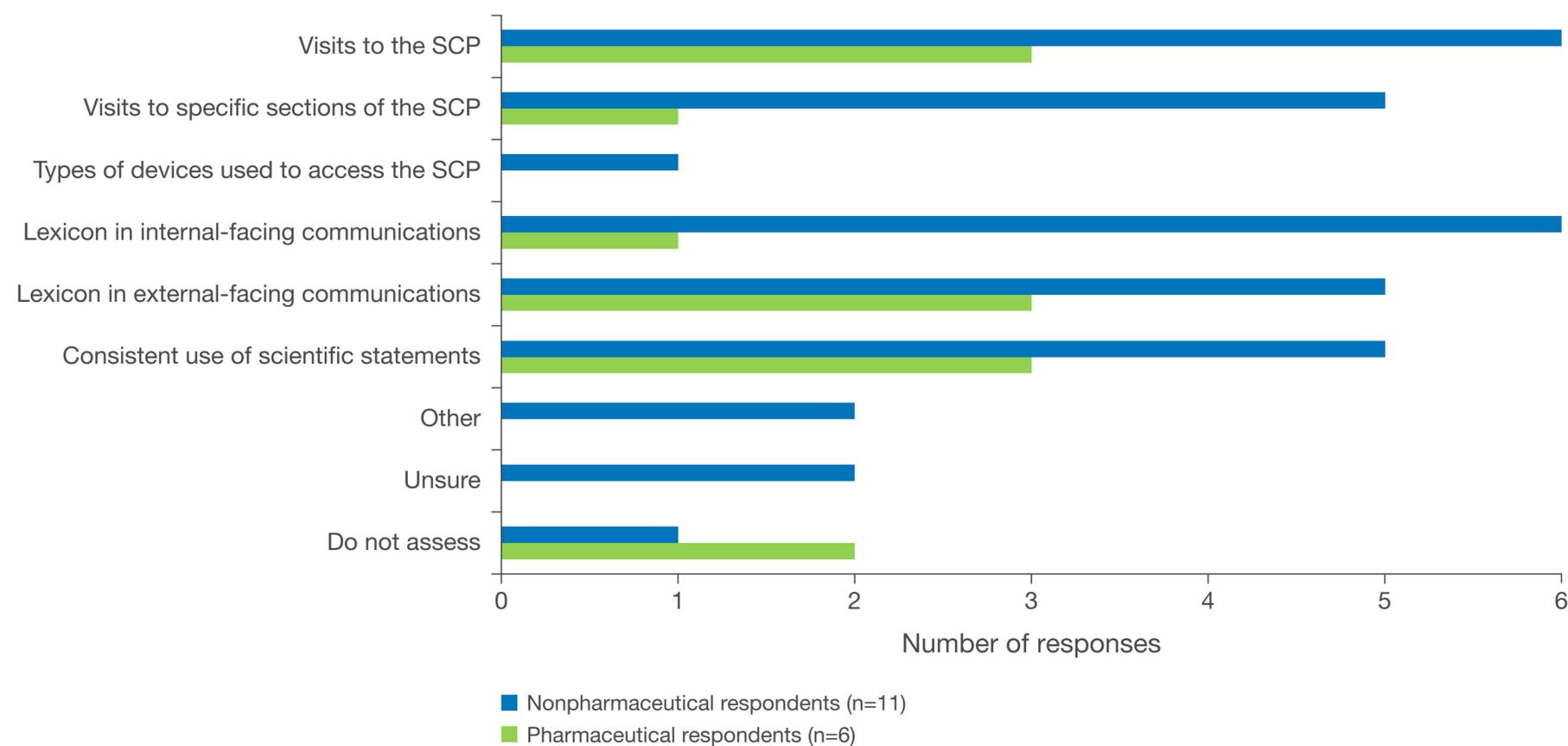
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Survey respondents reported limited use of internally focused metrics

Survey question: Regarding internally focused quantitative or qualitative metrics related to the SCP, which of the following does your organization [or the organizations with which you work] measure? Please select all that apply.*



*Only answers from respondents who provided ≥1 answer to this question are shown.

of lexicon use within internal documents (pharmaceutical, 1/6 [17%]; nonpharmaceutical 6/11 [55%]) and external documents (pharmaceutical, 3/6 [50%]; nonpharmaceutical, 5/11 [45%])

- Use of externally focused metrics was very low among respondents, suggesting limited experience to date; survey respondents primarily cited literature tracking and manual analysis to report on language/lexicon utilization

be important to really define, for each team involved in SCP development and implementation, what success might look like and how they want to measure success as part of the early stages of SCP development. Should really include metrics as part of the overall project plan and think about how these assessments might be carried out after final implementation.

– ISMPP Survey Respondent

ACKNOWLEDGMENTS The authors wish to thank all ISMPP survey participants for their time and valuable insights, as well as Parexel International for editorial, graphics, digital, and production support in the development of this interactive poster and MedThink SciCom for editorial and graphics support for our corresponding ISMPP Annual Meeting parallel session.

Assessing the success of a scientific communication platform: identifying and implementing specific metrics

Gretchen S. Chidester^{a*}, Boyd B. Scott^b, Keith J. Gaddie^c, Ken Truman^d, and Jamie L. Kistler^e

^aBiogen, Cambridge, MA, USA
^bMerck & Co., Inc., Kenilworth, NJ, USA
^cVertex Pharmaceuticals, Boston, MA, USA
^dMedThink SciCom, Cary, NC, USA
^eParexel International, Newton, MA, USA

*Affiliation at time of survey development, data collection, and data analysis: MedThink SciCom.

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KEY FINDINGS

- Experience with formal assessment of SCPs, particularly externally focused metrics, was limited among ISMPP survey respondents
- Potential barriers cited included organizational structure, logistics, budget, and lack of familiarity with defining appropriate metrics
- Industry professionals generally agreed that it would be of value to define a series of metrics, including both internally and externally focused assessments, to measure the success of an SCP



CONCLUSIONS

- Survey results indicated general alignment regarding how to define SCP success but reveal a lack of consistency in how to define and implement specific metrics to assess this success in a meaningful way
- Although various barriers have precluded broad adoption of SCP metrics to date, respondents acknowledged the value of designing appropriate metrics and indicated a desire to learn how to define and implement appropriate metrics through future ISMPP educational programs

INTRODUCTION

We conducted a **survey of ISMPP membership** to:

- understand how industry professionals **define the success** of SCPs
- assess current trends regarding **use of metrics**
- identify barriers** to implementation of formal metrics



METHODS

- A survey targeting industry professionals with experience in SCP development was posted to ISMPP LinkedIn and ISMPP Connect forums; authors also posted the survey link to professional networks
- Responses were collected between 11/24/2020 and 12/14/2020
- Survey respondents were categorized into groups:
 - “Pharmaceutical”: affiliated with small/midsize or large pharmaceutical companies, or medical device companies
 - “Nonpharmaceutical”: affiliated with medical communications agencies, other solutions provider companies, academia, publisher, other



RESULTS

Response rate

- 91 respondents from >35 different organizations initiated the survey
- Of these, ~20 pharmaceutical and ~30 nonpharmaceutical respondents provided responses to key questions of interest and reported having recent experience with the development of SCPs
- Limited responses to some key questions of interest may suggest

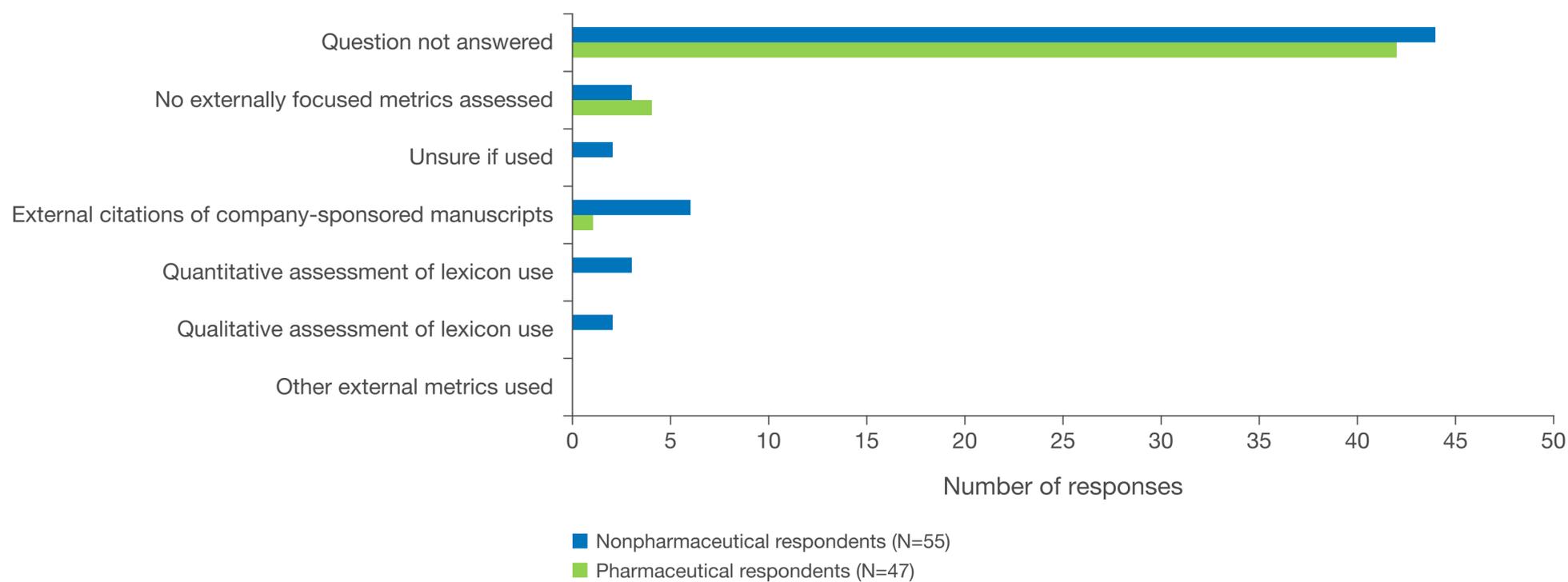
How do ISMPP members define success of an SCP?

- Across groups, SCP success was defined as consistent implementation of the SCP into cross-functional workstreams, alignment of key deliverables with the SCP, and adoption of select SCP components by external stakeholders

Responses to survey question, “How do you define the success of an SCP? In an ideal world, what type of information would you want to be able to measure to assess this success?” Representative examples from pharmaceutical and nonpharmaceutical respondents are:

Survey respondents reported limited use of externally focused metrics

Survey question: Regarding externally focused quantitative or qualitative metrics related to the SCP, which of the following does your organization [or the organizations with which you work] measure? Please select all that apply.



suggesting limited experience to date; survey respondents primarily cited literature tracking and manual analysis to report on language/lexicon utilization



– ISMPP Survey Respondent



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Assessing the success of a scientific communication platform: identifying and implementing specific metrics

Gretchen S. Chidester^{a*}, Boyd B. Scott^b,
Keith J. Gaddie^c, Ken Truman^d, and Jamie L. Kistler^e
^aBiogen, Cambridge, MA, USA
^bMerck & Co., Inc., Kenilworth, NJ, USA
^cVertex Pharmaceuticals, Boston, MA, USA
^dMedThink SciCom, Cary, NC, USA
^eParexel International, Newton, MA, USA
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Join us for a candid conversation with the authors



KEY FINDINGS

- Experience with formal assessment of SCPs, particularly externally focused metrics, was limited among ISMPP survey respondents
- Potential barriers cited included organizational structure, logistics, budget, and lack of familiarity with defining appropriate metrics
- Industry professionals generally agreed that it would be of value to define a series of metrics, including both internally and externally focused assessments, to measure the success of an SCP

CONCLUSIONS

- Survey results indicated general alignment regarding how to define SCP success but reveal a lack of consistency in how to define and implement specific metrics to assess this success in a meaningful way
- Although various barriers have precluded broad adoption of SCP metrics to date, respondents acknowledged the value of designing appropriate metrics and indicated a desire to learn how to define and implement appropriate metrics through future ISMPP educational programs

INTRODUCTION

We conducted

- understand the current state of SCPs
- define success metrics
- assess the value of SCPs
- identify barriers to implementation

RESULTS

Response rate

- 91 respondents
- Of these, ~20 provided response experience with SCPs
- Limited response from respondents with minimal experience using formal metrics

Survey respondents reported barriers to assess success of the SCP

- Use of specific metrics to assess success of the SCP
- Respondents reported current barriers to assess success of the SCP
- Respondents reported that barriers to assess success of the SCP



^aData represent proportion of responses
^bData represent proportion of responses

- Commonly reported metrics to assess success of the SCP (pharmaceutical 3/6 [50%]; nonpharmaceutical 6/11 [55%]; pharmaceutical 3/6 [50%]; nonpharmaceutical 6/11 [55%])
- Use of externally focused metrics to assess success of the SCP suggesting limited experience with formal metrics literature tracking and metrics



Value of Metrics to Assess SCP Success

*[One of the first SCPs] was created in 2005 leading up to the development and approval of a product for the treatment of type II diabetes. While the purpose and process remain unchanged some 15 year later, **we have to do a better job measuring the impact of developing a platform, and we have to ensure those supporting the development of a platform truly know how to create, vet, and implement an [SCP], and measure the value. Only when this is fully adhered to will we see genuine case studies with best practices for measuring its value.***

- ISMPP Survey Respondent



Novel Ideas: Thinking Ahead to the Future of SCPs

We are looking into how we can enhance the use and experience of a scientific platform and even linking it with a strategic pub plan, using AI enabled chatbots. It is very much in the beginning stages or prototyping and conceptualization, but the idea is to make the information accessible based on real-time needs...

- ISMPP Survey Respondent



Interest in Future ISMPP Educational Initiatives

- Poster presentation at a future ISMPP meeting
- Workshop/course at a future ISMPP meeting
- Parallel presentation at a future ISMPP meeting
- Roundtable at a future ISMPP meeting
- ISMPP U webinar or podcast program
- Case studies

A comprehensive course (with certificate of satisfactory completion) sharing [best practices] for development of a scientific platform, the impact on supporters of the asset, the metrics required to prove the value and [demonstrate consistent use and implementation]...

- ISMPP Survey Respondent



experience in SCP
ISMPP Connect forums;
social networks
and 12/14/2020
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aligns with the SCP, and
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all respondents are shown.

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