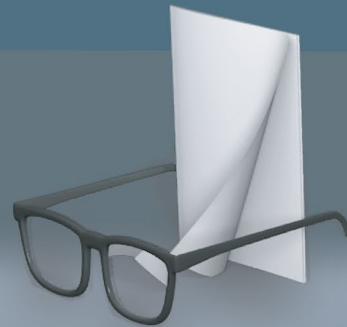


Consumption of publication content— mapping the audience journey to inform omnichannel planning in an open world

ISMPP 2020 Poster – Supplemental Information



Questions From the HCP Survey (Part 1 of 2)

The HCP publication behaviors survey comprised 20 questions

#	Question	Answer Options
1	How long have you been practicing?	0-5 years; >5 to 10 years; >10 to 15 years; >15 to 20 years; >20 years
2	What is your practice setting?	Academic or Community
3	Have you published in peer-reviewed journals in the last 2 years?	Yes or No
4	How often do you access social media for professional activities?	Not at all; Not often; Often; Very often
5	For question 4, if you answered c or d, please provide the social media platforms that you frequently use:	Open query
6	Which of the following most closely describes how frequently you read peer-reviewed journals for general education?	Never; Few times a year; Once a month; Once a week; Daily
7	When researching areas of medical interest what sources do you usually go to first (choose up to 3)?	PubMed/Embase; RSS feeds; Medical media channels; Social media channels; Sermo, Doximity; Medical professional society website; Podcasts; General search; Pharma company website; Other (please specify)
8	When thinking about the past year, do you usually identify peer-reviewed articles of interest because of a targeted search on a specific topic or because of notification via social/medical media channels or RSS feeds?	Almost always actively search out published information of interest; Usually actively search out published information of interest; About equally; Increasingly due to notification via social/medical media channels or RSS feeds then actively investigate; Almost always due to notification via social/medical media channels or RSS feeds and then actively investigate
9	How often do you become aware of peer-reviewed articles because of social media channels (eg, Twitter, Facebook, LinkedIn)?	Never; Not often; Often; Very Often
10	For question 9, if you answered c or d, please provide the social media platforms that you frequently use:	Open query

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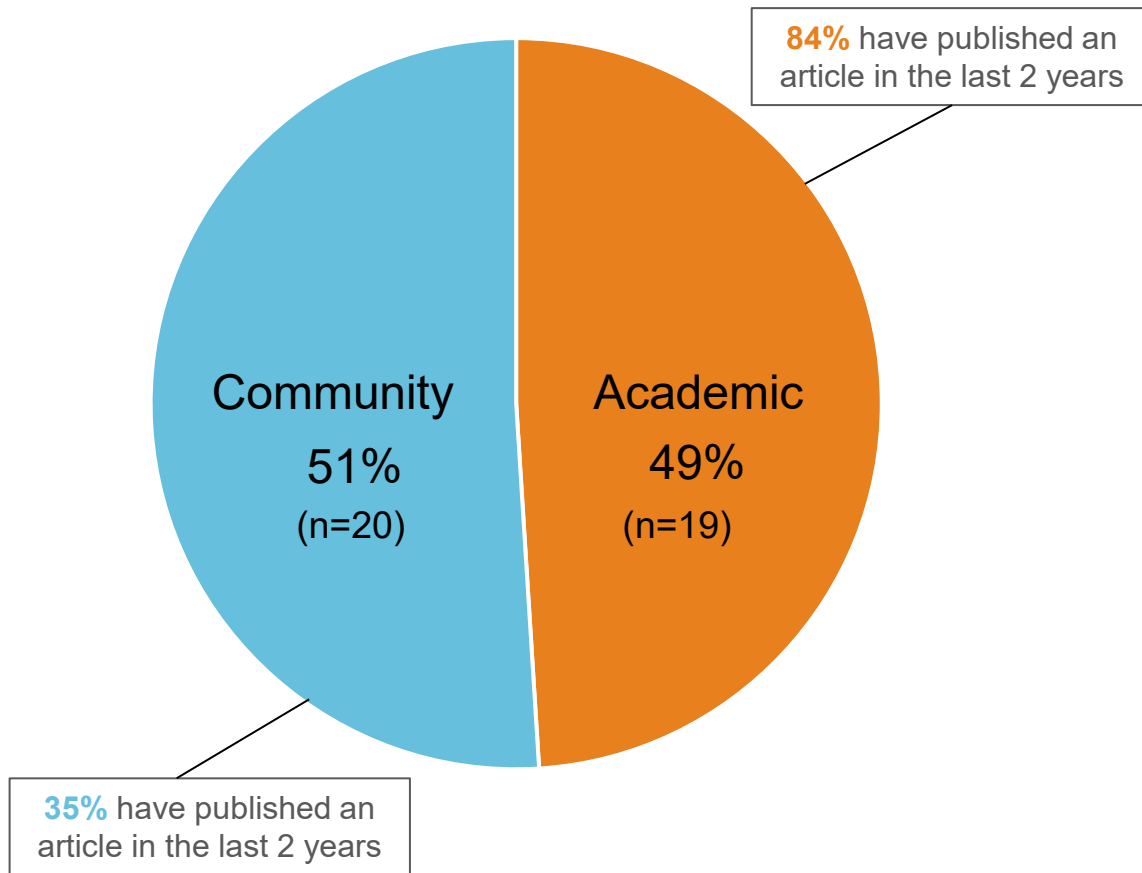
Questions From the HCP Survey (Part 2 of 2)

#	Question	Answer Options
11	How often do you become aware of peer-reviewed articles because of medical media channels (eg, UpToDate, WebMD)?	Never; Not often, Often, Very Often
12	For question 11, if you answered c or d, please provide the medical media platforms that you frequently use:	Open query
13	If you become aware of a publication via social or medical media channels, how often do you then proceed to read the published article?	Never; Not often, Often, Very often
14	When reviewing a peer-reviewed article do you prefer to print out the article or read it online?	Always print out the article; Usually print out the article; Usually read the article online; Always read the article online
15	When reviewing a peer-reviewed article, how useful do you find supplemental digital information (eg, video abstract, infographics, lay summaries, audio/video slide summaries) in helping to understand the content of the article?	Not useful; Of limited use; Moderately useful; Very useful; Not familiar with this but would find it helpful; Not familiar with this and would not find it helpful
16	How often do you access supplemental digital information (eg, video abstract, info graphics, lay summaries, audio/video slide summaries) instead of the published peer-reviewed article?	Not at all; Not often; Often; Very often; Not familiar with this but would find it helpful; Not familiar with this and would not find it helpful
17	If you answered c, d, or e to either question 15 and/or 16, please select the supplemental information/resources that would be of most value to you:	Video abstracts; Infographic summaries; Lay summaries; Audio/visual slide summaries; Podcasts; Other (please specify)
18	How often do you share or recommend an article to your colleagues?	Never; Not often, Often, Very often
19	For question 18, if you answered c or d, please indicate the format(s) that you share this information:	In person/during meetings; Email; Social media; Online communities; Other
20	Would you be more likely to share or recommend a peer-reviewed article via social media if it has associated supplemental digital information?	No, I would not be more likely to share or recommend an article; Maybe, I might be more likely to share or recommend an article; Yes, I would definitely be more likely to share or recommend an article

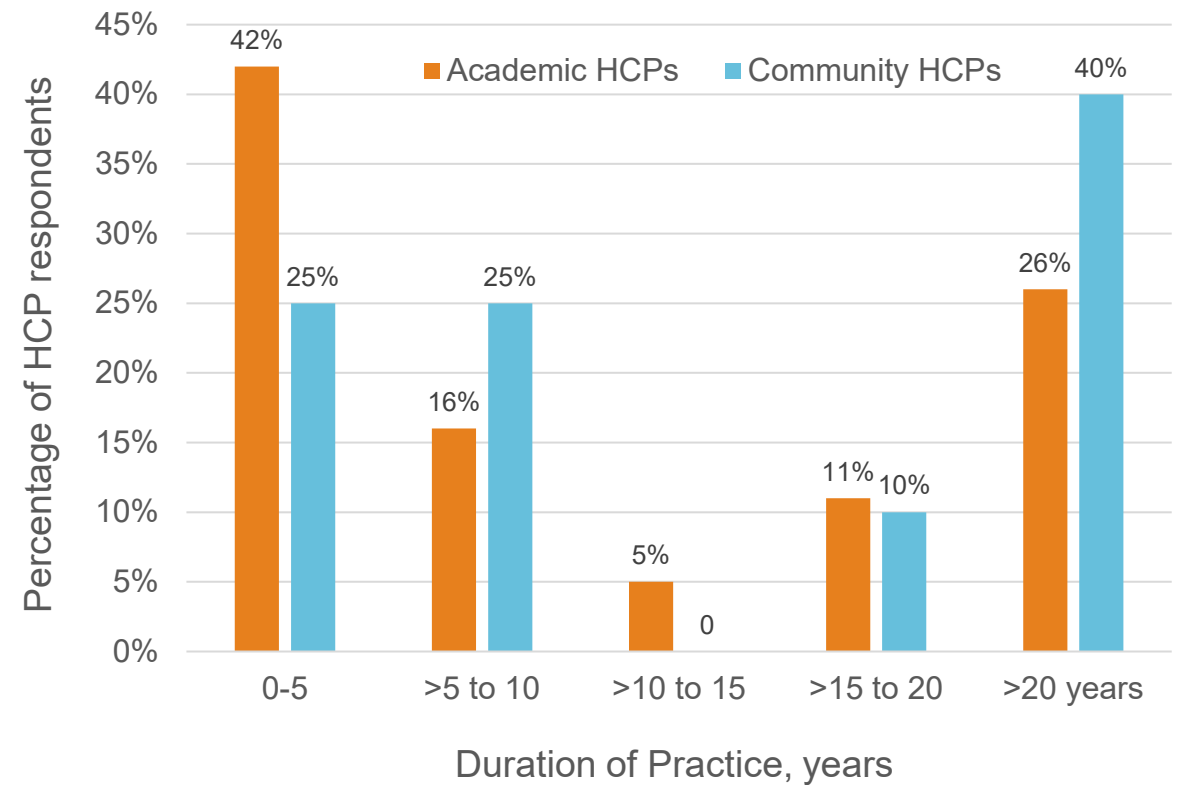
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Analysis of Academic and Community HCPs

Percentage of Academic vs Community-practicing HCPs



Duration of practice of HCPs

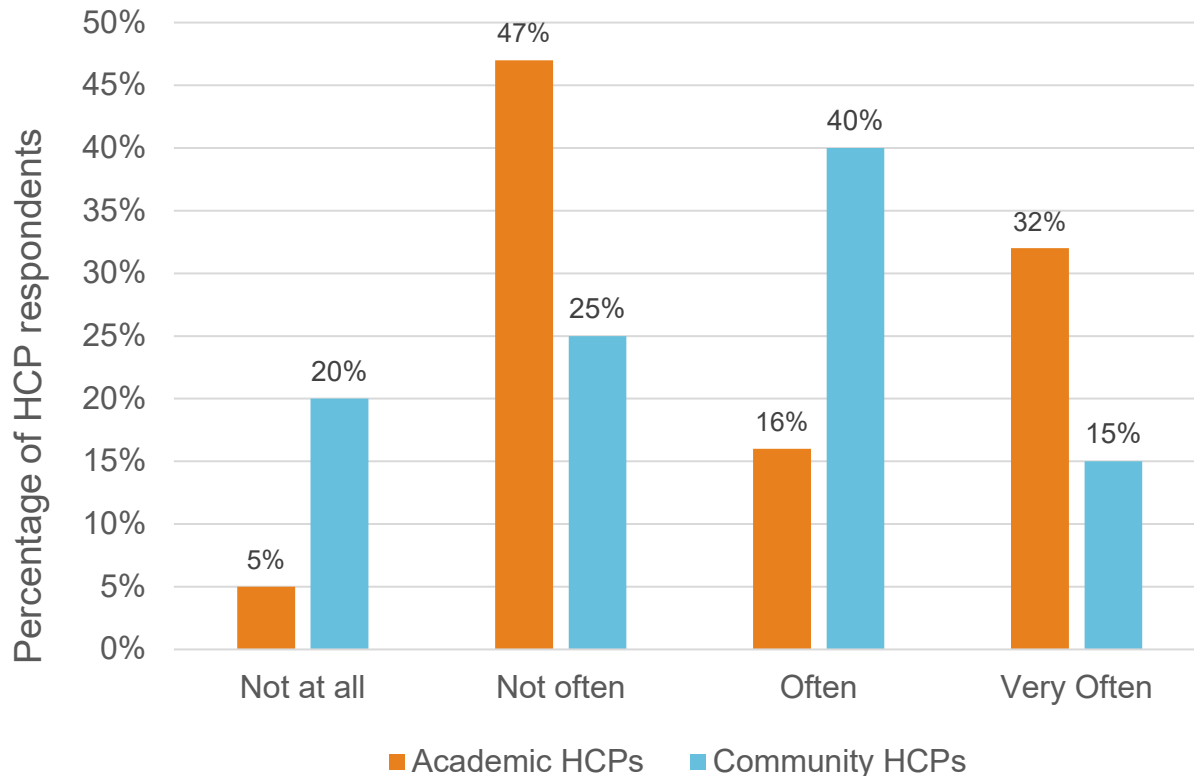


All analyses are based off the number of respondents who answered a specific question; not all queries were answered by all respondents.

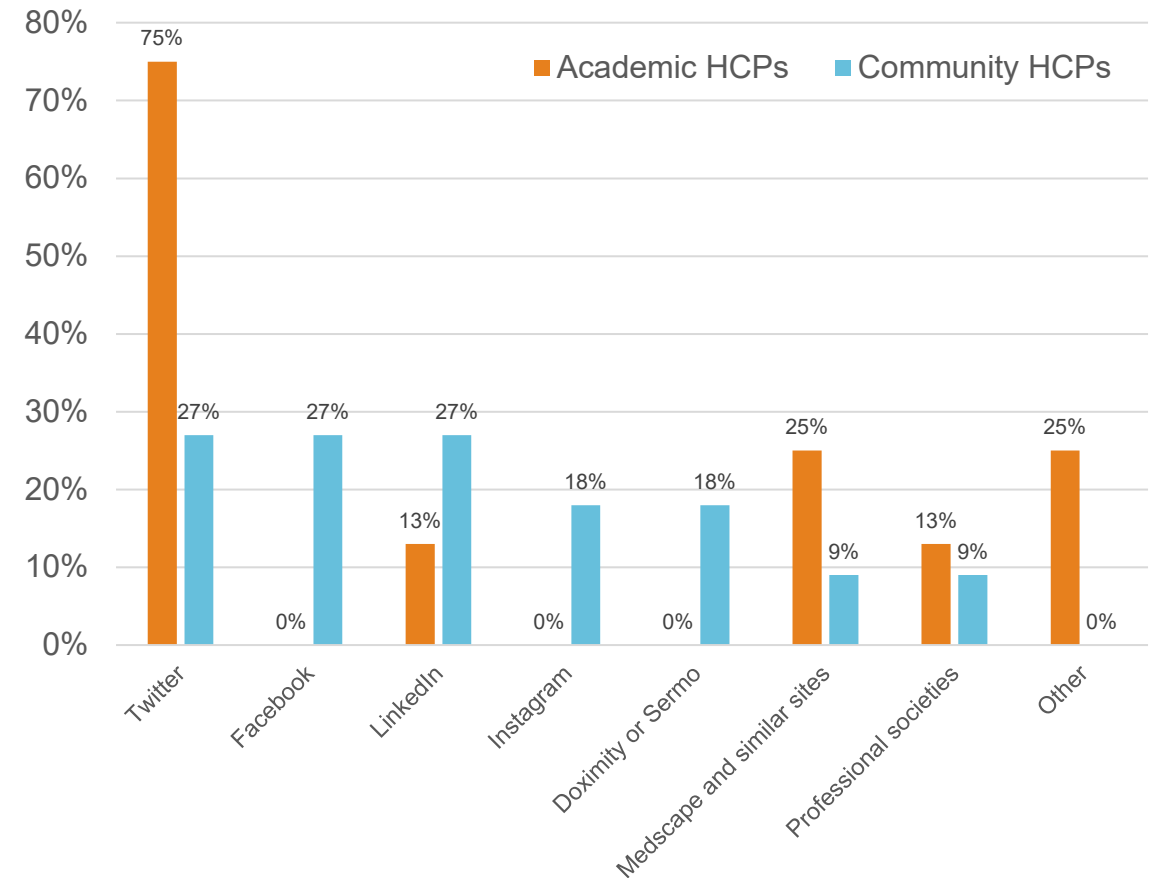
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Social Media Accessed for Professional Activities

How often HCPs access social media for professional activities?



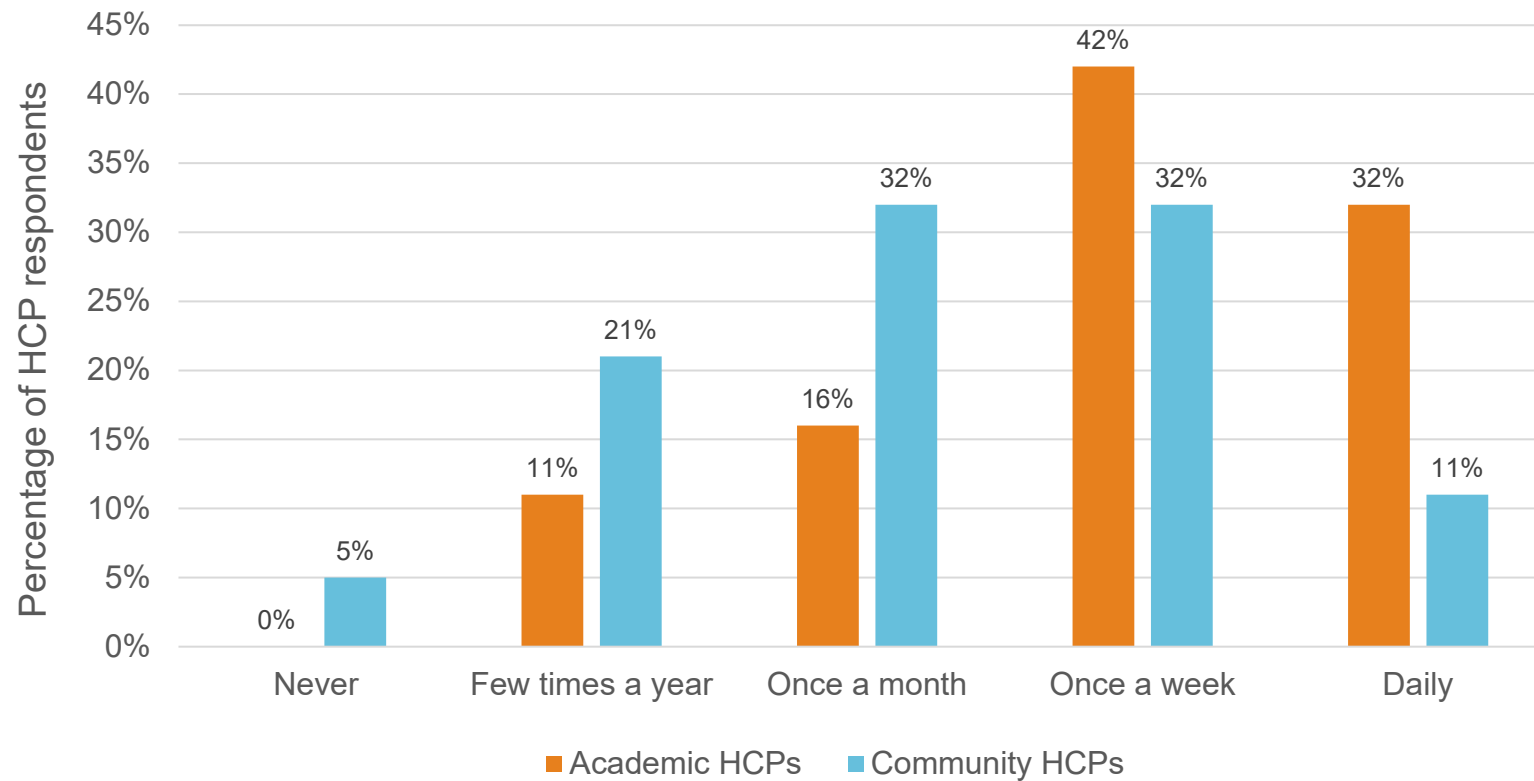
Of the HCPs that responded often and very often, which social media channels did they use for professional activities?



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Consumption of Peer-Reviewed Publications

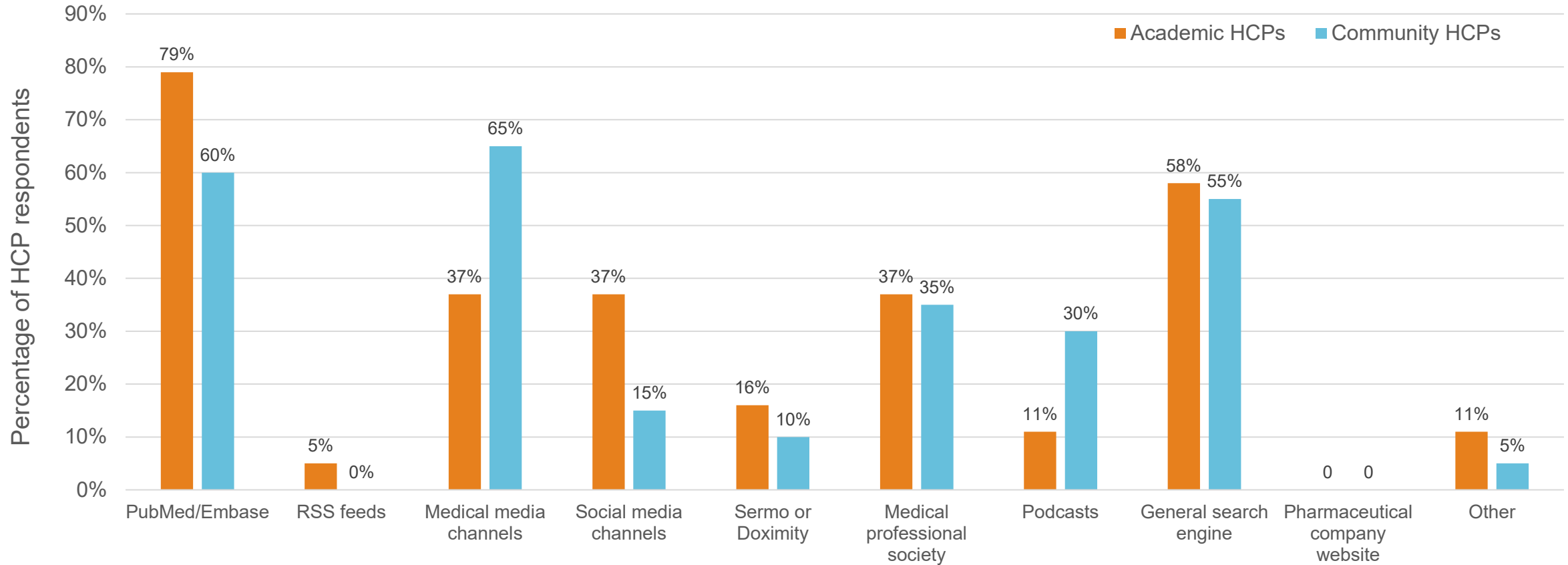
How often do HCPs read peer-reviewed journals for general education?



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Identification of Medical Content

When researching areas of medical interest, HCPs go to what sources first?^a

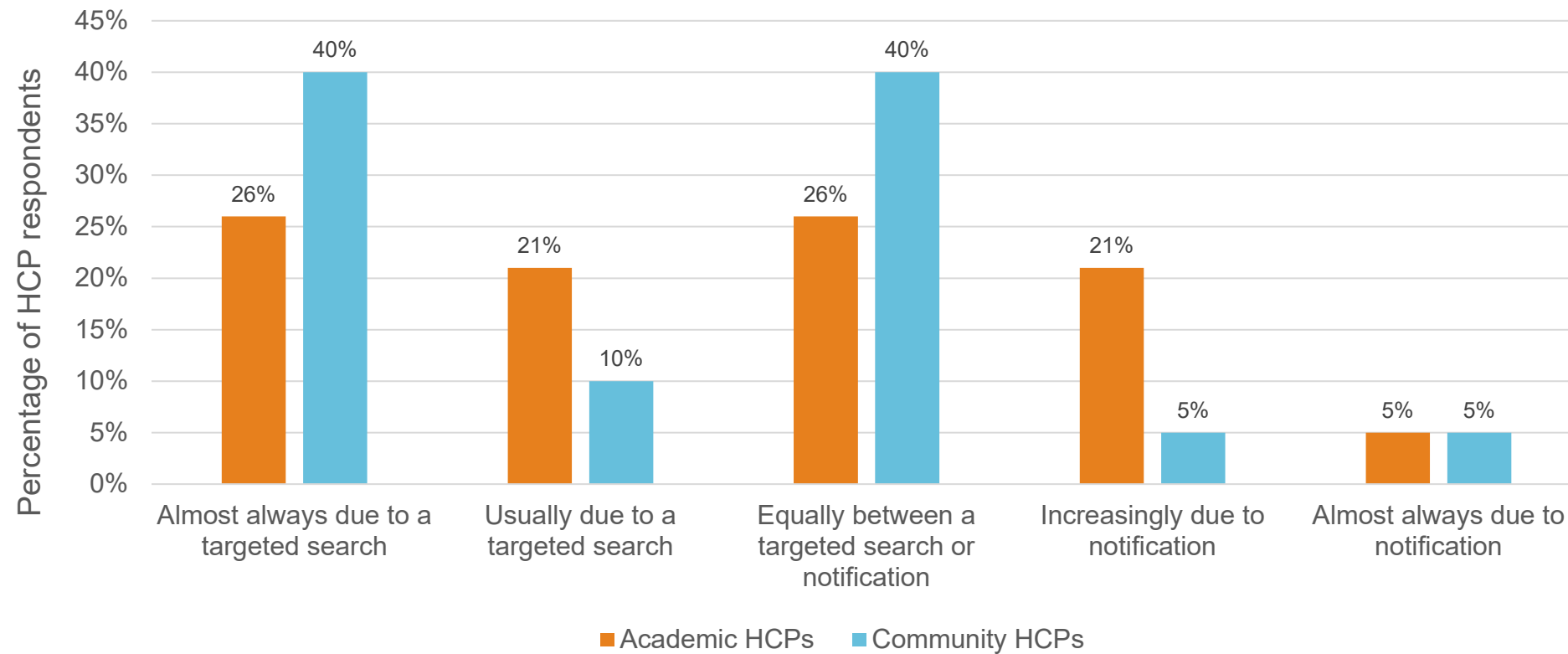


^a Up to 3 answers could be chosen.

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Identification of Peer-Reviewed Publications of Interest

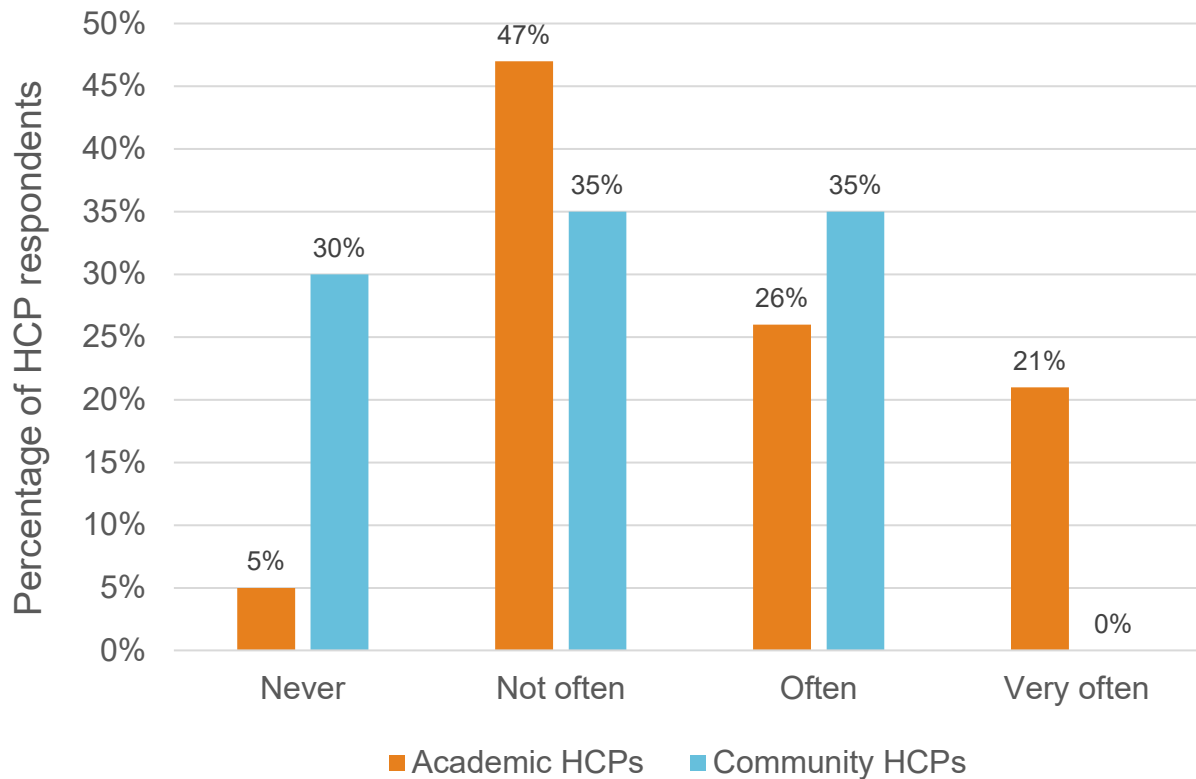
Are HCPs more likely to identify peer-reviewed articles of interest due to a targeted search OR because of notification via social/medical media channels and RSS feeds?



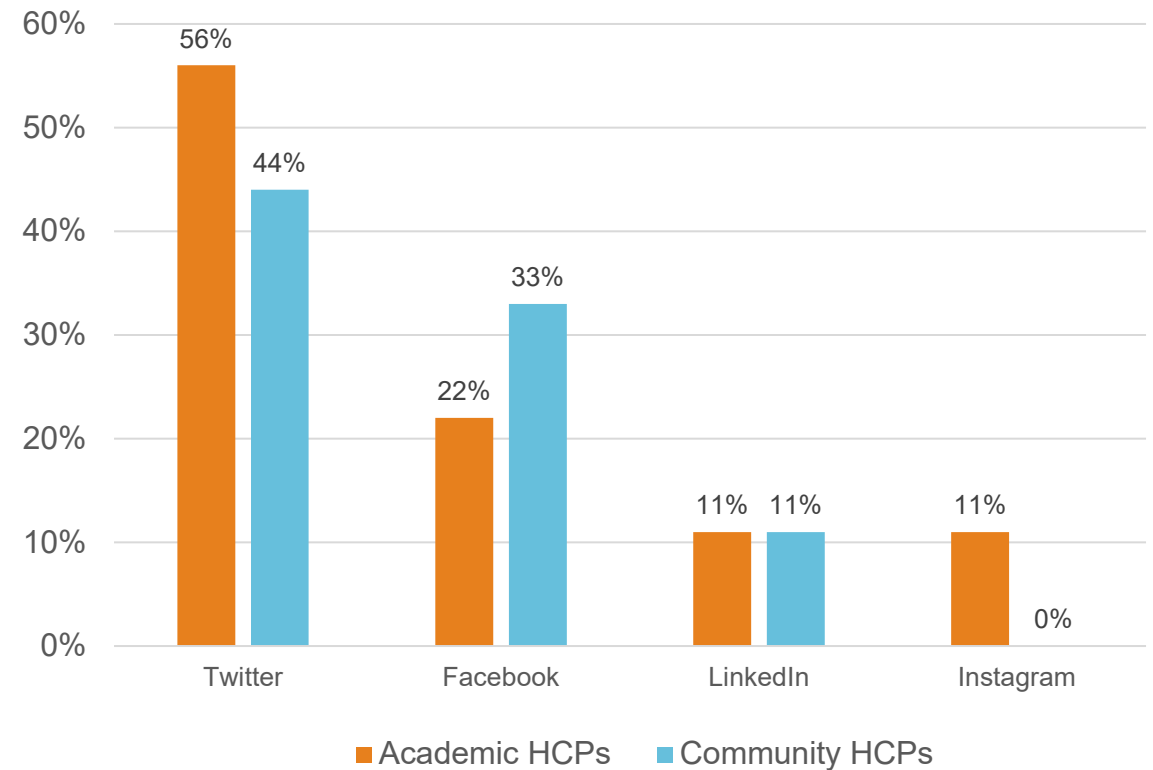
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The Role of Social Media Channels In Identifying Peer-Reviewed Publications of Interest

How often do HCPs become aware of peer-reviewed publications via social media channels?



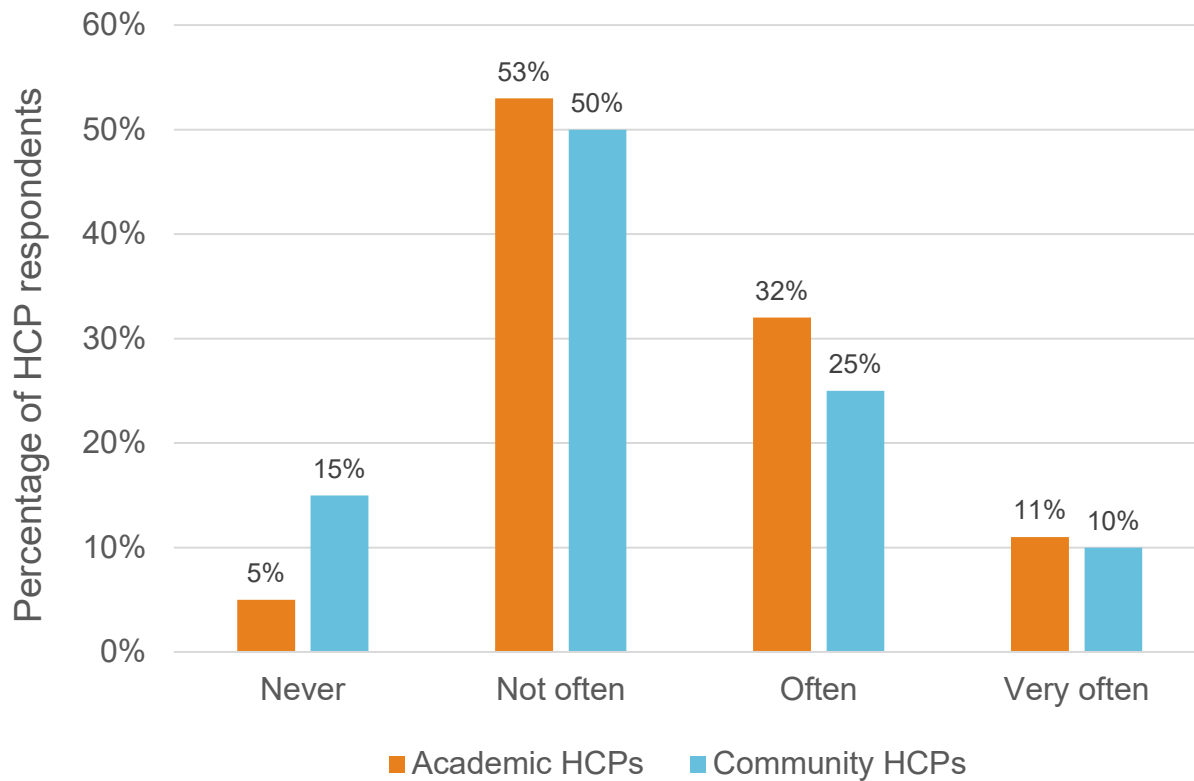
Of the HCPs that responded, which social media channels were most frequently used?



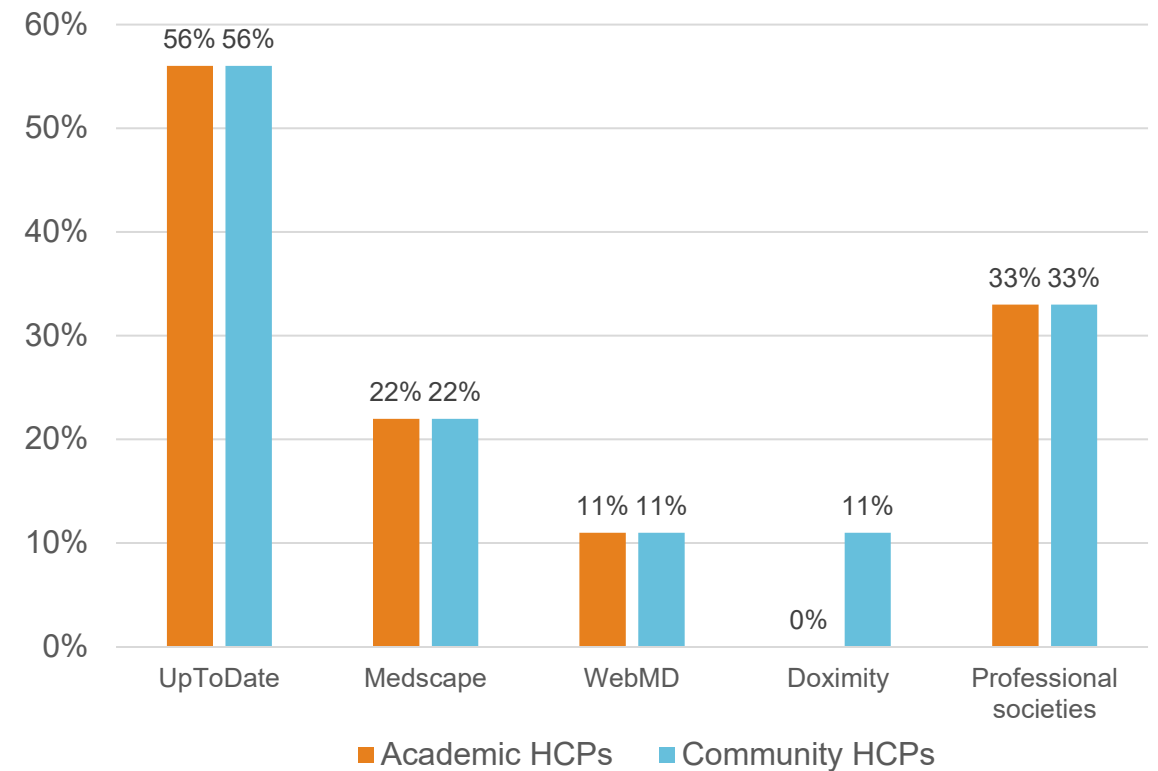
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The Role of Medical Media Channels In Identifying Peer-Reviewed Publications of Interest

How often do HCPs become aware of peer-reviewed publications via medical media channels?



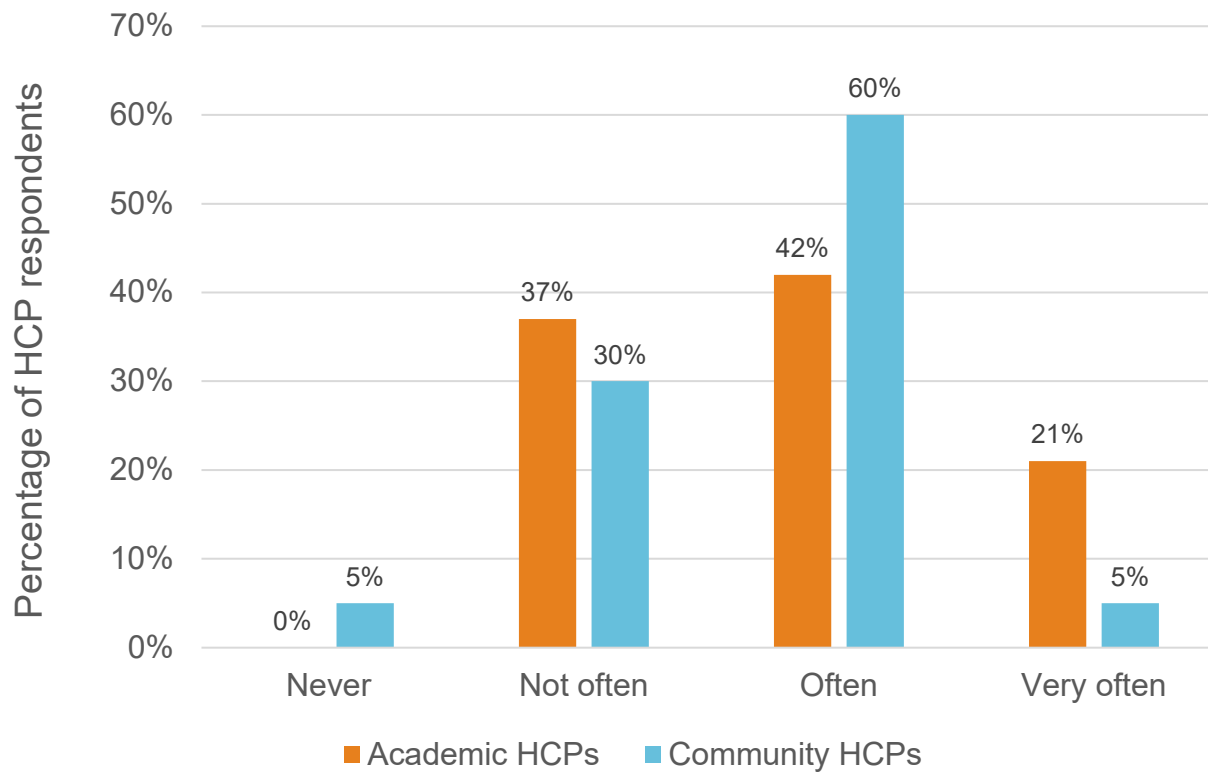
Of the HCPs that responded, which medical media channels were most frequently used?



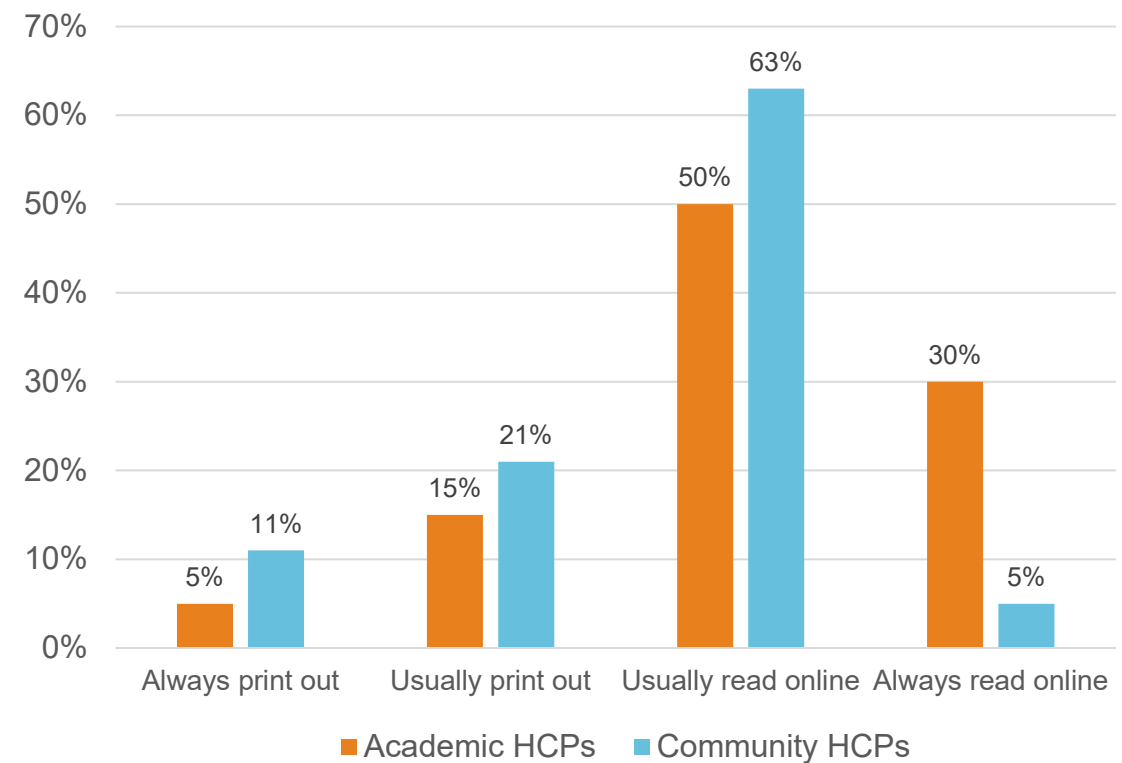
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HCP Peer-Review Publication Reading Behaviors

If an HCP becomes aware of a peer-reviewed publication, how often do they proceed to read it?



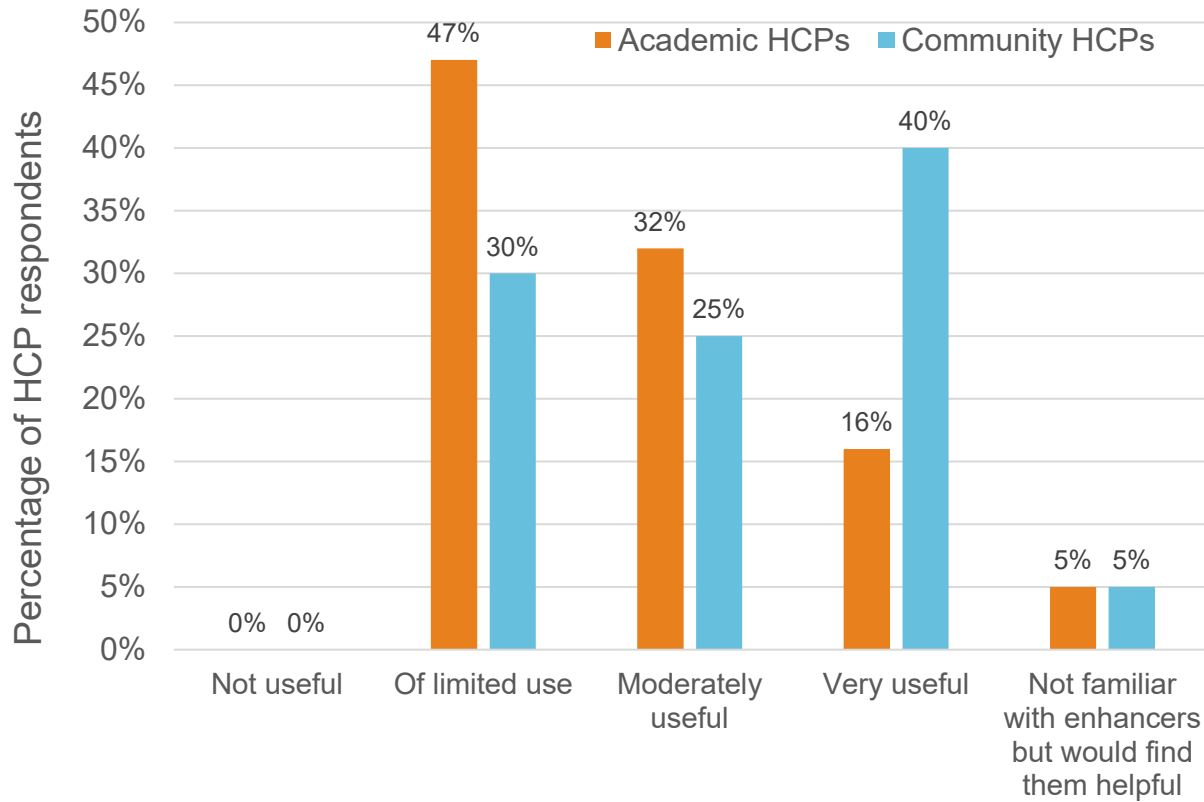
Do HCPs prefer to print out an article or read it online?



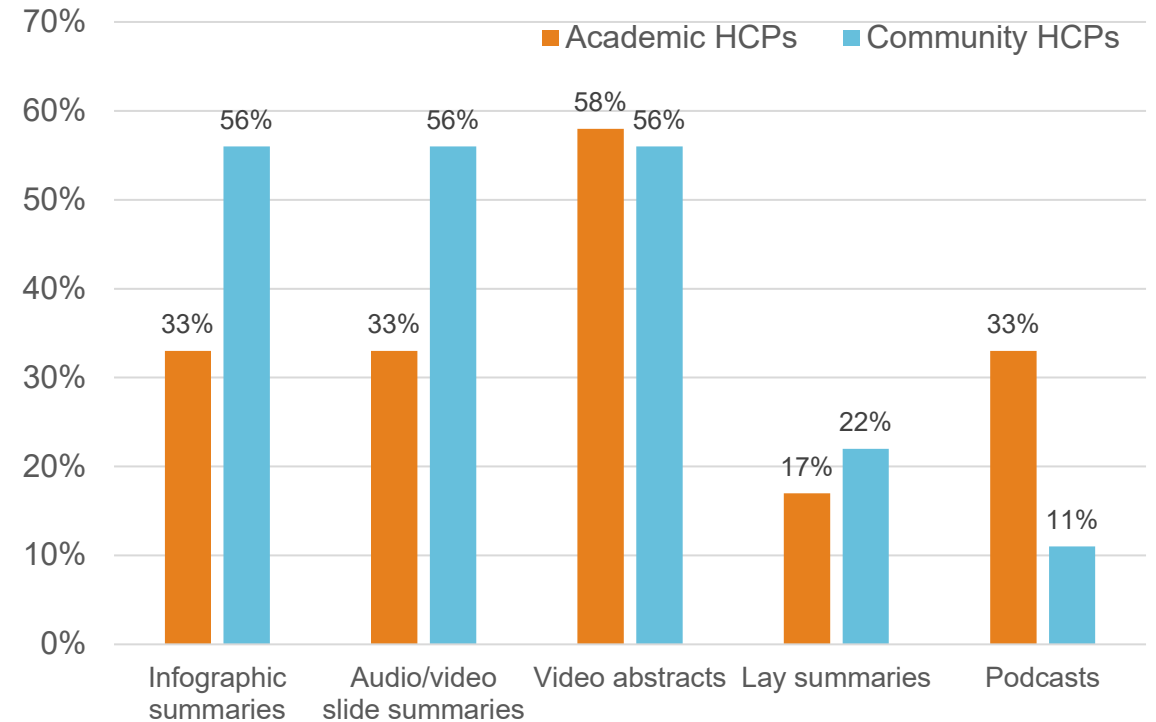
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The Role of Publication Enhancers (Part 1 of 2)

How useful are publication enhancers in understanding the peer-reviewed publication?



Of the HCPs that found publication enhancers useful, which ones did they find the most useful^a?

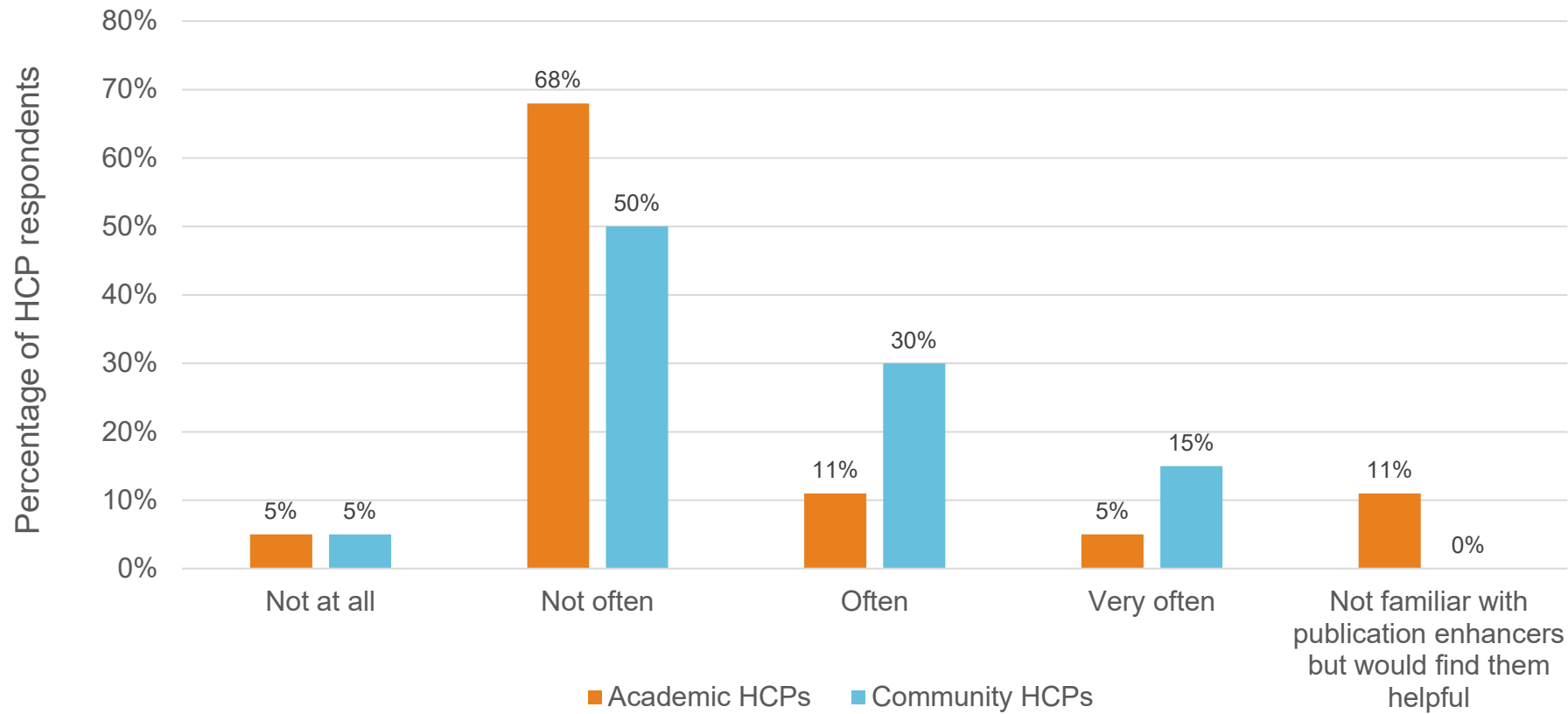


^a Multiple answers could be chosen

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The Role of Publication Enhancers (Part 2 of 2)

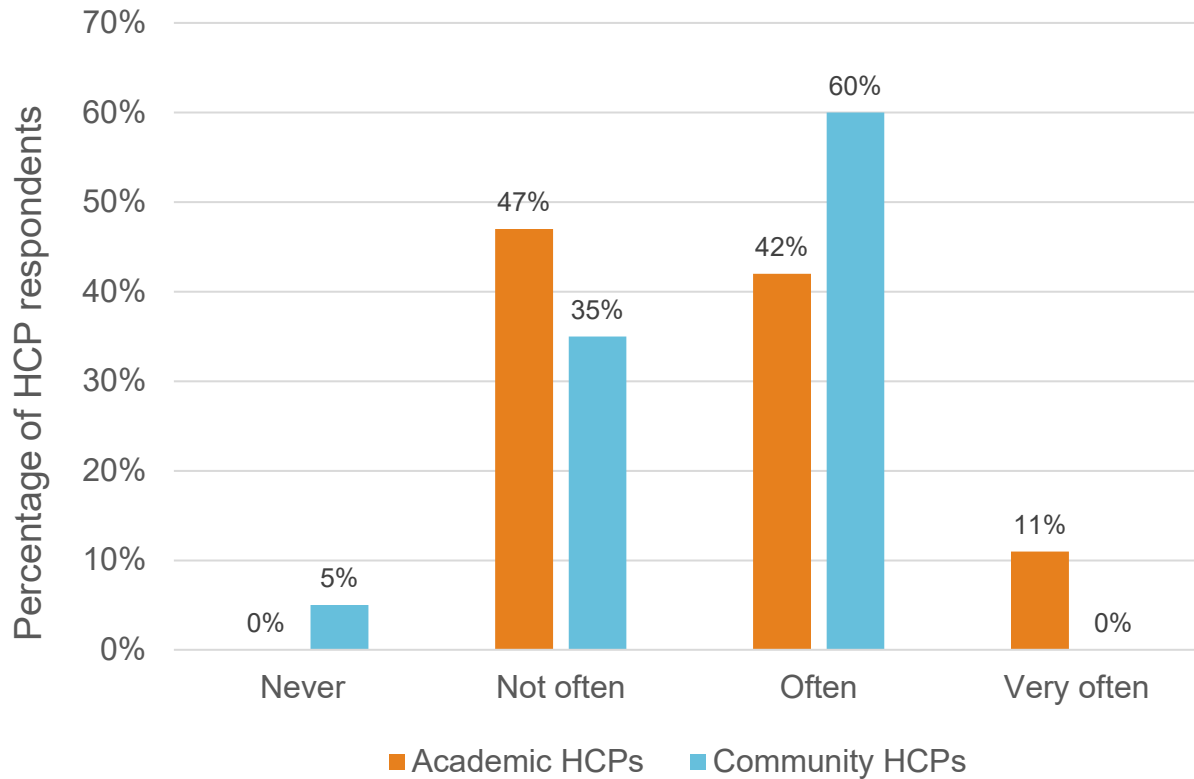
How Often do HCPs access publication enhancers instead of the associated peer-reviewed publication?



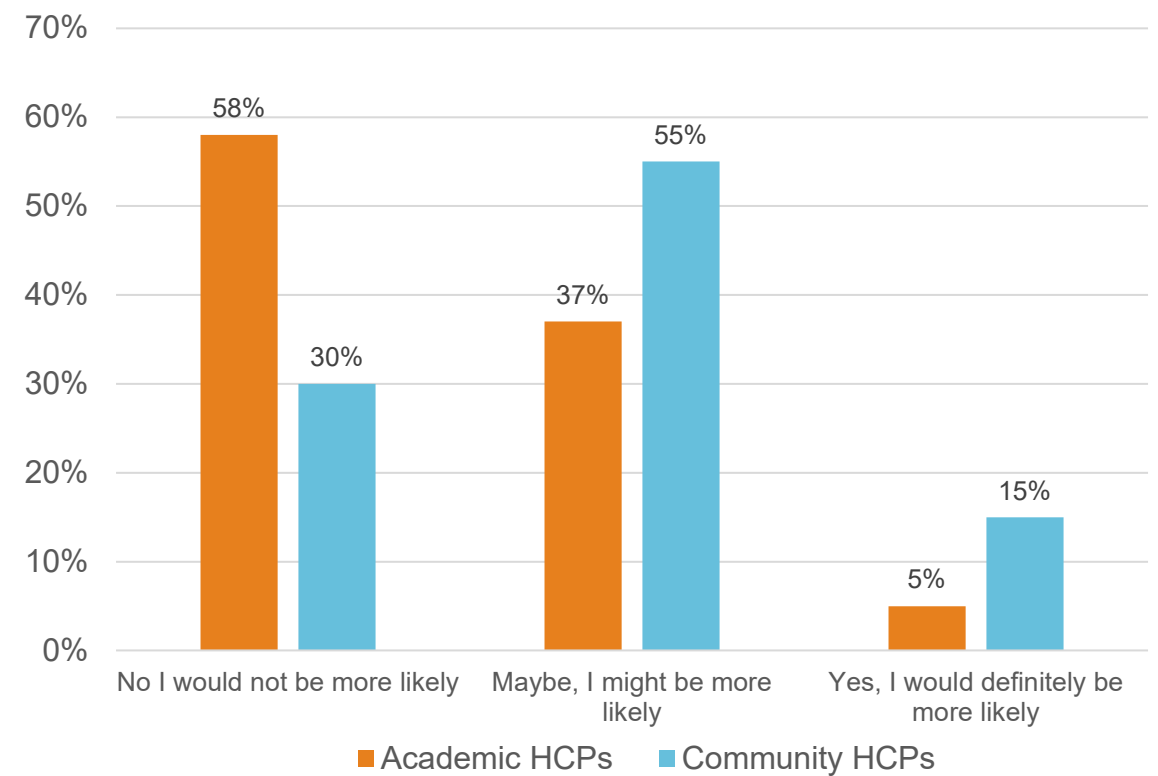
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Sharing Practices of HCPs (Part 1 of 2)

How often do HCPs share or recommend an article to their colleagues?



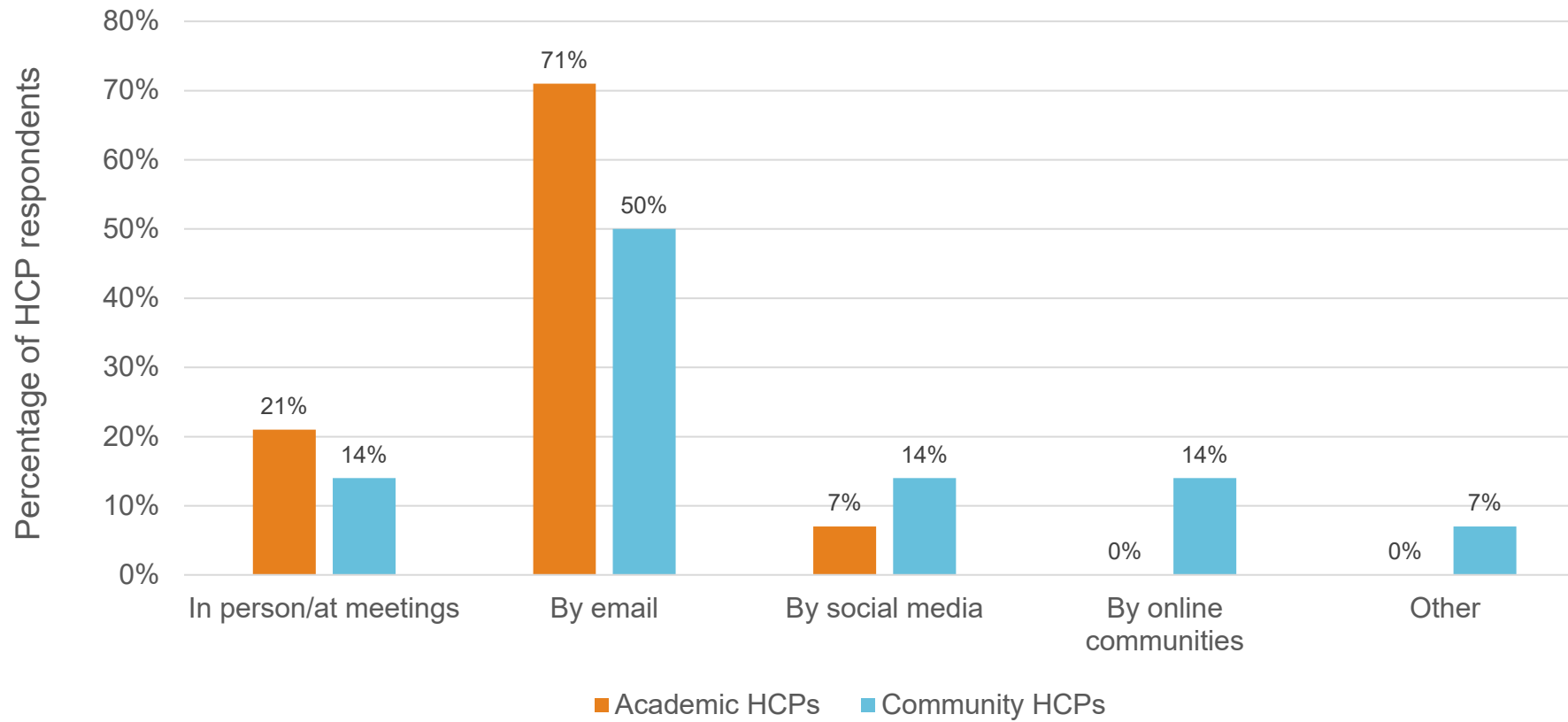
Are HCPs more likely to share an article if it has an associated publication enhancers?



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Sharing Practices of HCPs (Part 2 of 2)

For HCPs that “Often” or “Very Often” advocate articles of interest, what is their preferred method of sharing?



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