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Today's Program



- **Presenters**

- Russell Traynor, Strategic Business Unit Head, UBC-Envision Group
- Michelle Seymour, Client Solutions, UBC-Envision Group

- **Moderator**

- Aruna Seth, Scientific and Editorial Services, PAREXEL MMS

- **Q&A follows the presentation—but feel free to send in questions as you have them**

Measuring Success in Publications Programs: Effective Use of Metrics

*Russell Traynor and Michelle Seymour
UBC-Envision Group*

Disclosures



- ◆ Russell Traynor and Michelle Seymour are employees of the UBC-Envision Group which also created Datavision™
- ◆ The opinions expressed in this presentation are those of Russell and Michelle and not necessarily those of the UBC-Envision Group or ISMPP

Publications metrics: Agenda



- ◆ Why do a metrics analysis?
- ◆ How to set up a metrics program
- ◆ What metrics should be measured?
- ◆ How should the results be interpreted and acted upon?



Why Do a Metrics Analysis?

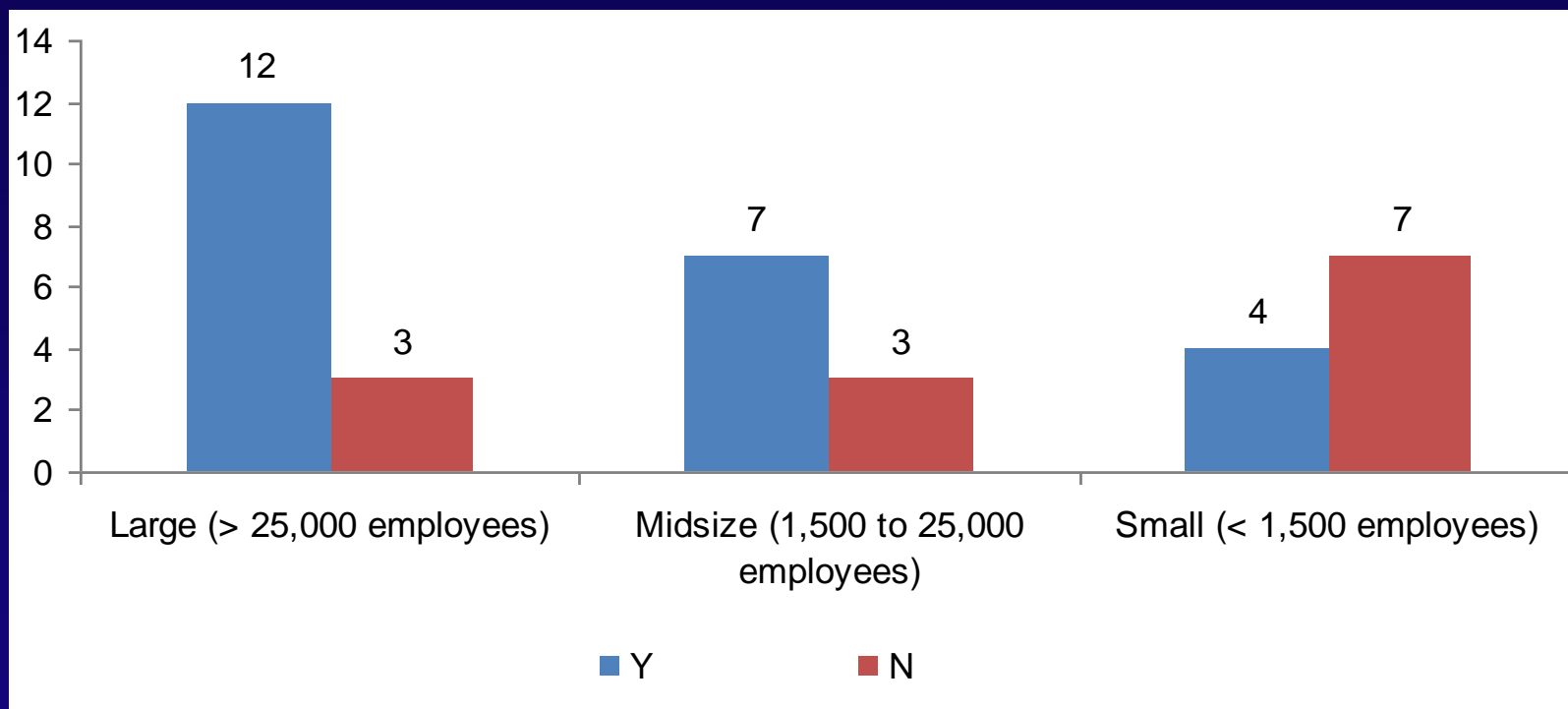
Why measure?



◆ Lord Kelvin:

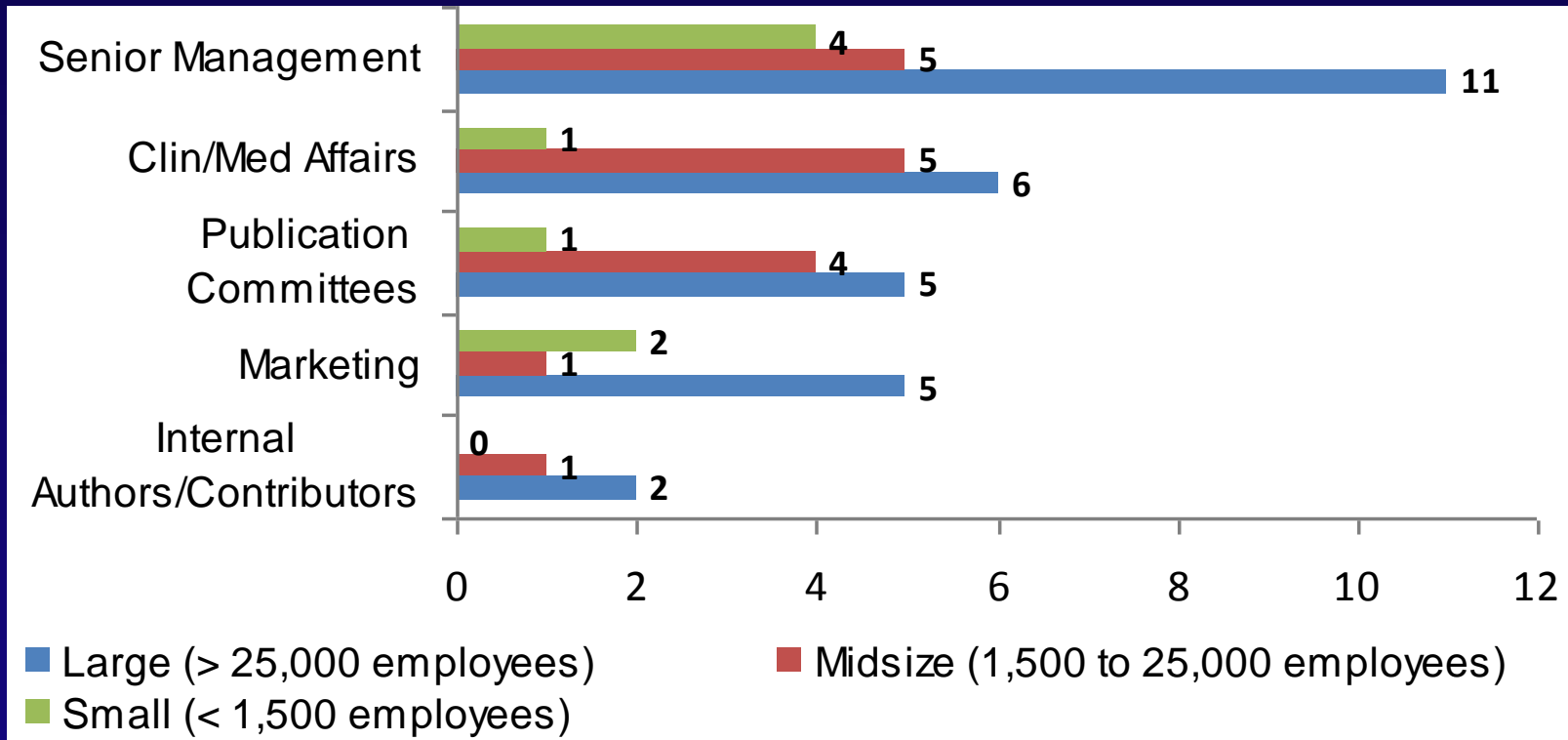
- When you can measure what you are speaking about and express it in numbers you know something about it; but when you cannot express it in numbers your knowledge is a meagre and unsatisfactory kind

ISMPP survey data: Do you currently capture metrics?



Previously presented by Al Wiegel at the 2010 ISMPP Annual Meeting

ISMPP survey data: Who is requesting metrics?



ISMPP survey data: Which types of metrics are most important?

◆ Most important (> 60%)

- Quality
- Quantity
- Journal prestige

◆ Medium importance (35-60%)

- Time to publication (cycle time)
- Journal circulation
- Number of citations
- Number of scientific communication points

◆ Least important (< 35%)

- Spend to output ratio

Why metrics in publications?



- ◆ The appropriate use of metrics enables teams to accurately and dispassionately monitor, assess, and improve the performance of their publications programs

- ◆ Reasons to refine processes:
 - Productivity
 - Timings
 - Budget and resource

Approach



- ◆ Approach your metrics program as you would a clinical trial
 - Predefine your objectives
 - What questions do you want to answer?
 - Collect the appropriate data
 - Plan your analyses
 - Don't analyze everything
 - Risk of false positives/negatives
 - Ensure data are interpreted by a knowledgeable team member

Test predefined objectives



- ◆ I made a promise to publish/present ...
 - Did I deliver on that promise?
 - # of publications of X type
 - At “A, B, C” targets
 - # supporting objective 1, 2, or 3
 - For X cost
 - In X timeframe (quarterly, annual)
 - If not why?
- ◆ Planned expectation versus outcomes

Communicate your intentions



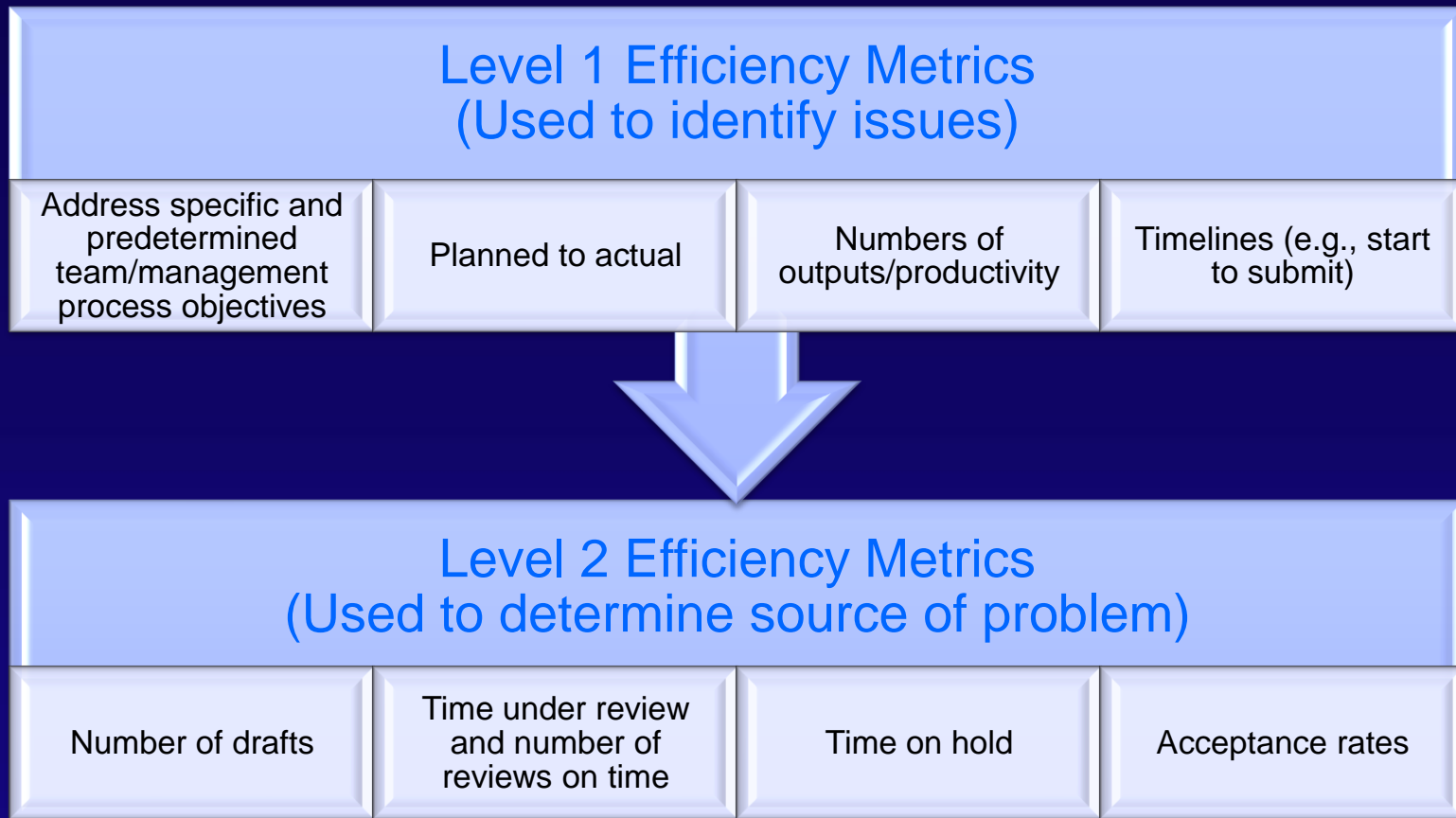
- ◆ Decide on the metrics process – how, who, and when?
- ◆ Choose the metrics which are pertinent to what you are trying to achieve
- ◆ Set a baseline/standard against which to compare
- ◆ Define what would make your publications program a ‘success’
- ◆ Communicate the intentions to stakeholders
 - Set expectations (senior management/team)
 - Explain process and timing

e-capture



- ◆ Simple metrics, e.g., number of publications accepted in 1 year, have been applied to publications programs for a number of years
- ◆ The process of gathering and evaluating the data to drive these metrics was time consuming and often impractical
- ◆ Recently the development of publications planning software programs has enabled teams to efficiently gather and analyze a wealth of metrics data

Efficiency metrics



Effectiveness metrics



Effectiveness Metrics (Retrospective analysis of impact of publications)

Impact factor
achieved

Citations
generated

Online hits

Newsfeed/
social media

Absolute numbers



Metric	Benefits	Interpretation	Actions
<ul style="list-style-type: none">• Total number of publications over time	<ul style="list-style-type: none">• Assess relative efficiencies as a factor of product budget	<ul style="list-style-type: none">• Numbers may be limited by:<ul style="list-style-type: none">– Data availability– Budget allocation– Resource constraints	<ul style="list-style-type: none">• Additional data sources• Requesting additional budget• Requesting additional resource• Assess efficiency of publications development• Decide it's ok 😊

Planned versus actual



Metric	Benefits	Interpretation	Actions
<p>Planned versus actual (Absolute numbers, per congress, per data set)</p>	<p>Determine how closely the publications produced matched the original plan</p>	<ul style="list-style-type: none">• Consider factors that changed the plan mid-year, e.g., data availability• Were all stakeholders on board with the plan at conception?• Plans can be flexible to respond to external factors	<ul style="list-style-type: none">• Consider if it's appropriate to compare against baseline plan or the revised plan• Review which factors resulted in delays (e.g., additional draft/review stages) and assess further

Planned vs actual report



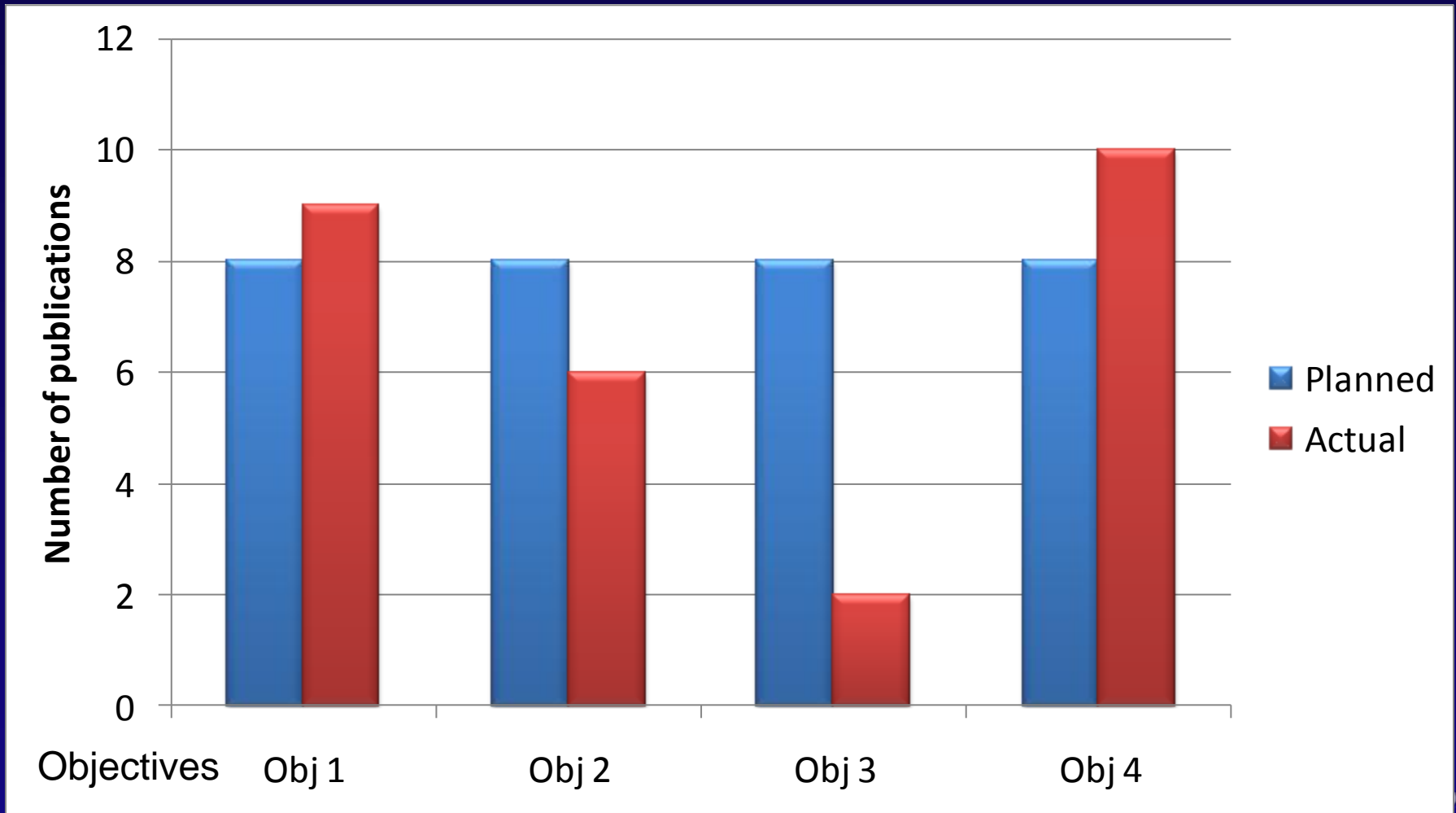
Product X	Planned	Actual	Unplanned
Abstract			
Submission	9	9	1
Publication	6	6	2
Poster			
Completion	6	6	-
Presentation	4	4	-
Presentation			
Completion	3	4	1
Presentation	2	2	1
Primary Ms			
Submission	3	3	-
Publication	2	2	-
Secondary Ms			
Submission	3	3	1
Publication	3	3	1
Review			
Submission	2	2	1
Publication	2	2	1
Total:	45	46	9

Communication topics and target audiences



Metric	Benefits	Interpretation	Actions
<ul style="list-style-type: none">•Scientific communication topic coverage (e.g., efficacy, safety, PK, HEOR)•Target audience coverage (e.g., specialists, general practice, pharmacists)	<ul style="list-style-type: none">•Determine if all intended scientific communication topics/audiences have been covered by the publications plan•Can function as Gap analysis to identify missing publications	<ul style="list-style-type: none">•Requires communication objectives/target audiences to be set during planning•Consider any delaying/influencing factors, e.g., delayed primary publication, availability of subanalyses	<ul style="list-style-type: none">•Prioritize those topics/audiences missed, or cancel if appropriate•Discuss with stakeholders/authors any change in objectives

Coverage of the communication topics



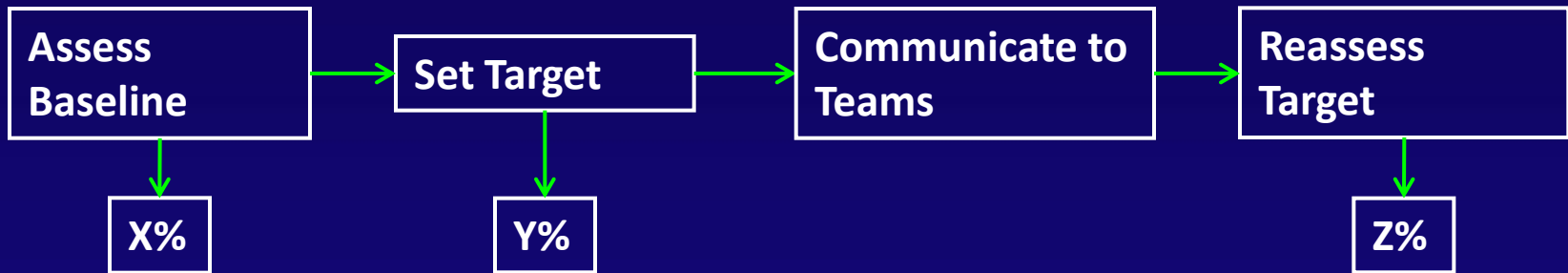
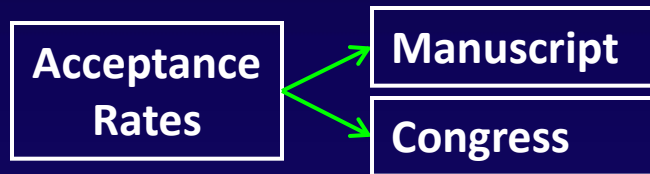
(e.g.) Efficacy

Safety

MoA

Unmet need

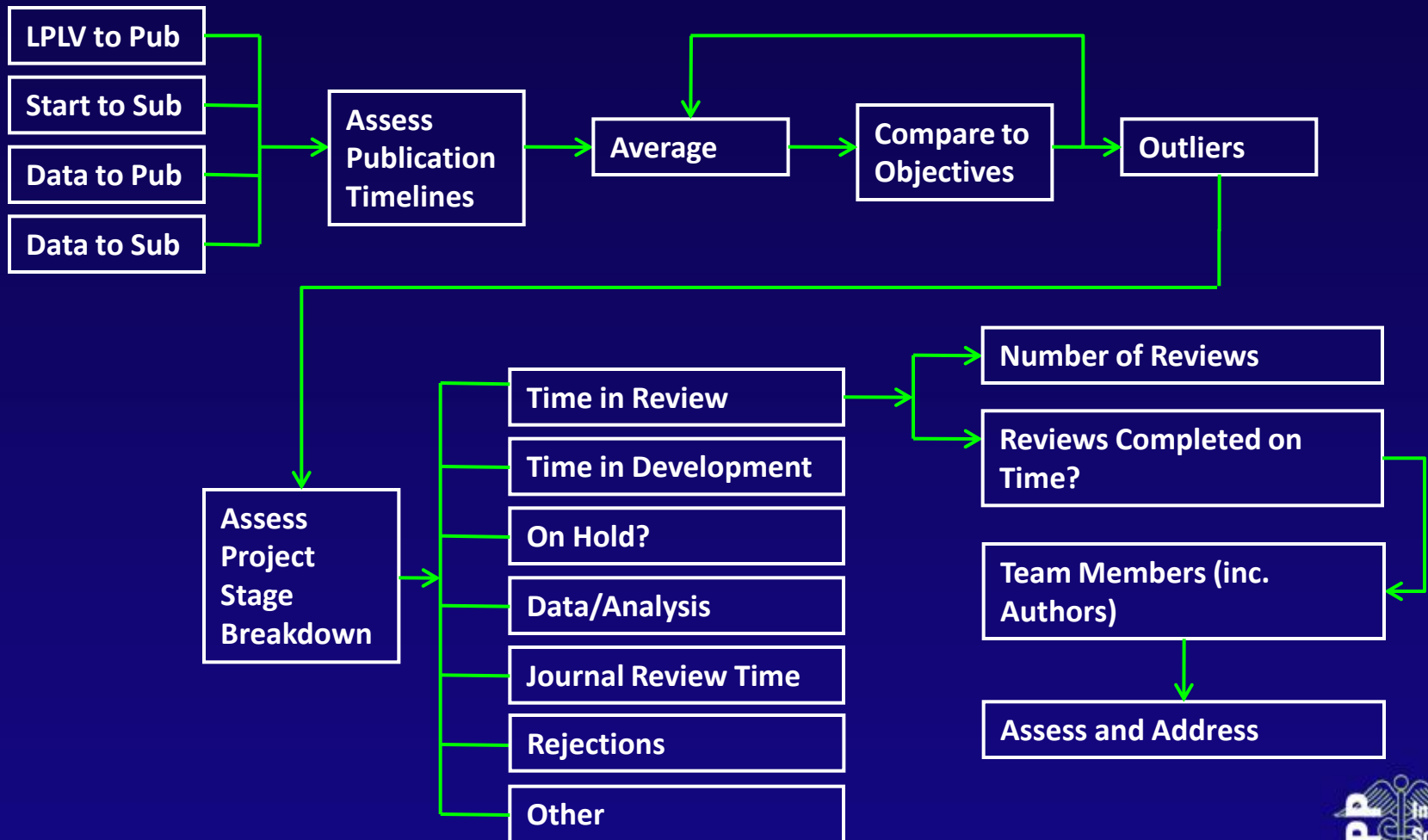
Acceptance rates



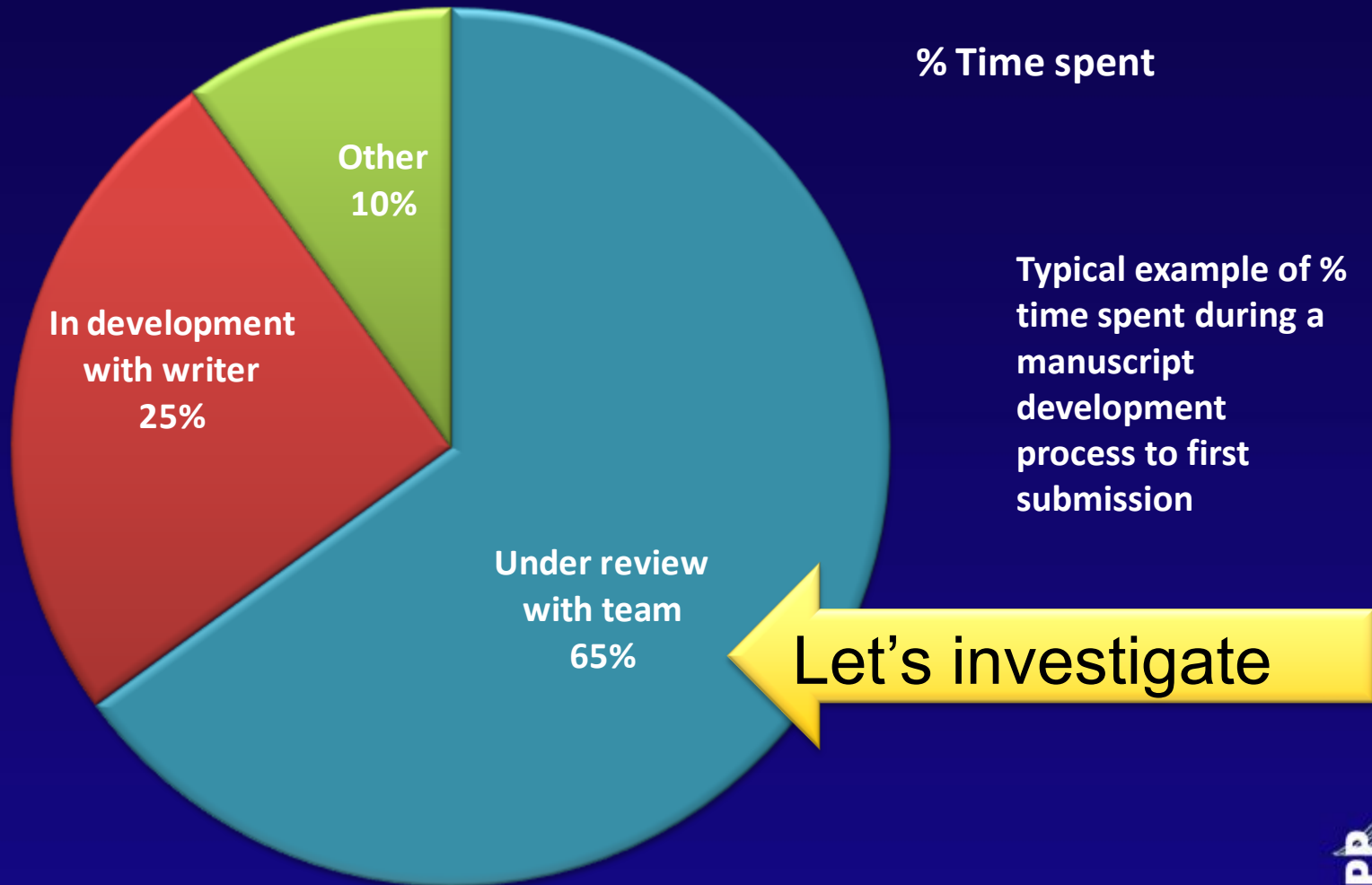
Considerations:

- First in class, “me too”
- Phase and data available
- One size does not fit all
- Journal selection

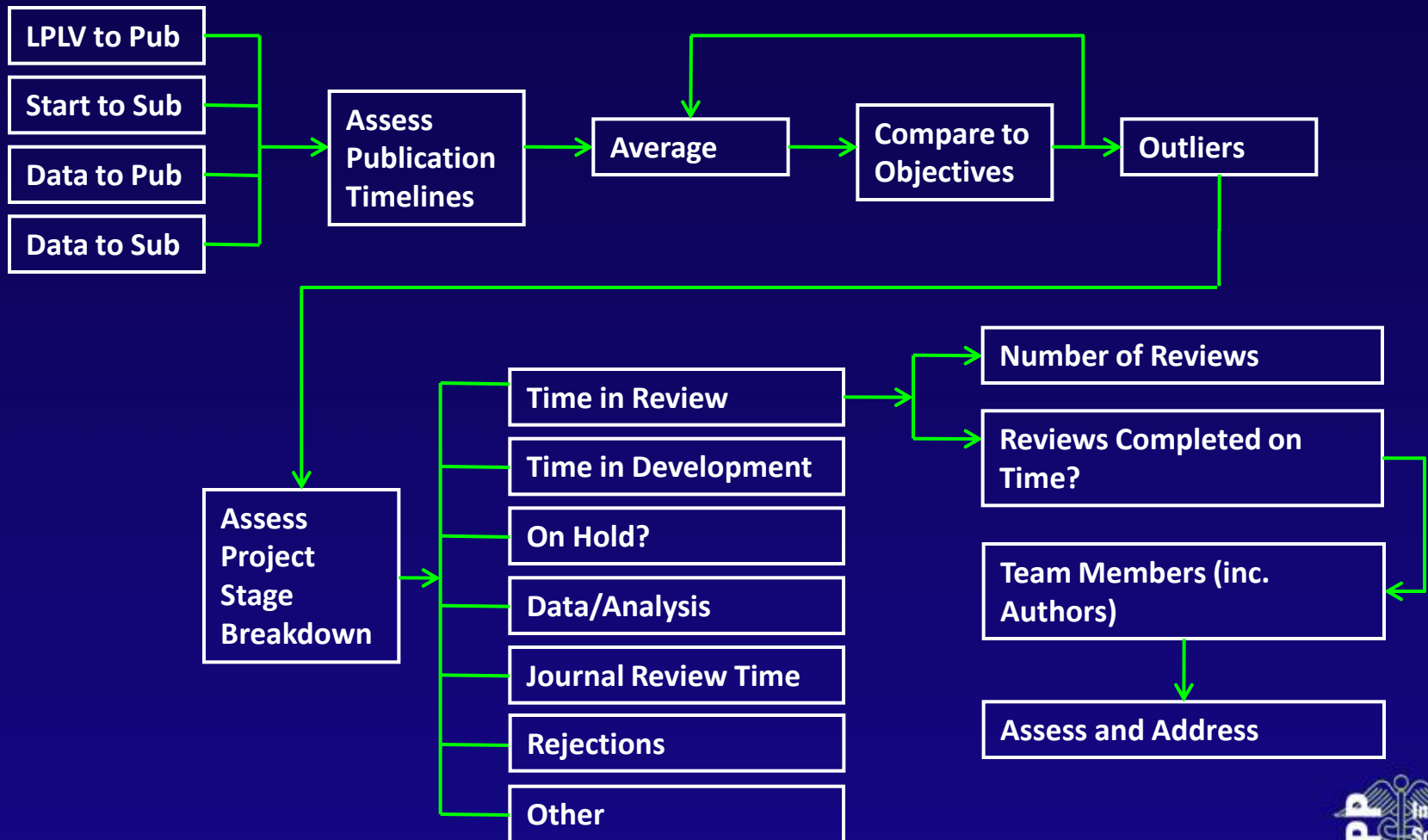
Timeline efficiency metrics



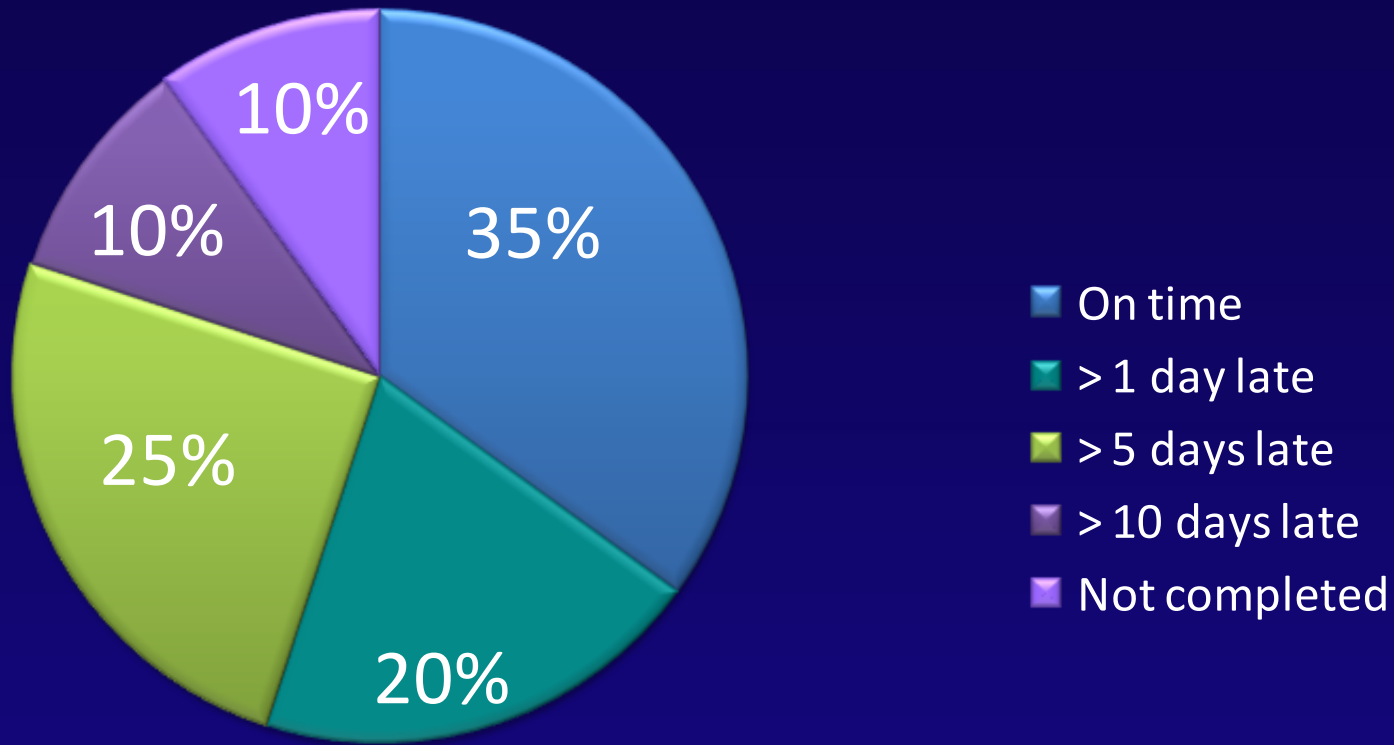
Review time versus developmental time



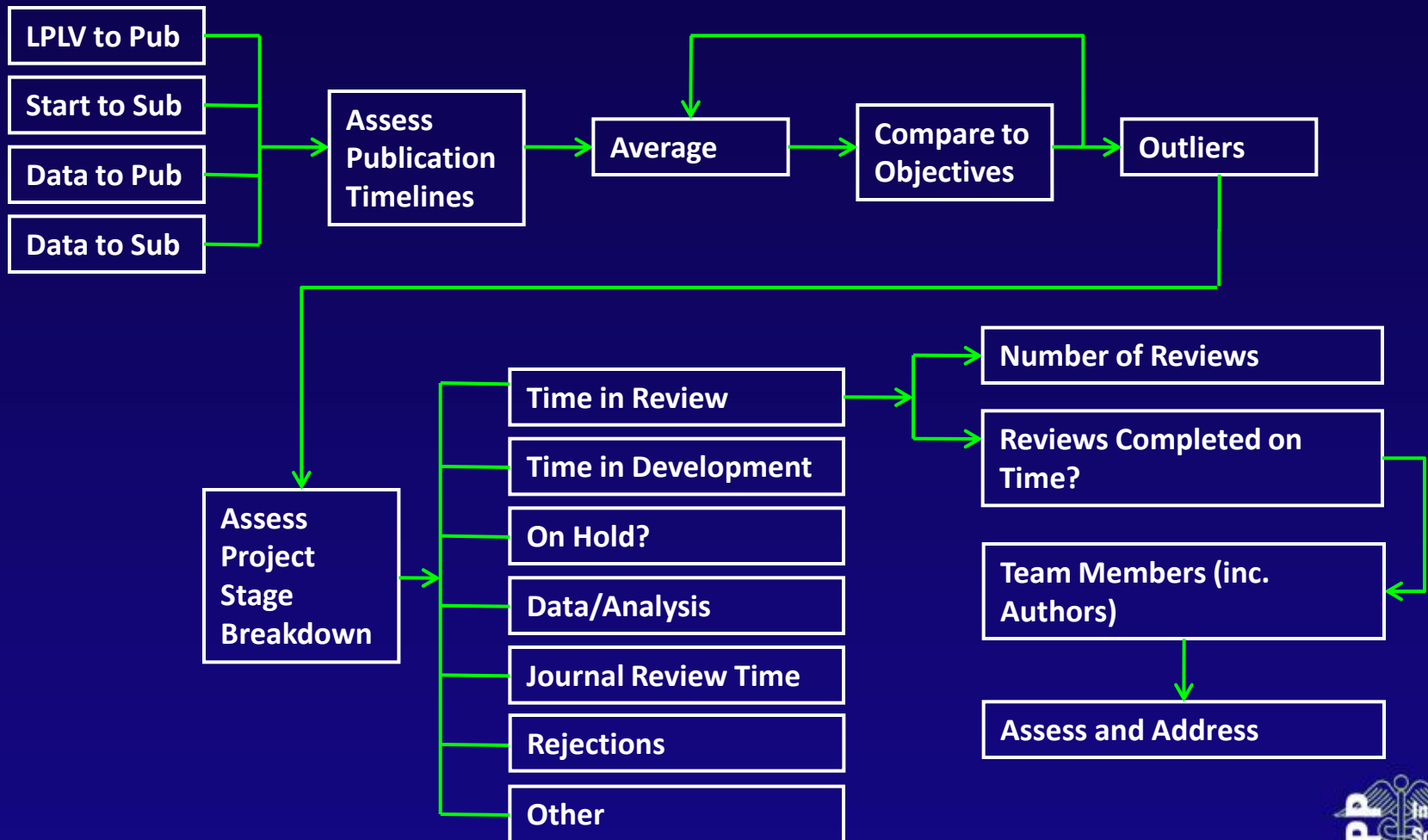
Timeline efficiency metrics



Reviews on time?



Timeline efficiency metrics



Assessing impact

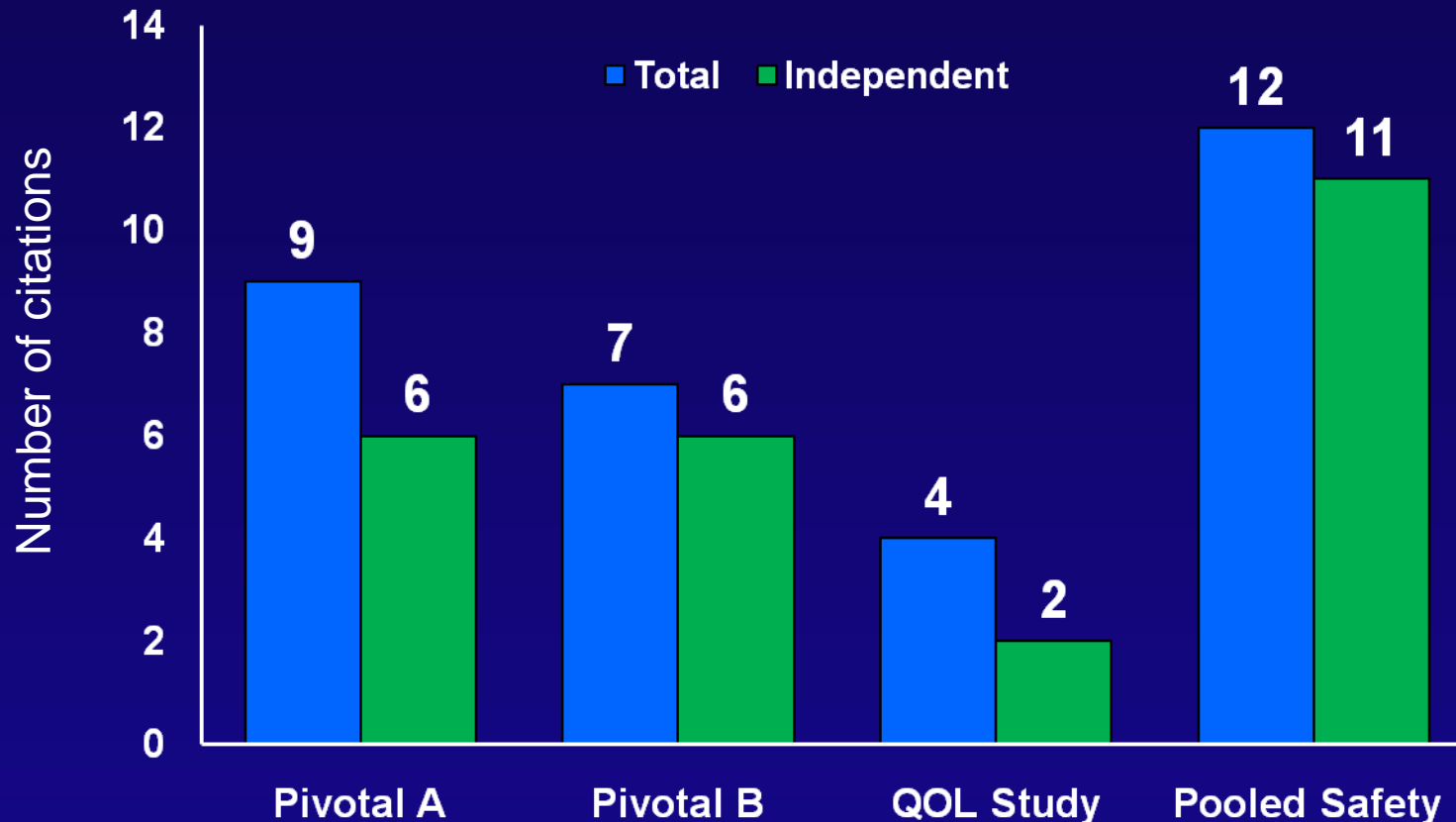


Item	Notes	Metric Approach
Impact factor	<ul style="list-style-type: none">• Journal's reputation, not the impact of a particular article	<ul style="list-style-type: none">• Set target average. Need to be data aware• Assess what is important to you
Citation analysis	<ul style="list-style-type: none">• Impact your article has had• Time delay?• Does it really tell about the impact you've had?• Depends who is citing	<ul style="list-style-type: none">• Web of Science. What to benchmark against?• Competitors papers - potential trial to trial• Environment has a huge impact - numbers of reviews etc.
Online hits and readership	<ul style="list-style-type: none">• Immediate up-to-date view of how many people are reading publication	<ul style="list-style-type: none">• From journal websites (where available)
News feed, blog mentions, social media, and forums	<ul style="list-style-type: none">• Good indicator of the impact a publication is actually having	<ul style="list-style-type: none">• Google, news searches

Long-term metrics: Citations in other publications



- Number of times a given publication is cited by others
- Authors citing article and journal
- Company versus independent citations
- Context of citation in article (feedback for pub team)



Assessing impact



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How Should the Results Be Interpreted and Acted Upon?

Interpretation



- ◆ How well are we meeting publication plan objectives?
- ◆ Review by an informed team member
 - Ensuring metrics are interpreted and acted on appropriately
 - Unavoidable external factors will not be apparent, potentially leading to false conclusions
- ◆ Identify changes in the environment that have influenced metrics
 - Challenges with journal acceptances
 - Interest by scientific community (article impact)
 - Changes in resources or budget
 - Delays in clinical development
 - Other factors that can change publication goals?
- ◆ Reassess goals if necessary
 - How often should metrics be updated?

Implementing a publications program metrics analysis



Agree on statement(s) of intent /define success. Inform stakeholders

Establish a consistent process

Define the metrics that support the statement of intent or definition of success

Determine collection methods and timelines

Collect sufficient data to create a baseline

Interpret data

Modify process to improve efficiency, compliance, and effectiveness

Choose your metrics with care



- ◆ **Metrics are tools and not a solution**
 - Use them judiciously to assess a predefined objective
- ◆ **Identify those metrics with the greatest impact**
 - Will vary depending on:
 - Product's life cycle
 - Market in which the product is competing
 - Sponsoring company's overall publications objectives
- ◆ **A wide range of metrics can be used:**
 - Efficiency, productivity, and effectiveness
 - Metrics should be evaluated and interpreted carefully by those with knowledge of the specific situation and associated challenges

Questions & Answers

To ask a question, please type your query into the 'Q&A' chat box at the bottom left of your screen. Every attempt will be made to answer all questions.

Next ISMPP U



DATE: July 14th

TIME: 11am EDT

**TOPIC: Publication steering committees:
sharing best practices**

Thank you for attending!

We hope you enjoyed today's presentation.

Please take a moment to fill out the survey sent to you after today's program so you can provide valuable feedback, as it will help us to develop future educational offerings.