

Incorporating 21st Century technology to modernize scientific posters

Julie Newman, ELS

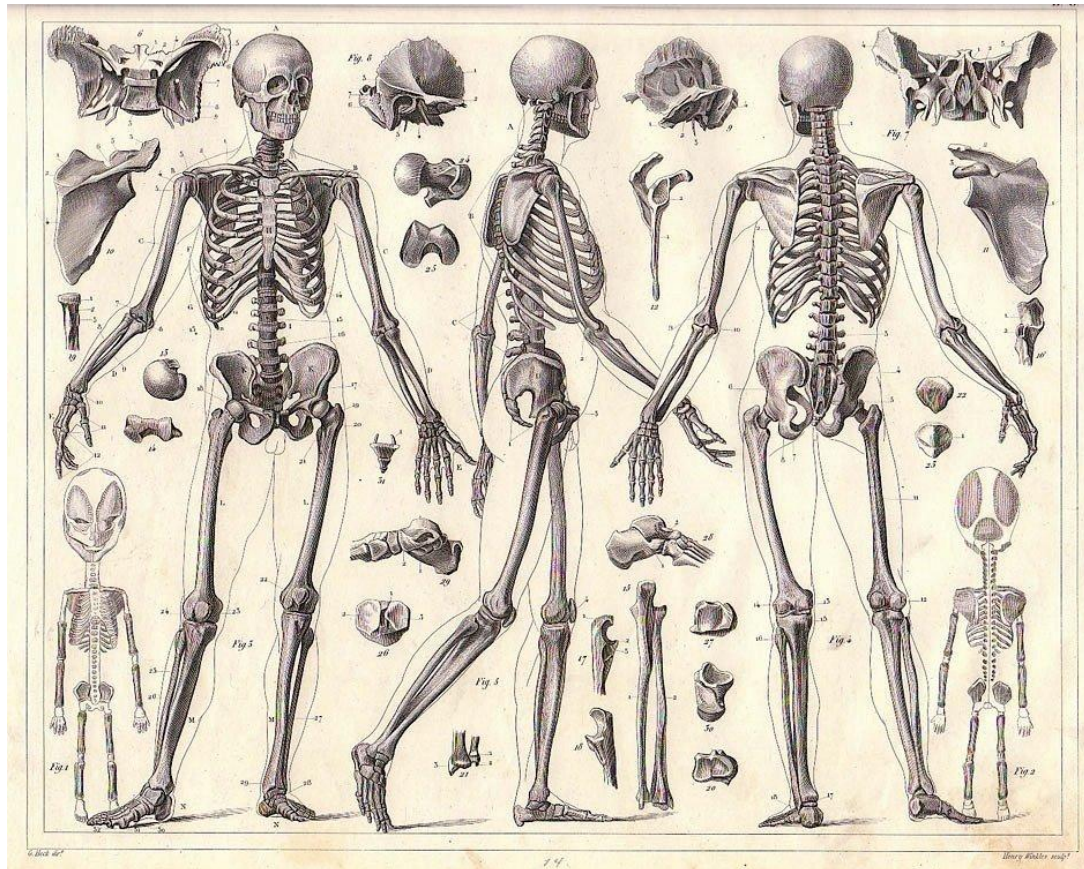
**Associate Director, Strategic Medical
Communications, Emerging Markets, &
Japan, Bristol-Myers Squibb**

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Background

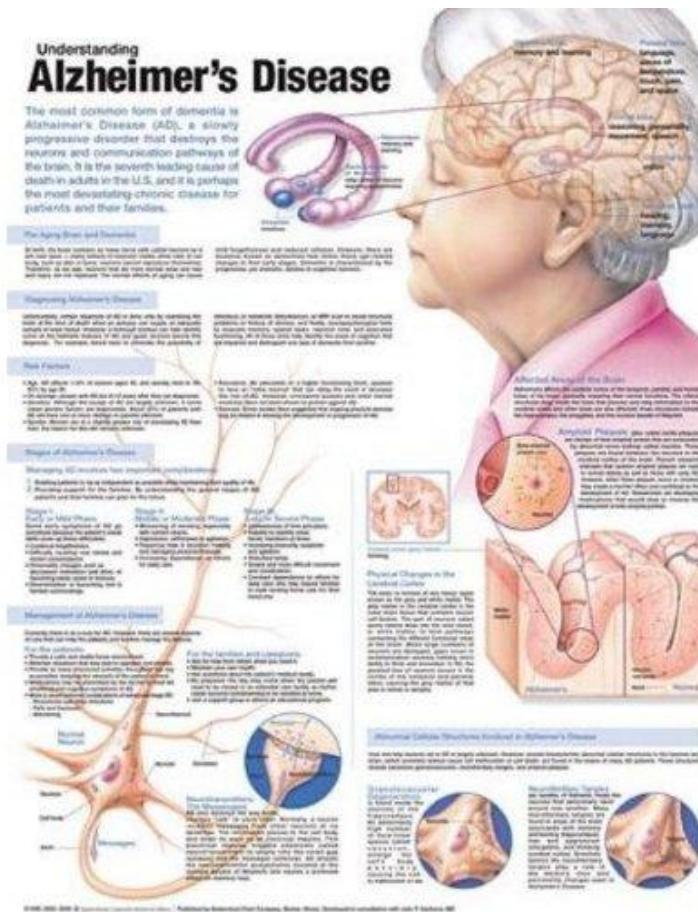
- Scientific posters remain an essential tool to communicate cutting-edge clinical data to healthcare professionals.
- However, the overall look and feel of scientific posters has not evolved significantly from the purely textual medical posters, which originated in the late 1800s.

Anatomical poster circa 1850



Engraving of the human skeleton reproduced as a poster from the Iconographic Encyclopaedia of Science, Literature, and Art by Johann Georg Heck (1851). Available as an open source document from Harvard University. Copyright free.

Anatomical poster circa 2011



Understanding Alzheimer's Disease Chart / Poster . Anatomical Chart Company, published by Lippincott Williams and Wilkins (Philadelphia); Second Edition. Original publication Date: 01/03/2009.

Introducing QR codes

- In an effort to improve and modernise the delivery of scientific information, we have employed the use of new smart technologies, such as Quick Response (QR) codes.

What is a QR code?

- A QR Code is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones.
- The code consists of black modules arranged in a square pattern on a white background.
- The QR code is clearly defined and published as an ISO (International Organization for Standardization) standard.



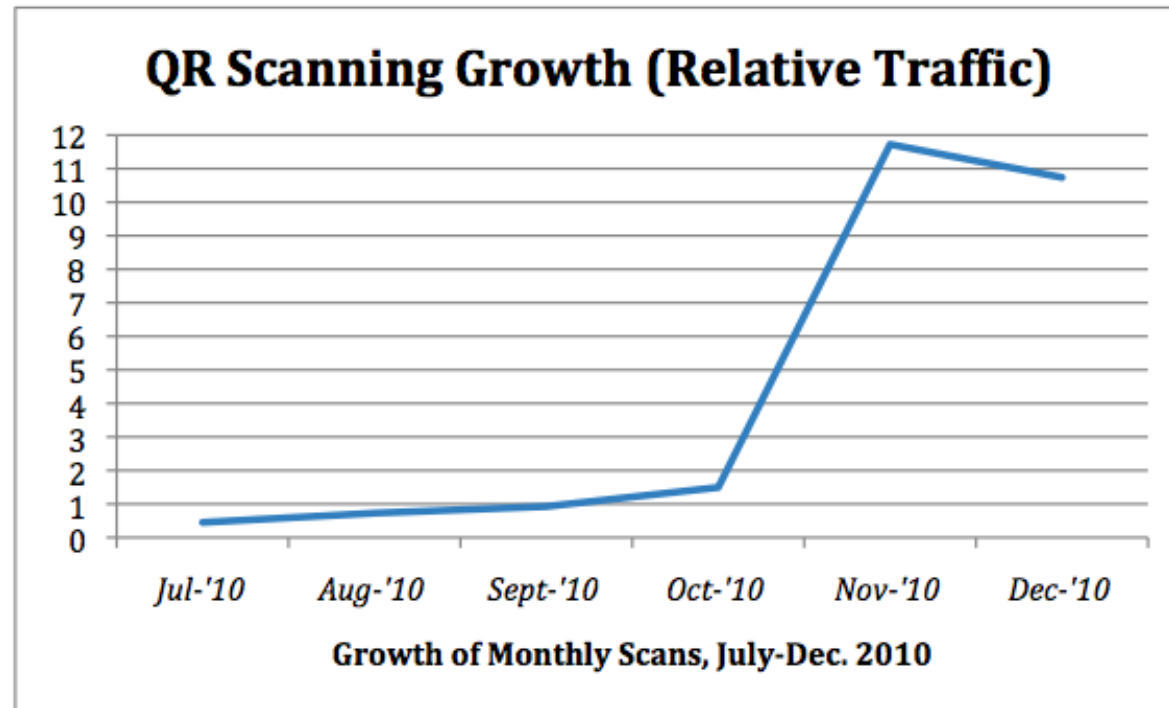
What can you do with a QR code?

- Download a PDF, an image, or a video
- Make a phone call
- Send an SMS, MMS or Email
- Allow your customers to register for an event online
- Create a vCard (electronic business card) or vCalendar event
- Open location coordinates in Google Maps
- Create market:// URLs for packages (e.g., product packages)
- Create special youtube:// URLs for YouTube app on iPhone
- Read plain or free formatted text on your device

QR code facts

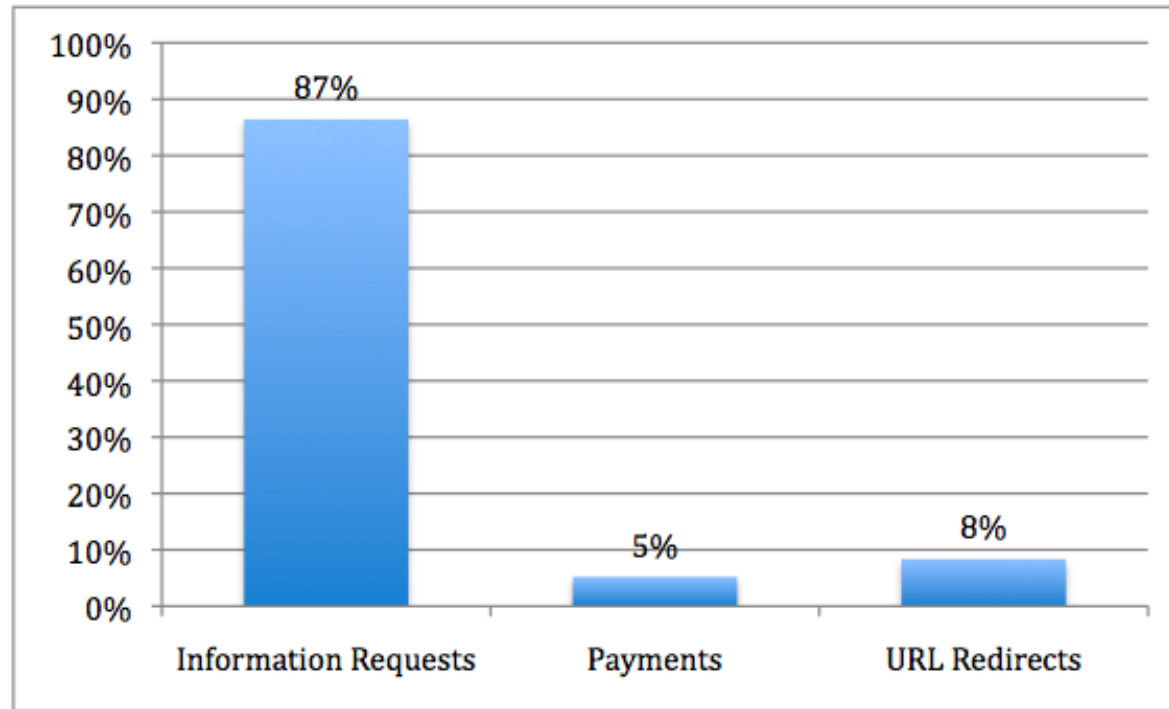
- The use of QR Code technology is free to anyone.
- Permission to use QR Code technology is not required.
- The phrase “ QR Code” is registered trademark of Denso Wave Inc. in the following countries: Japan, United States of America, Australia and Europe.
- This registered trademark applies only for the phrase “QR Code”, and not for the QR Code pattern (image).

QR scanning growth July-Dec 2010*



*The Naked Facts: QR Barcode Scanning in 2H-2010. Mobio Identity Systems.
<http://www.mobioid.com/reports>

Types of scans with QR codes*



*The Naked Facts: QR Barcode Scanning in 2H-2010. Mobio Identity Systems.
<http://www.mobioid.com/reports>

Purpose and objective

- To explore the incorporation of QR codes in scientific posters to increase visibility, accessibility, and usability of clinical data for healthcare professionals.

Methods

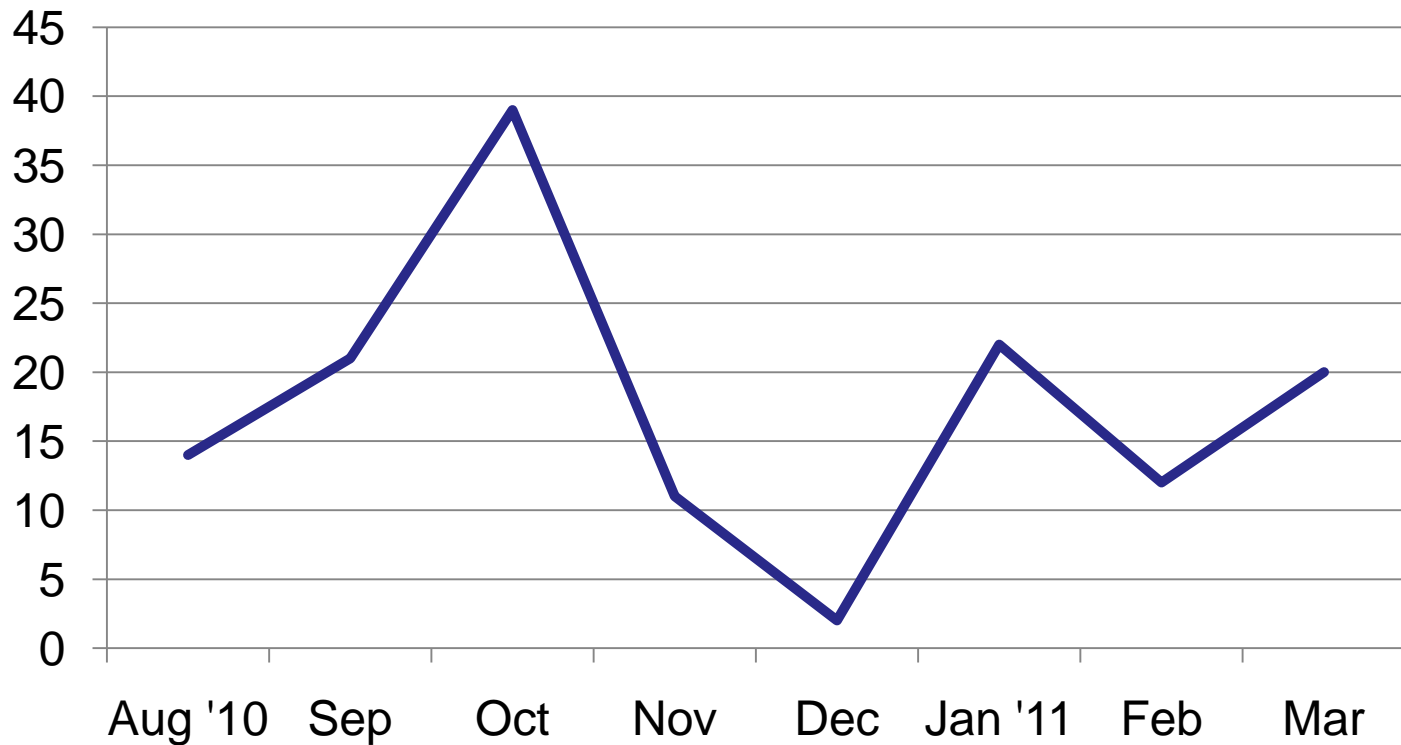
- We designed a small pilot program to assess the intrinsic and potential value of using QR Code technology in scientific posters.
- Six posters with QR codes were included in the pilot over a period of 3 months, all scans are recorded.
- Healthcare professionals scan the QR code to receive an electronic copy of the poster via smart phone technology.
- The number of posters downloaded were captured and measured. The quality of interactions were assessed using personal observations.

Results

- Overall, 122 posters were downloaded over a 6-month period.
- As a result, the number of printed handouts was reduced by 75%.
- Personal interactions at the poster sessions increased by 25%.
 - 1 out of every 4 attendees who stopped at the booth asked about the QR code on the poster.
 - On average, it took the presenter 3-5 minutes to explain and demonstrate the technology.
- We are now incorporating the use of QR codes across the company for myriad uses both internally and externally.

Number of QR code scans Aug 10- March 2011

No. of Scans by Month



Conclusions

- Our pilot has clearly demonstrated the value of incorporating QR code technology into scientific posters.
- QR codes provide a valuable function by
 - facilitating the electronic sharing of information
 - reducing the total number of printed handouts, and
 - setting a new standard for sharing of medical information
- Healthcare professionals were intrigued by the new technology, increasing the level of interaction and exchange of information at the poster session.



Questions?



Thank you!