Acceptance and utilization of digital congress poster presentations: a survey of medical publication professionals

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ABSTRACT

Objective: To gain insight into the overall impact, acceptance, and utilities of interactive digital poster presentations in medical/scientific congresses and to evaluate EMMP members on perceived advantages and disadvantages of this form of data communication.

Research design and methods: A frequency survey questionnaire was designed and circulated via email to EMMP members, and responses invited between December 20, 2011 and January 9, 2012.

Results: 61 respondents who completed the survey (60.6% pharmaceutical company, 6.3% medical communications company, 6.1% publisher, and 27.1% other) viewed interactive posters, 30.5% utilize QR codes, and 42.1% have viewed interactive posters in a congress setting. Respondents suggest the greatest potential outcomes of interactive posters include increased audience engagement (43.1%), wider dissemination of data (31.1%), enhanced peer-to-peer learning (46.9%), and a sense of involvement (60.9%) as an author/presenter. For overall technology management resource was cited as the greatest disadvantage 80% (76) and current congress regulations (27.1%). The majority of respondents agree/stongly agree that this format allows for better communication of data versus traditional printed posters and that the congress will slowly adopt this technology (67.9% and 63.9%, respectively).

Conclusions: The majority of respondents believe interactive digital posters enhance communication and dissemination of data and offer a dynamic forum for presenters to interact with their audience. As congress adapt these technologies, it will be important to monitor whether differences among guidelines emerge, as well as any potential acceptance issues.

BACKGROUND

Although traditional printed poster presentations at medical/scientific congresses has remained an essentially unchanged format for decades. Although they are the accepted medium for dissemination of medical/scientific information in a congress setting, printed poster presentations are viewed by many as an outdated way to engage the audience and promote effective discussions of the content.

As technology grows and evolves in other disciplines, it is intuitive to expect an increased need for overall technology management resource was cited as the greatest disadvantage (80% [76]). It is intuitive to expect that Congress will slowly adopt this technology. Congresses will slowly adopt this technology (67.9% [62]).

Interactive poster technology is gaining a foothold in the dissemination of peer-reviewed scientific data from pharmaceutical industry-sponsored medical/scientific congresses both within the United States and internationally. Interactive poster technology is gaining a foothold in the dissemination of peer-reviewed scientific data from pharmaceutical industry-sponsored medical/scientific congresses both within the United States and internationally. As congresses adopt these technologies, it will be important to monitor whether differences among guidelines emerge, as well as any potential acceptance issues.

OBJECTIVE

To gain insight into the overall impact, acceptance, and utilities of interactive digital poster presentations in medical/scientific congresses.

To evaluate Interactive poster technology is gaining a foothold in the dissemination of peer-reviewed scientific data from pharmaceutical industry-sponsored medical/scientific congresses both within the United States and internationally. As congresses adopt these technologies, it will be important to monitor whether differences among guidelines emerge, as well as any potential acceptance issues.

RESEARCH DESIGN AND METHODS

The survey questionnaire was designed and circulated via email to 1,200 EMMP members, and responses invited between December 20, 2011 and January 9, 2012.

Survey questionnaire completed by EMMP members were then evaluated using computer software.

RESULTS

Survey questionnaires completed by 61 EMMP members who completed the survey (60.6% pharmaceutical company, 6.3% medical communications company, 6.1% publisher, and 27.1% other) viewed interactive posters, 30.6% utilize QR codes, and 42.1% have viewed interactive posters in a congress setting. Respondents suggest the greatest potential outcomes of interactive posters include increased audience engagement (43.1%), wider dissemination of data (31.1%), enhanced peer-to-peer learning (46.9%), and a sense of involvement (60.9%) as an author/presenter. For overall technology management resource was cited as the greatest disadvantage 80% (76) and current congress regulations (27.1%). The majority of respondents agree/stongly agree that this format allows for better communication of data versus traditional printed posters and that the congress will slowly adopt this technology (67.9% and 63.9%, respectively).

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UTILIZING INTERACTIVE POSTERS – NOW AND IN THE FUTURE

What is your experience with interactive poster presentations?

• Experience with interactive poster presentations and quick response (QR) codes

1. American Society of Hematology (ASH)
2. American Society for Clinical Oncology (ASCO)
3. Infectious Disease Society of America (IDSA)
4. American Urological Association (AUA)
5. American College of Obstetrics and Gynecology (ACOG)
6. Royal Australian and New Zealand College of Surgeons Annual Congress
7. Royal Australasian College of Physicians
8. American Society for Reproductive Medicine (ASRM)
9. European Society for Medical Oncology
10. American Neurological Association
11. European Society for Medical Oncology

Other

Experience with Interactive Posters Presentations and Quick Response (QR) Codes

Figure 2A: Does your company currently work with or utilize interactive posters?

Figure 2B: Does your company work with or utilize QR codes?

Figure 3: How often do you view interactive poster presentations during a national or international medical/scientific congress?

Figure 4: What are the greatest disadvantages of non-traditional, interactive poster presentations? (select all that apply)

CONCLUSIONS

• Interactive poster technology is gaining a foothold in the dissemination of peer-reviewed scientific data from pharmaceutical industry-sponsored medical/scientific congresses both within the United States and internationally. As congresses adopt these technologies, it will be important to monitor whether differences among guidelines emerge, as well as any potential acceptance issues.

REFERENCES


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