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Thank you for joining ISMPP U today

The program will begin promptly at 11:00 am EDT



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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 AI Wiegel at the 2010 ISMPP Annual Meeting

ISMPP survey data: Who is requesting metrics?





Previously presented by AI Wiegel at the 2010 ISMPP Annual Meeting

. ...

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%)</p>
 - Spend to output ratio



Adapted from presentation by AI Wiegel at the 2010 ISMPP Annual Meeting

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





How to Set Up a Metrics Program



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)

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





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





What Metrics to Use?

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
•Total number of publications over time	 Assess relative efficiencies as a factor of product budget 	 Numbers may be limited by: Data availability Budget allocation Resource constraints 	 Additional data sources Requesting additional budget Requesting additional resource Assess efficiency of publications development Decide it's ok ^(C)



Planned versus actual

Metric	Benefits	Interpretation	Actions
Planned versus actual (Absolute numbers, per congress, per data set)	Determine how closely the publications produced matched the original plan	 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 	 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 Publication	9 6	9 6	1 2	
Poster Completion Presentation	6 4	6 4	- -	
Presentation Completion Presentation	3 2	4 2	1 1	
Primary Ms Submission Publication	3 2	3 2	- -	
Secondary Ms Submission Publication	3 3	3 3	1 1	
Review Submission Publication	2 2	2 2	1 1	International Society
Total:	45	46	9	For Medical Publication

for Medical Publication Professionals

Communication topics and target audiences

Metric	Benefits	Interpretation	Actions
 Scientific communication topic coverage (e.g., efficacy, safety, PK, HEOR) Target audience coverage (e.g., specialists, general practice, pharmacists) 	 Determine if all intended scientific communication topics/audiences have been covered by the publications plan Can function as Gap analysis to identify missing publications 	 Requires communication objectives/target audiences to be set during planning Consider any delaying/ influencing factors, e.g., delayed primary publication, availability of subanalyses 	 Prioritize those topics/audiences missed, or cancel if appropriate Discuss with stakeholders/ authors any change in objectives



Coverage of the communication topics



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?



👅 On time

- >1 day late
- ≥ 5 days late
- > 10 days late
- Not completed



Timeline efficiency metrics



Assessing impact

Item	Notes	Metric Approach
Impact factor	 Journal's reputation, not the impact of a particular article 	 Set target average. Need to be data aware Assess what is important to you
Citation analysis	 Impact your article has had Time delay? Does it really tell about the impact you've had? Depends who is citing 	 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	 Immediate up-to-date view of how many people are reading publication 	 From journal websites (where available)
News feed, blog mentions, social media, and forums	 Good indicator of the impact a publication is actually having 	 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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for Medical Publication Professionals



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?



Summary

Implementing a publications program metrics analysis



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.





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.