



Enhancing data
dissemination through an
omnichannel approach



HCP audiences are **heterogeneous**; they have a diverse range of educational needs, clinical behaviors, ingrained beliefs and attitudes, and communication preferences

To deliver impact, data dissemination needs to be **tailored** to these factors





The **solution**

We leverage publication extenders *tailored to your audience's needs* to help data cut through the noise.

We do this by:

- **Segmenting** audiences based on educational needs, clinical behaviours, and communications preferences
- Producing publication extenders in **formats** preferred by each segment
- Disseminating these extenders on **channels** preferred by each segment
- Assessing impact and **optimising** extenders over time

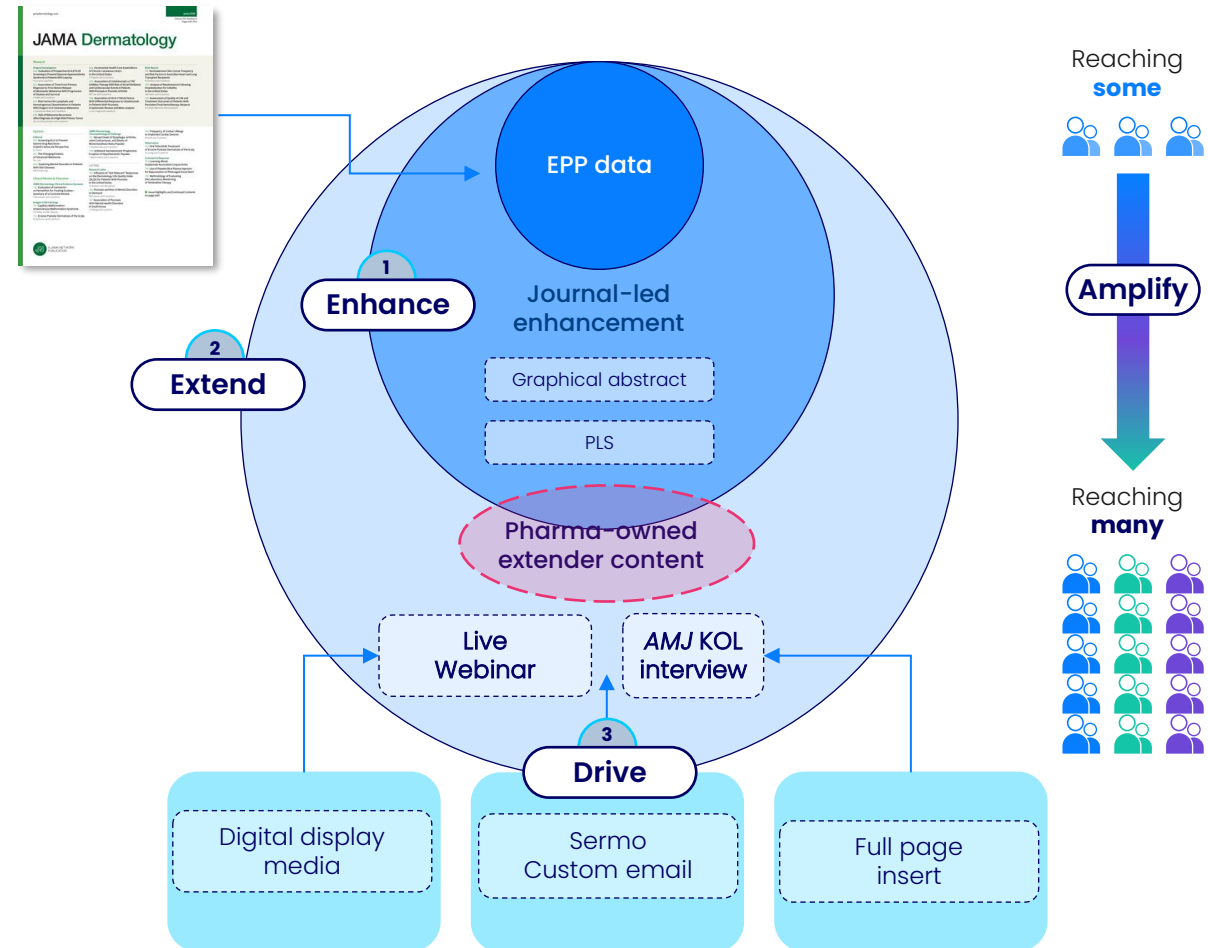
By tailoring how we communicate data, we maximise its reach and impact.

Amplifying data further, through omnichannel engagement

Our omnichannel strategy ensures your data reaches and resonates with target audiences, compliantly

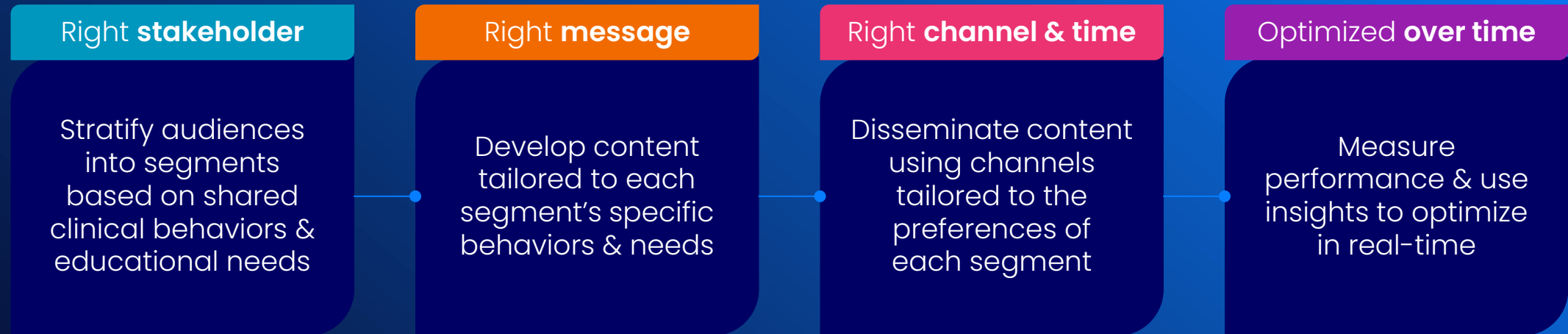
- 1 We start by **enhancing** the core publication through journal-led assets, e.g., graphical abstracts and plain language summaries
- 2 Then, we **extend engagement** with high-value, hosted content like webinars and KOL interviews
- 3 To **drive visibility** to the hosted content, we deploy precision-targeted tactics: digital display media, custom Sermo emails, and full-page journal inserts

This connected ecosystem is designed to meet audiences where they are – scientifically and strategically, and ensures amplified reach, deeper engagement, and maximum impact for your data

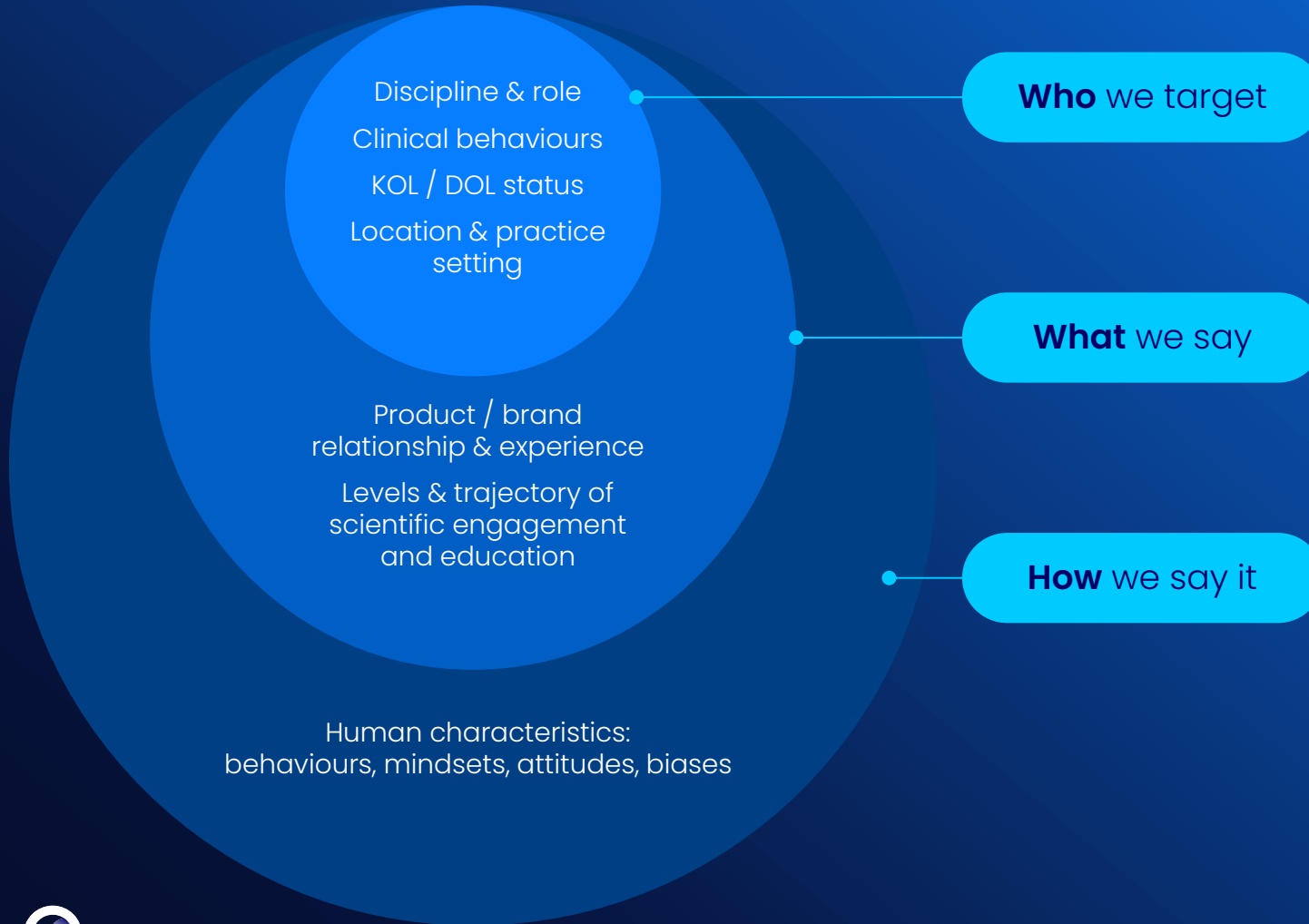


How we do this: our omnichannel data dissemination process

Designing medical engagement to address heterogeneity



Tailored communications start with audience segmentation



Illustrative segmentation output (*simplified*)

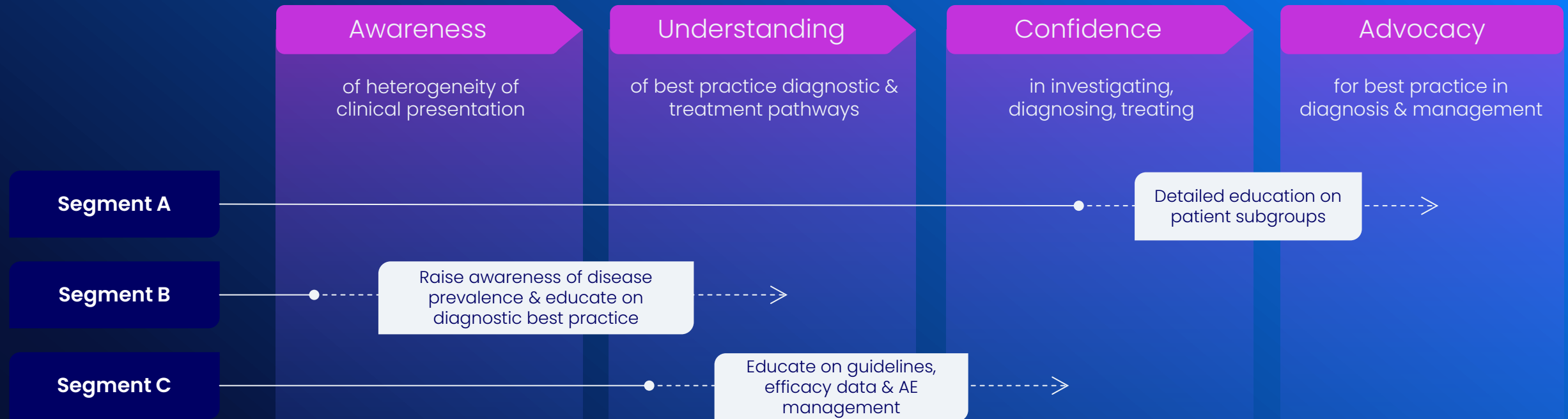
Segment	Behavioral traits
Segment A	Display clinical best practice
Segment B	Treat other conditions optimally
Segment C	Poor guideline adherence



We then map scientific engagement journeys

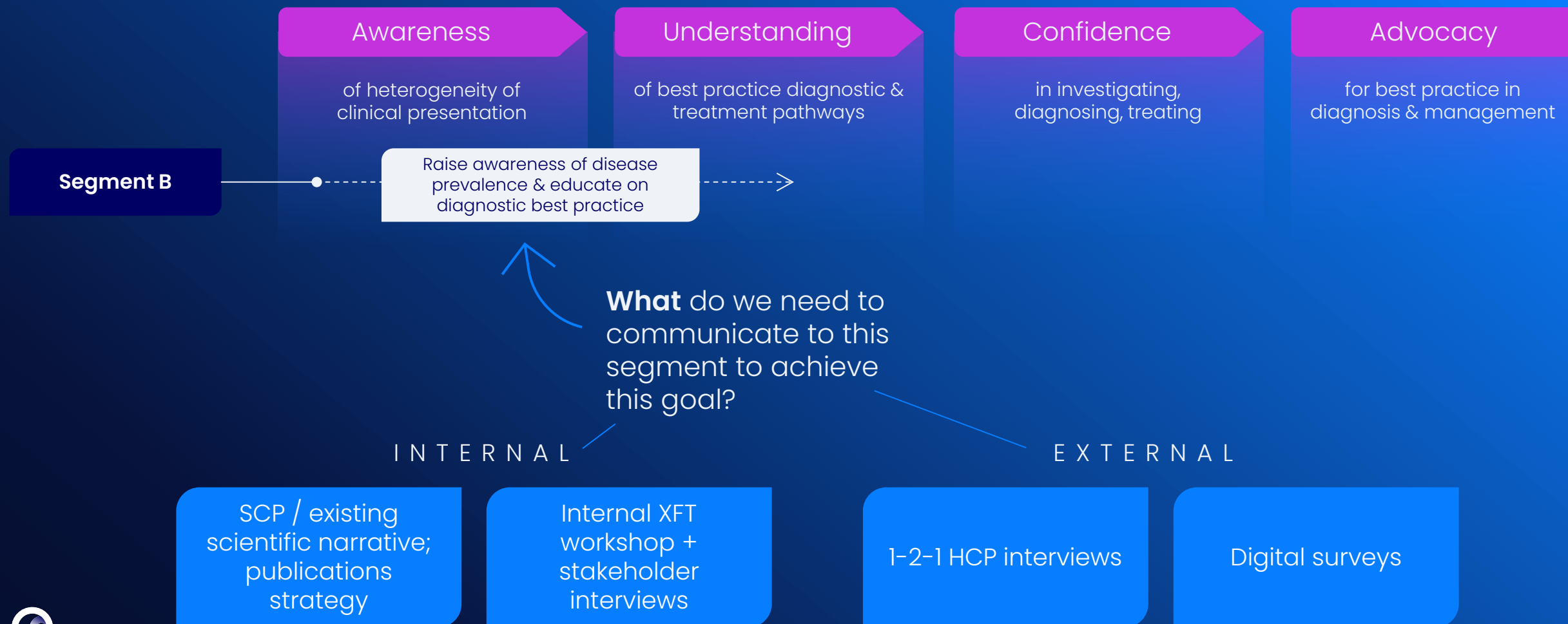
These plot where segments are on a journey of progressive scientific knowledge, and identifies how we move them along

Illustrative scientific engagement journey (*simplified*)



This lets us craft tailored scientific narratives

Example process for *Segment B*



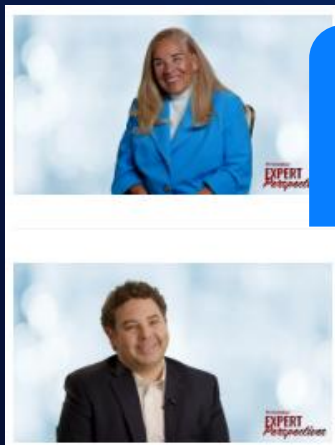
Next, we build understanding of how to reach our audiences

Example process for *Segment B*



What this could look like (illustrative example)

Example process for *Segment B*



Bitesize KOL videos hosted on third-party medical education website

Digital media placements on journal websites, and emails sent to subscribers, to drive traffic to KOL videos



Sermo in-feed posts

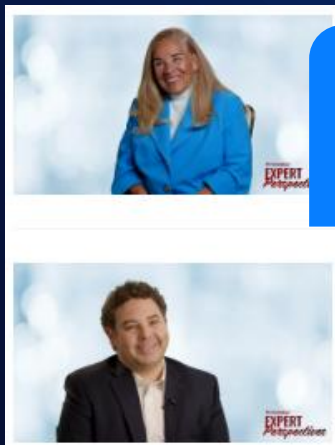


Medscape on-site alerts



We focus investment on top-performing tactics to maximise reach of, and engagement with, data

Example process for *Segment B*



Bitesize KOL videos hosted on third-party medical education website

Digital media placements on journal websites, and emails sent to subscribers, to drive traffic to KOL videos



Less reach & engagement than journal media, so phased out

Sermo in-feed posts



Medscape on-site alerts



Omnichannel data dissemination to address scientific perceptions

The challenge

Our client, a top-10 pharma company, needed support with addressing scientific perceptions of one of their neuroscience treatments amongst US neurologists.

Approach & solution

Analysis revealed poor awareness of the treatment's safety data, so we designed a next-generation data dissemination strategy focused on tailored scientific engagement. This involved segmenting audiences by clinical behaviours and analysing their educational needs in granular detail, before developing targeted channel and content plans bespoke to each segment. We then designed pre- and post-campaign surveys to assess how our strategy was influencing scientific perceptions.

Expanding the scope

Due to our innovative approach, we were engaged by the wider neuroscience portfolio to provide strategic partnership and application of our approach to a potential blockbuster treatment.

Both our initial and expanded engagements are live, ongoing programs of work.

Results of our data dissemination work are being measured in Q4, and will include assessing:

- Changes in knowledge of safety data
- Perceptions of differentiation vs other treatments
- Impact on clinical behaviors

“You nailed the strategy. This is the future of Medical Affairs”

– Executive Director, US Medical Affairs

“Your systematic approach is the best one I’ve seen”

– Senior Director, US Medical Affairs





Elevating impact
measurement of
publications

We can gauge the success of publications by measuring traditional metrics...

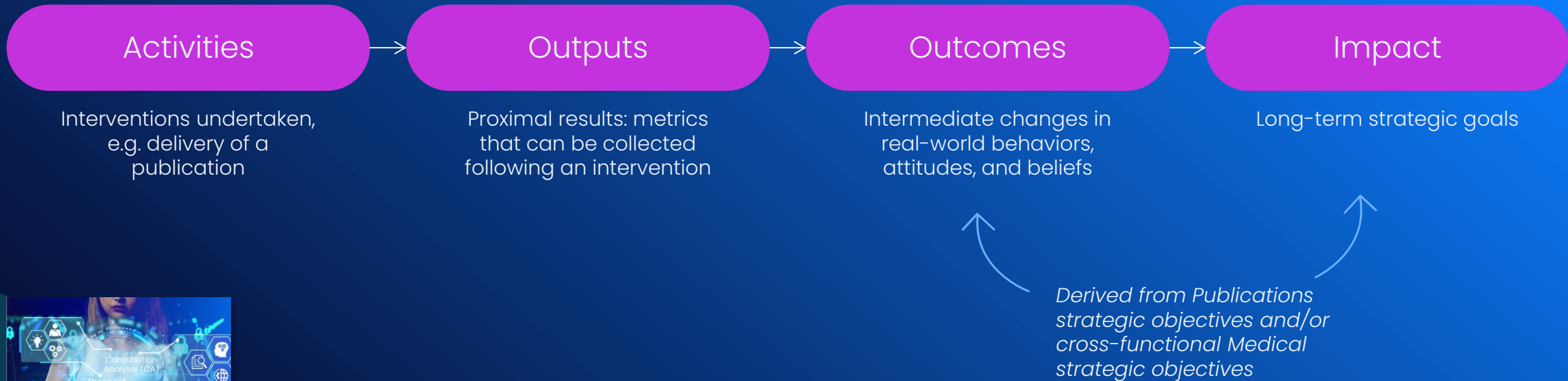
<div></div> <div>GOAL</div> <div>Measure progress of the publication plan and individual publications</div>				<div>Measure the reach and engagement of publications</div>		
<div></div> <div>TACTICS</div> <div>Congress presentations</div> <div>Journal activity</div> <div>Implementation</div>				<div>Journal activity</div> <div>Congress activity</div> <div>Social media</div>		
<div></div> <div>KPIs</div> <div><div><div>➤ Number and type of abstract acceptances</div><div>➤ Ensure reach to all applicable audiences</div></div><div><div>➤ Number of publications submitted on schedule</div><div>➤ Number of publications accepted at first submission</div><div>➤ Mean journal impact factor</div></div><div><div>➤ Mapping against communication points</div><div>➤ Planned versus actual submissions</div></div></div>				<div><div><div>➤ Average page views</div><div>➤ Average time spent on page</div><div>➤ Number of visitors who engaged with supplementary material</div><div>➤ Number of downloads</div><div>➤ Altmetric scores</div><div>➤ Google Scholar scores</div></div><div><div>➤ Number of poster downloads</div><div>➤ Supplementary file visits</div><div>➤ Number and type of questions during oral presentations</div></div><div><div>➤ Posts linking to journal content</div><div>➤ Analysis of keywords used</div><div>➤ Number of shares</div><div>➤ Number of mentions</div></div></div>		

Ensuring we expand the reach of data to the appropriate audiences through the most impactful publications



...but have developed a robust impact model to better assess the real-world impact of publications

Our model provides a structured way to map how publications influence outcomes & contribute to long-term impact

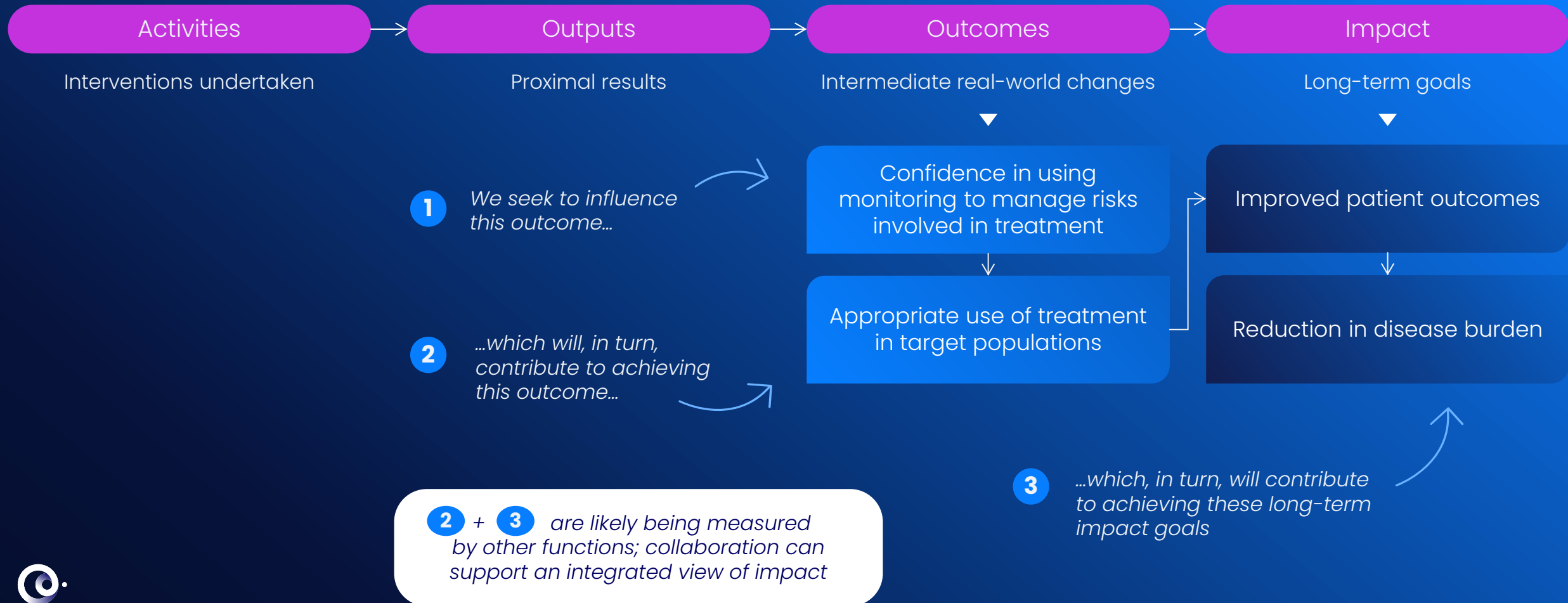


Scan this QR code to explore our model in more detail, in our white paper on novel approaches to Medical impact measurement

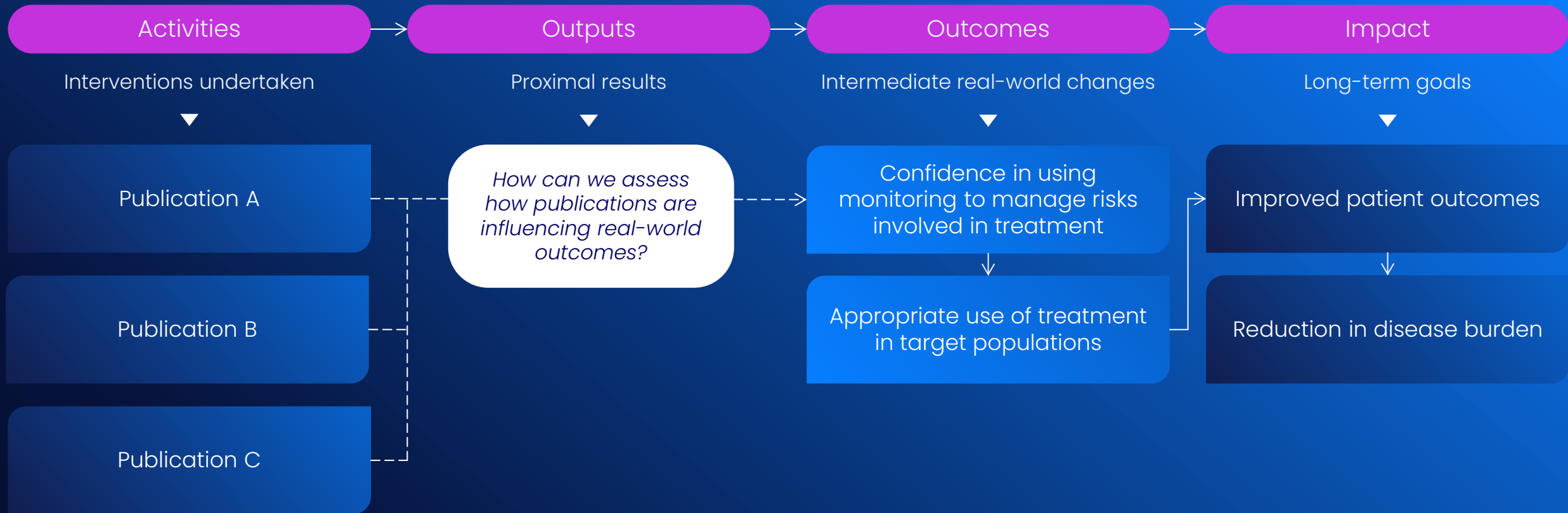


The model in action: an illustrative example of demonstrating publications' influence on a target real-world outcome

We begin by identifying the real-world outcomes, and long-term impact, we are seeking to influence with certain publications

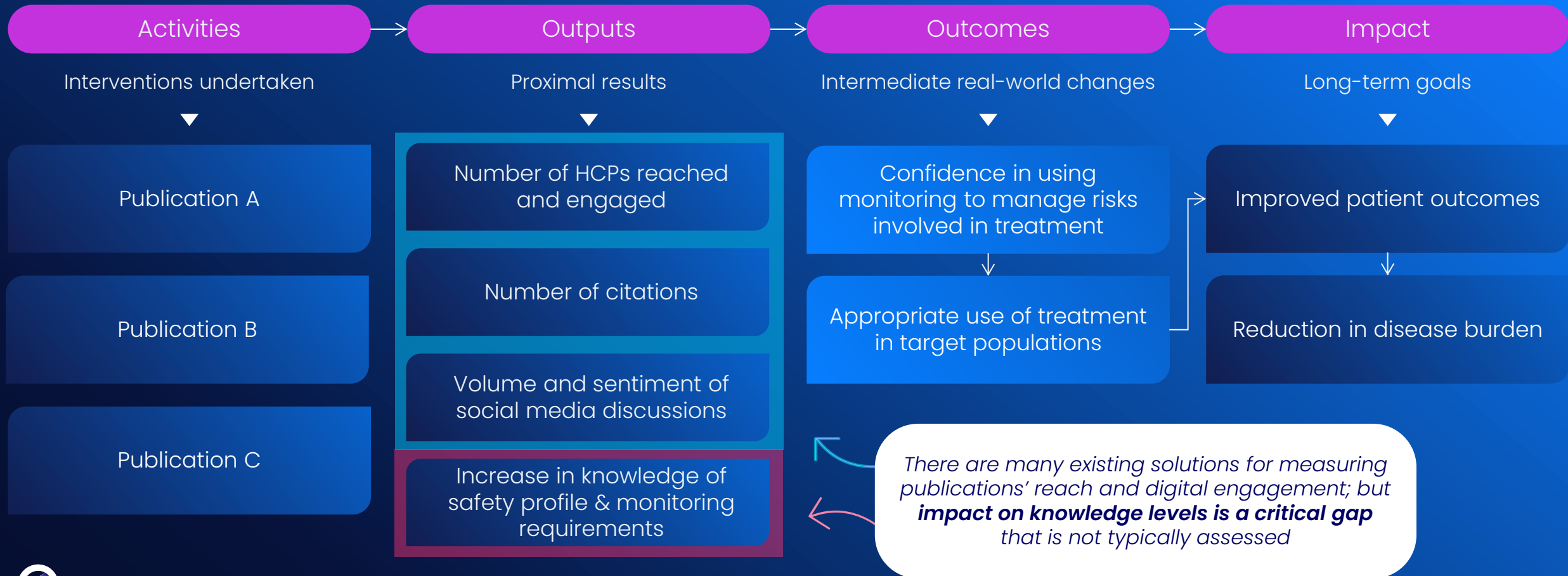


We then map relevant publications, before asking: what *outputs* will demonstrate influence on the desired real-world *outcomes*?



There are many publications metrics available, but they do not typically show impact on knowledge levels

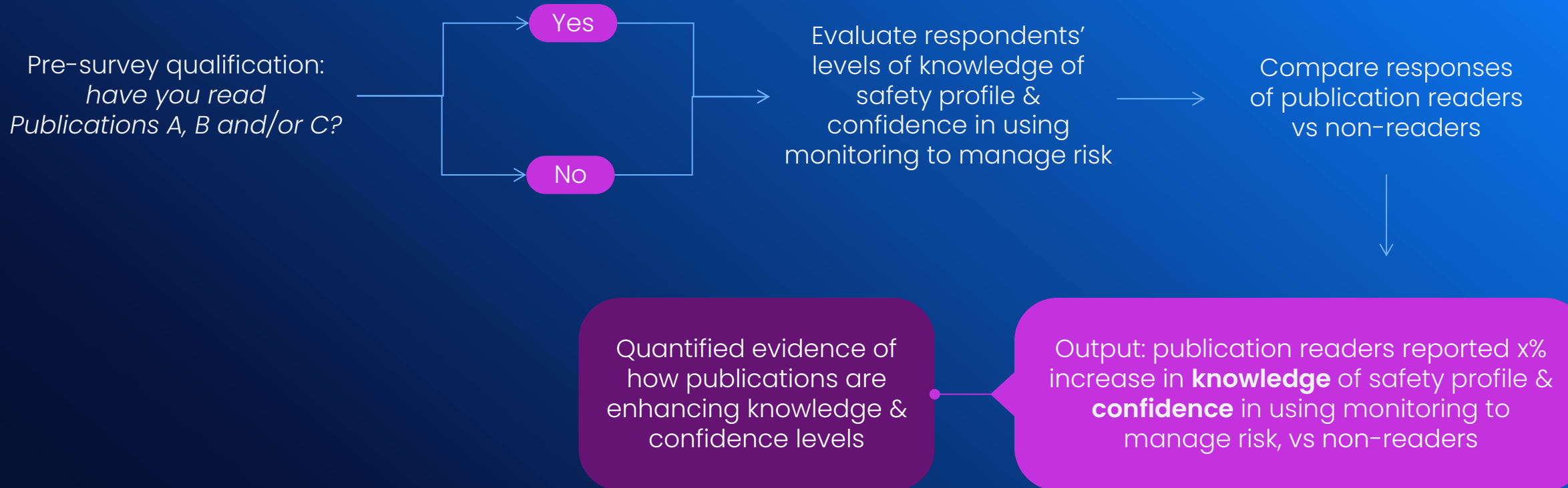
Assessing impact on knowledge levels is a *missing key component* of demonstrating contribution to real-world outcomes



An example of how we evaluate increases in knowledge



Method: digital surveys targeted to relevant HCP specialties in key markets, distributed via Sermo HCP network



The output

