- Significant amounts of time, effort, and money go into publishing peerreviewed medical articles
- peerreviewea medical articles

 However, there is a growing
 perception that health-care
 professionals (HCPs) no longer read
 medical literature¹

 So, do HCPs still actually read peerreviewed articles? And if so, do they
 help inform clinical practice?

OBJECTIVE

 To understand the role of peer-reviewed publications in communicating clinical data to HCPs An anonymous online survey was conducted between December 11–18, 2017

METHODS

- Respondents included primary care physicians and oncologists evenly distributed across the USA and EU5 countries (France, Germany, Italy, Spain, and the UK)
- HCPs were included irrespective of their publication history and received reimbursement of \$10-31 for survey completion

RESULTS

HCPs included in the survey

Sample size: 108 HCPs

- 53% oncologists; 47% PCPs
- 53% from EU5; 47% from USA

Number of years practicing medicine



or a professional medical writer in developing a me publication and 79% had authored ≤10 previous publications

How often and why do HCPs access clinical information in peer-reviewed publications?









But do peer-reviewed publications influence clinical practice?



How do HCPs think published clinical data could

How do HCPs think the communication of clinical data could be improved?



Aside from journal articles, how do HCPs ccess clinical data?



CONCLUSIONS

CONCLUSI In this cohort, peer-

reviewed literature was a valued source of clinical information that influences clinical decisions

IMPLICATION

Proper publication planning and execution remains a vital channel to effectively communicate clinical evidence to HCPs

CONCLUSION Several barriers including journal paywalls, limit the nmunication of clinical data to HCPs

IMPLICATION Medical publication professionals should actively seek and promote the use of journals with suitable

open-access options

HCPs want faster, easier access to clinical trial data and publications

IMPLICATION Communicating clinical information through additional channels that allow easier engagement, e.g. online apps, is likely to improve reach to HCPs



REFERENCE 1. Packer M. 2018. Available at: https://www.medpagetoday.com/blogs/revolutionandrevelation/72029

COMPLETE HEALTHVIZION

A McCANN HEALTH COMPANY



Michael Thompson, 1 Kieran Davey, 2 Tanja Torbica, 1 Hollie Robinson, 3 and Jane Nunn⁴

¹Complete HealthVizion, Manchester, UK; ²Complete HealthVizion, Chicago, IL, USA; 3Complete HealthVizion, Glasgow, UK; 4Complete HealthVizion, Macclesfield, UK