BACKGROUND

• Significant amounts of time, effort, and money go into publishing peer-reviewed medical articles.
• However, there is a growing perception that healthcare professionals (HCPs) no longer read medical literature.
• So, do HCPs still actually read peer-reviewed 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.

METHODS

An anonymous online survey was conducted between December 11-18, 2017.
• Respondents included primary care physicians and oncologists evenly distributed across the USA and 6 EU 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

<table>
<thead>
<tr>
<th>Number of Years</th>
<th>2 or less</th>
<th>3–5</th>
<th>6–10</th>
<th>11–15</th>
<th>16–20</th>
<th>20+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>11%</td>
<td>30%</td>
<td>46%</td>
<td>15%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

81% of respondents had no previous experience with pharma or a professional medical writer in developing a medical publication and 79% had authored ≤10 previous publications.

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

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Daily</th>
<th>Occasionally</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical journal articles</td>
<td>70%</td>
<td>22%</td>
<td>15%</td>
<td>6%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Guidelines and institutional guidelines</td>
<td>61%</td>
<td>35%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Congresses</td>
<td>58%</td>
<td>28%</td>
<td>9%</td>
<td>4%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Online discussion forums</td>
<td>47%</td>
<td>30%</td>
<td>19%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Social media</td>
<td>42%</td>
<td>30%</td>
<td>21%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

89% of respondents felt that access to clinical trial data was important.

How do HCPs think published clinical data could be more interactive?

<table>
<thead>
<tr>
<th>Interactive method</th>
<th>Weekly access to data</th>
<th>Audio or visual article summaries</th>
<th>Articles provided through online access platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>60%</td>
<td>54%</td>
<td>58%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Communication method</th>
<th>Weekly access to data</th>
<th>Audio or visual article summaries</th>
<th>Articles provided through online access platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>62%</td>
<td>54%</td>
<td>58%</td>
</tr>
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</table>

REFERENCES

1. Parker M. 2018. Available at: https://www.reutershealth.com/article/healthcare-sciencemediab/22019

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ACTUALLY READ THEM?

DO PHYSICIANS STILL PUBLICATIONS: PEER-REVIEWED?

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62% Weekly access to data
54% Audio or visual article summaries
58% Articles provided through online access platforms

But do peer-reviewed publications influence clinical practice?

Published in a high-impact peer-reviewed journal? 89% Yes and 84% No
Presented at a prestigious congress? 61% Yes or open access 54% No
Wide sharing on social media? 50% Sometimes

Sources of information that guide clinical practice

Discussion with colleagues 70%
Medical journal articles 58%
Guidelines 24%
Institutional guidance 30%
Congresses 22%
Online training courses 10%
Online discussion forums 22%
Social media 6%