

# Influence of metrics and enhanced content on healthcare professional engagement with publications

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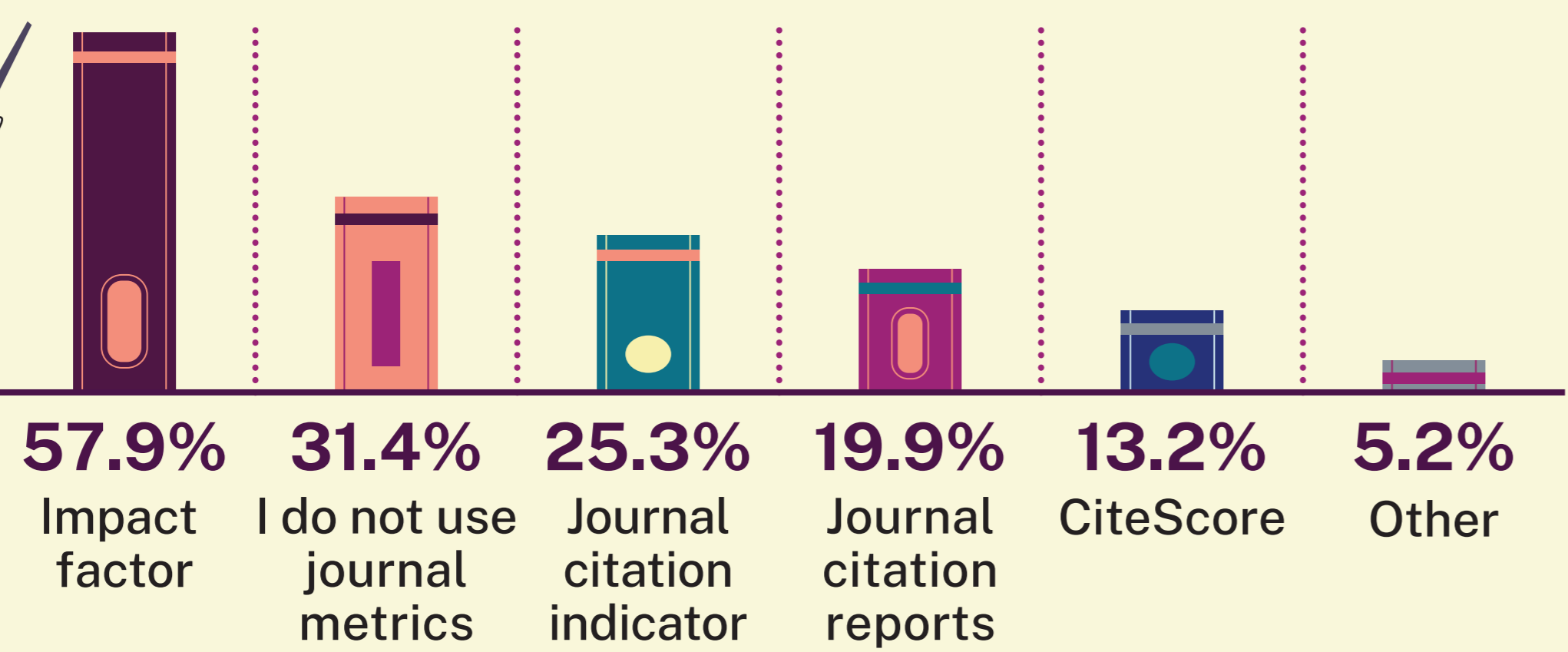
## The Problem

- It can be confusing for healthcare professionals (HCPs) to know which metrics to use when assessing the impact and quality of publications.
- Enhanced publication content (EPC) can increase the impact and reach of a publication. However, ensuring that HCPs are able to easily create, access and utilise it to benefit their patients can be challenging.

## WHAT 423 SURVEYED HCPs TOLD US...

### Metrics

Journal metrics influencing the decision to read an article

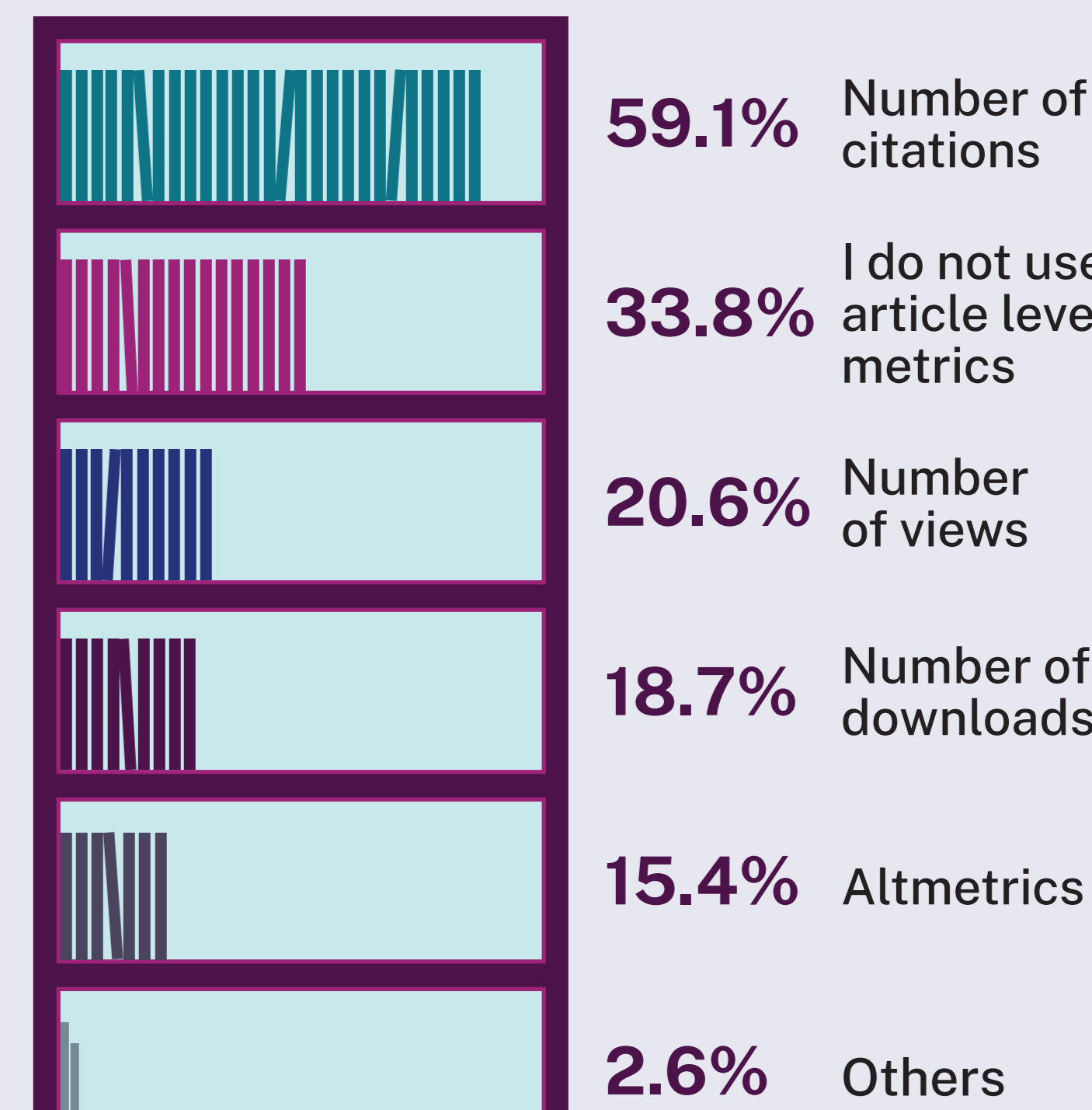


HCPs tend to look at the journal impact factor when deciding whether to read an article, as well as when deciding where they should publish their own research

### Journals

### Articles

HCPs most often use the number of citations an article has to determine the quality of the article



### Enhanced Publication Content

38.8% EPC does not influence my interaction with publications



HCPs find the inclusion of EPC increases their engagement with published content, either in terms of reading the full article, keeping up to date with the literature or informing their patients

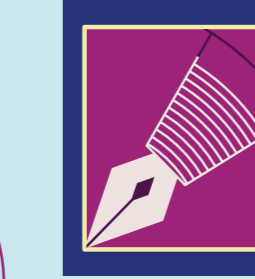
38.8% EPC increases my likelihood of reading a publication



27.7% EPC is more helpful for keeping up-to-date with literature compared with publications without



15.8% I prefer to read/watch/listen to enhanced content than read the whole publication

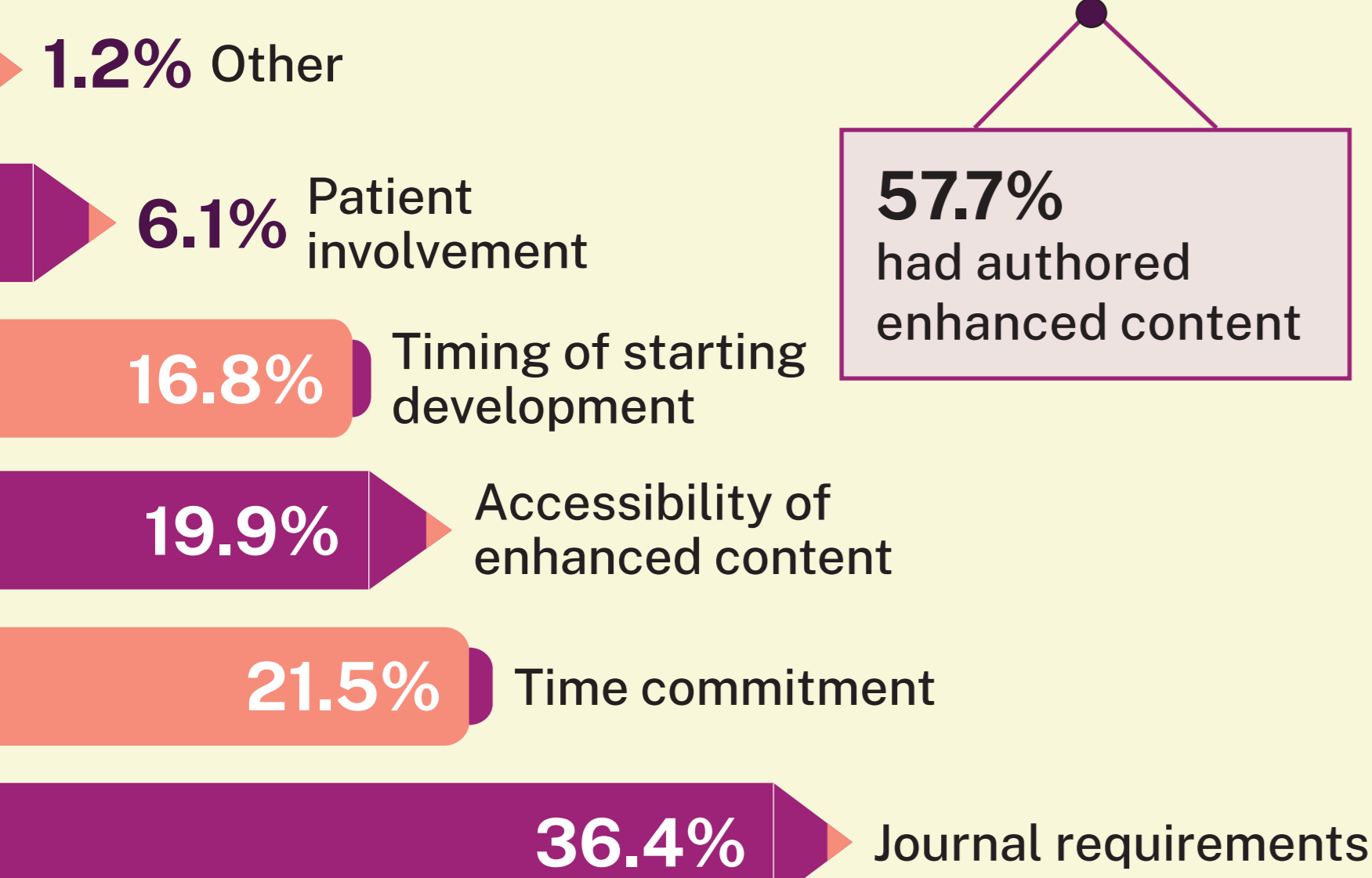


0.7% Other

15.6% I use EPC to inform patients on their disease or treatment



### Barriers to authorship of enhanced content

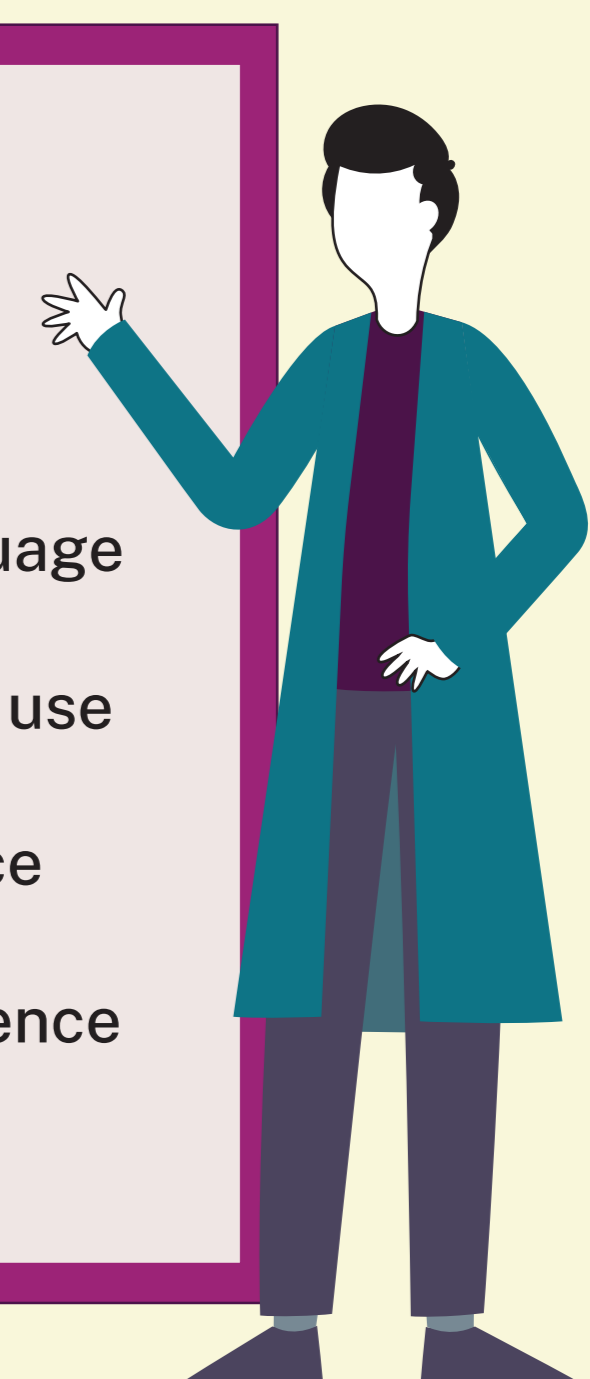
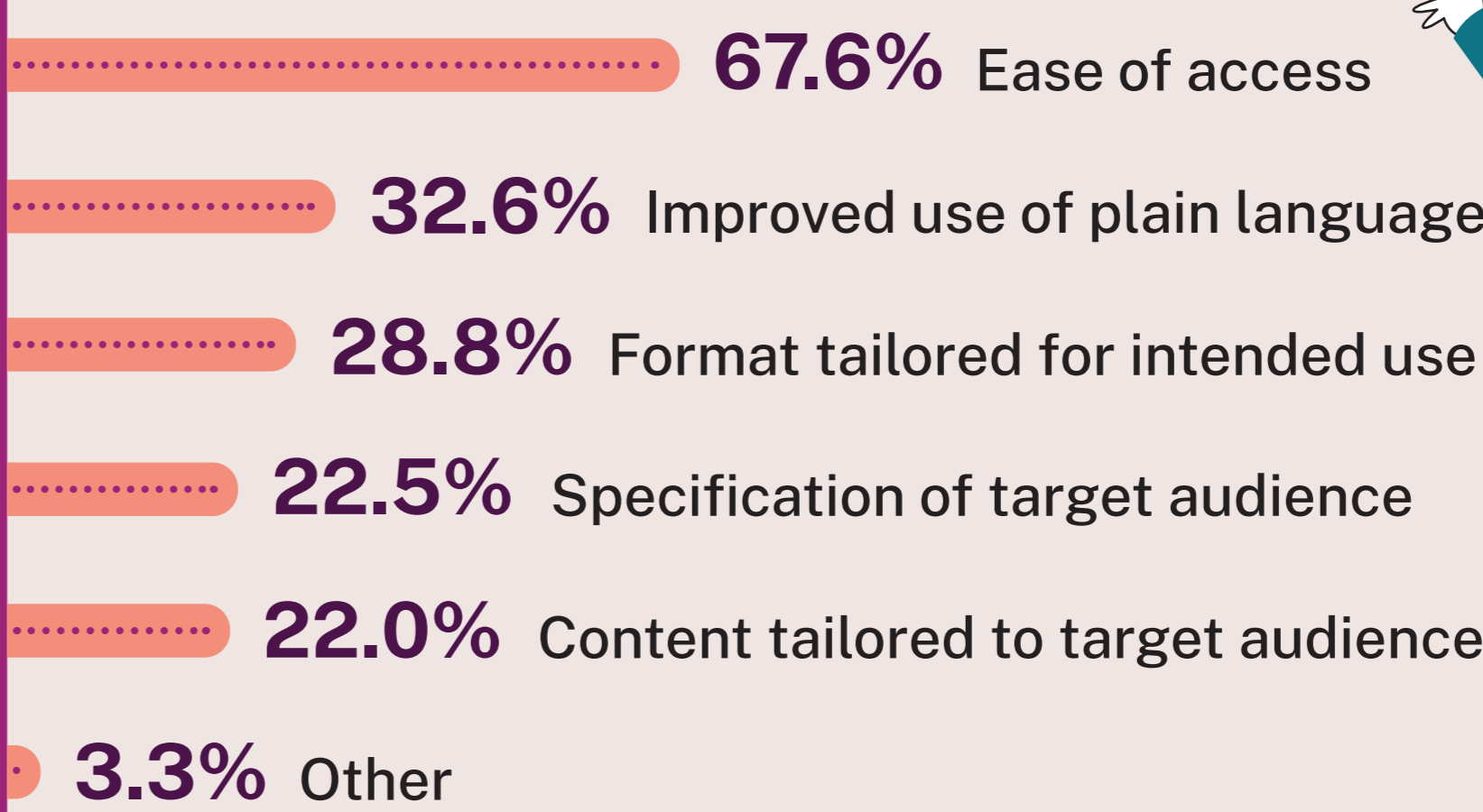


57.7% had authored enhanced content

Journal requirements are strict or confusing and the large time commitments needed to develop enhanced content hinders HCPs from authoring such content



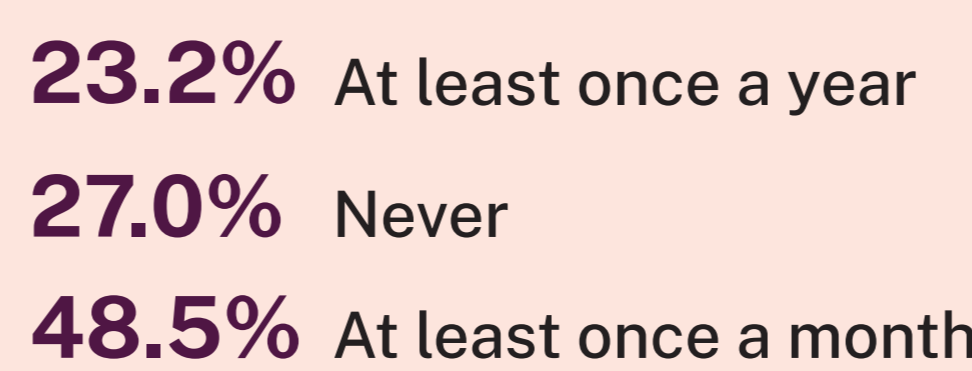
### Improvements that could be made to enhanced content



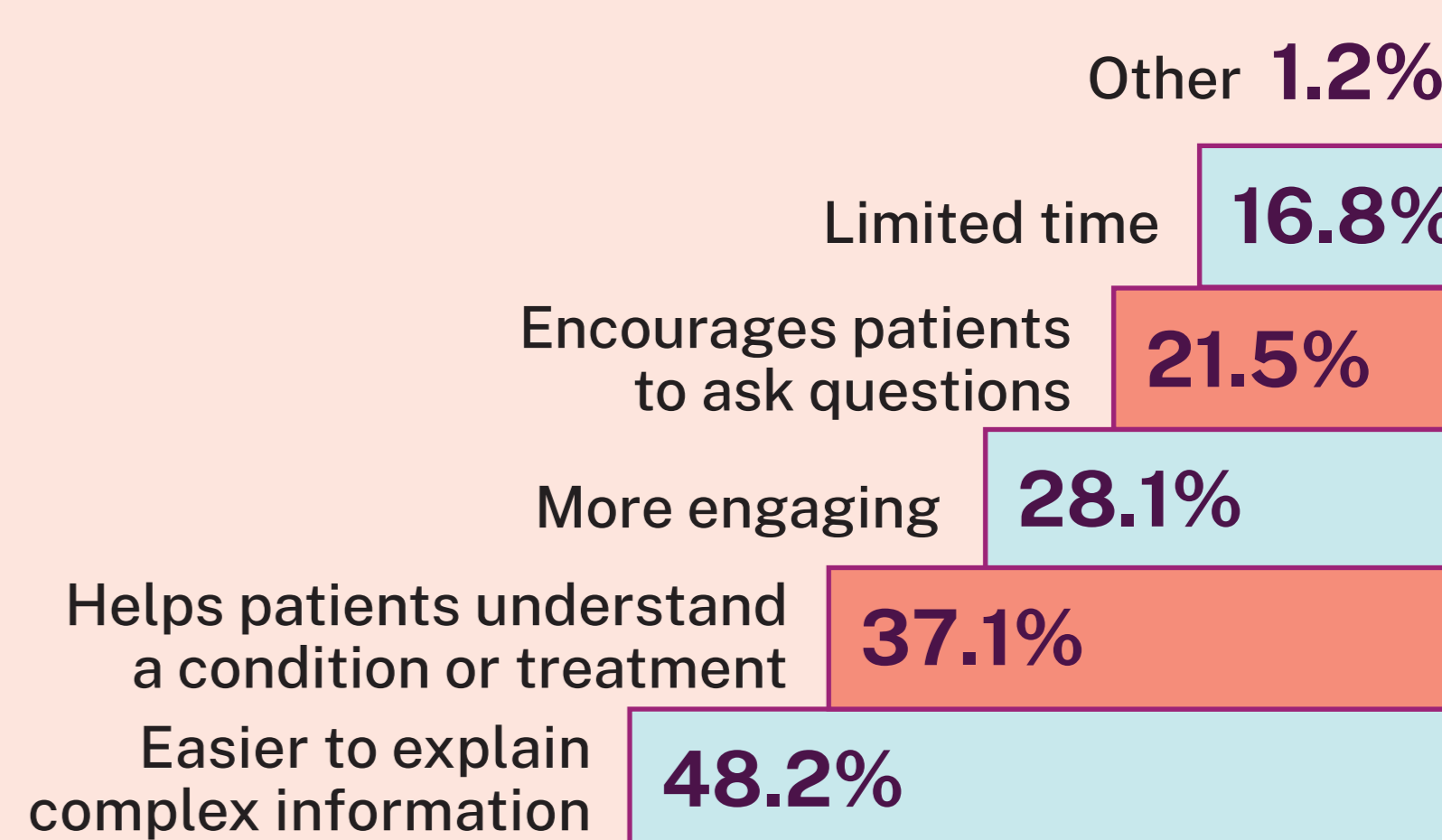
### HCPs use enhanced content frequently with patients, and most often to help explain complex information



#### Frequency of interaction



#### Reasons for using enhanced content with patients



## CONCLUSIONS AND CALL TO ACTION

- Traditional metrics, with known limitations, still influence article readership; **publication professionals should encourage use and understanding of novel, robust and transparent metrics for research assessment**, in line with the Declaration on Research Assessment (DORA).
- Whilst our results show that HCPs value EPC, journals could aid accessibility and uptake by hosting EPC alongside articles directly and simplifying guidelines and requirements for preparation.



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