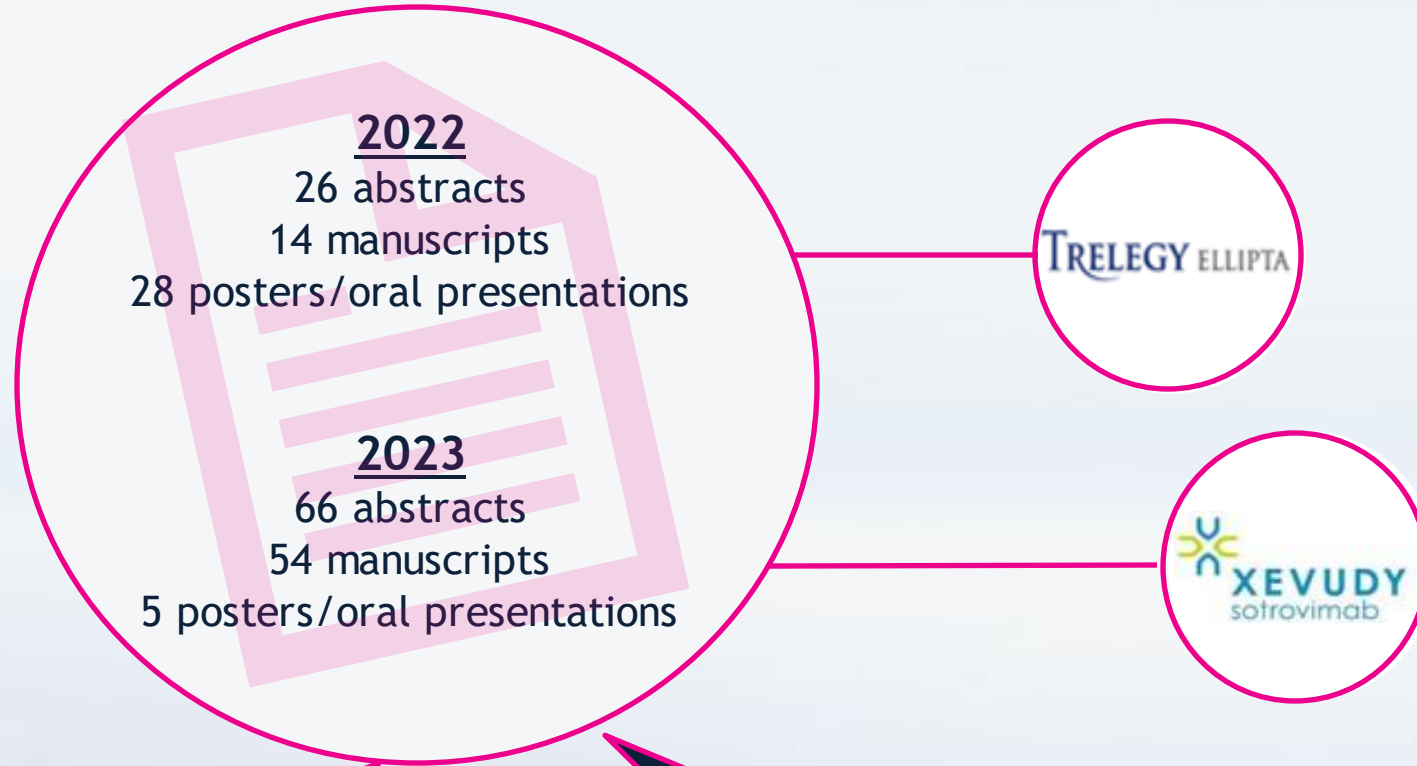


# Publications case studies





Since 2022 we have supported publication teams with over 193 projects across the respiratory portfolio

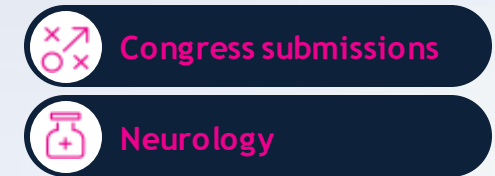


- We have provided writing and publications management support, building trusted relationships with over 100 authors across the portfolio
- In addition to the projects listed here, we have supported with presence at key congresses including **ATS, ID Week, CHEST, ISPOR EU, ERS, ECCMID** and **Croi**.

93% acceptance rate for sotrovimab manuscripts in 2023

86% acceptance rate across all abstracts in 2023

# Proactive publication plan management supporting high-volume congress submissions



## CHALLENGE

- Client partner aimed to premiere data for 18 abstracts at their most critical meeting of the year, APSS (SLEEP). The submission deadline for APSS is around the holidays each December (-Dec 17-21)
- The team needed to ensure tactics were endorsed in a timely manner, and planned around data availability, while also allowing for appropriate development and compliance steps to be completed

## SOLUTION

The team identified 3 key areas to create a roadmap for success

### Preparation:

- Devised and coordinated an executable strategy to align data availability with standing Publication Team Meetings
  - Built a calendar and assigned tactics that was shared with the publication leads
  - Raised early endorsement for tactics with available data

### Communication:

- Scheduled regular check-ins with publication leads
- Provided roadmap updates to stakeholders communicating status of endorsed and yet to be endorsed tactics

### Collaboration:

- Partnered with publication and tactic leads on slide development to reduce their burden as they worked to coordinate the final data packages
  - Drafted shell slides in advance of meetings and populated with final data prior to assigned Publication Team Meetings
- This reduced the need to reschedule tactic endorsement due to late delivery of data

## OUTCOME

- 100% success rate was achieved:
  - All 18 abstracts were submitted ahead of the deadline and were subsequently accepted for presentation at the annual meeting
  - Our depth of product knowledge and scientific acumen allowed us to meet critical deadlines without delaying any development timing
  - Client partner sent out an email to their entire global medical affairs team thanking us for our efforts:

*“Thank you very much for your extensive work on this very important body of research publications for APSS. I appreciate everyone’s work on these publications.”*



Development Schedule

# Rapid global publication of practice-changing data

## CHALLENGE

- Phase 3 trial completion was anticipated toward the end of 2021; the client and authors were keen to submit a late-breaking abstract to ASCO Genitourinary Cancer Symposium (ASCO GU; deadline December) and manuscript to the New England Journal of Medicine (NEJM) for simultaneous presentation/publication in February
- Access to the data was limited to maintain confidentiality - the OPEN Health mini-team comprised two account handlers, two writers, one medical director, one editor, and one graphic designer, split across UK and US offices

## SOLUTION

### Preparation:

- Shell abstract and manuscript drafted (with the assumption that results would be positive) for discussion and review by all authors before data availability
- Detailed timelines and processes developed, with contingency plans (e.g., for authors unable to access publication management system)
- Separate OPEN Health group email and restricted-access folders set up

### Communication:

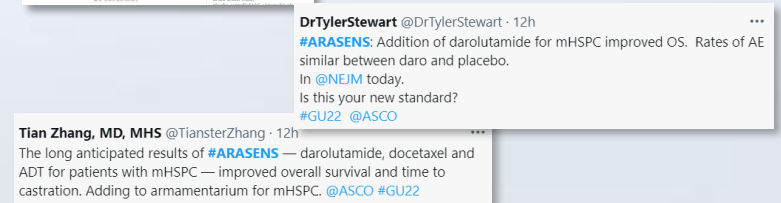
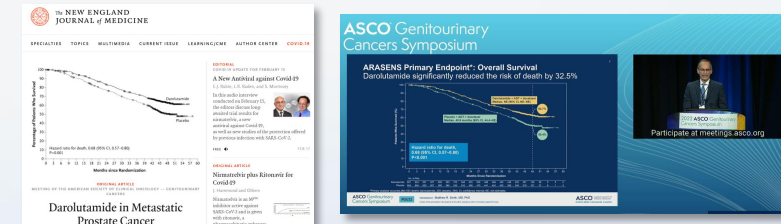
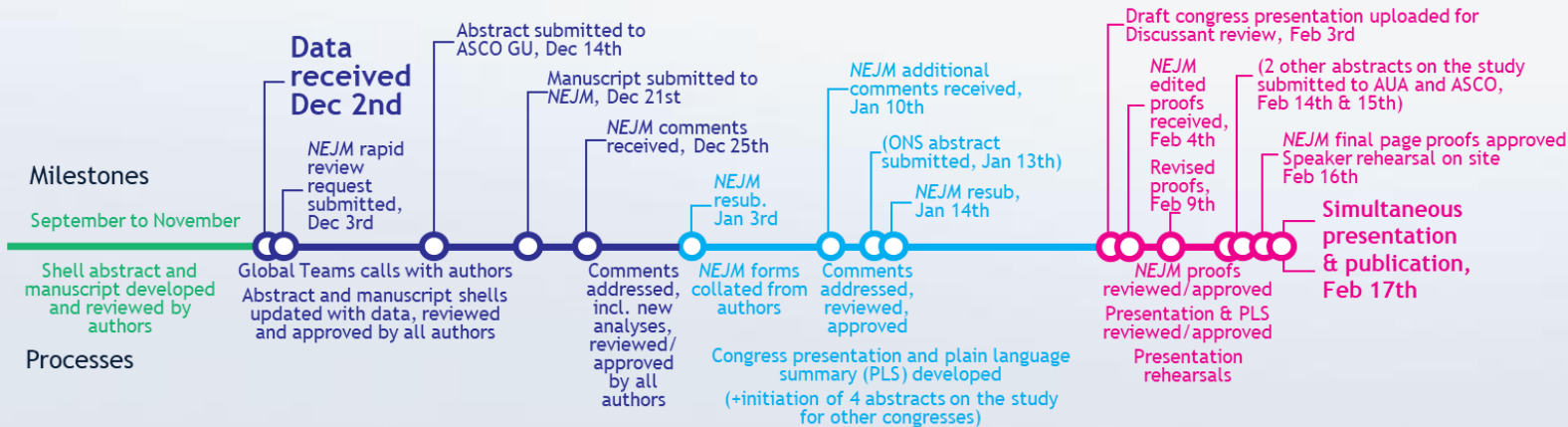
- Numerous Teams calls with client, lead author, and publication steering committee for rapid alignment on content
- Multiple data review calls timed to facilitate participation of authors across the globe
- Authors regularly updated on review and approval timelines
- Presubmission “rapid review” request to NEJM, with positive response

### Collaboration:

- Journal reviewer responses addressed end December, thanks to enthusiastic and flexible teamwork between client, lead author, and OPEN Health
- OPEN Health worked with NEJM to ensure that all author disclosures and copyright transfer forms were provided as required to allow publication to proceed

## OUTCOME

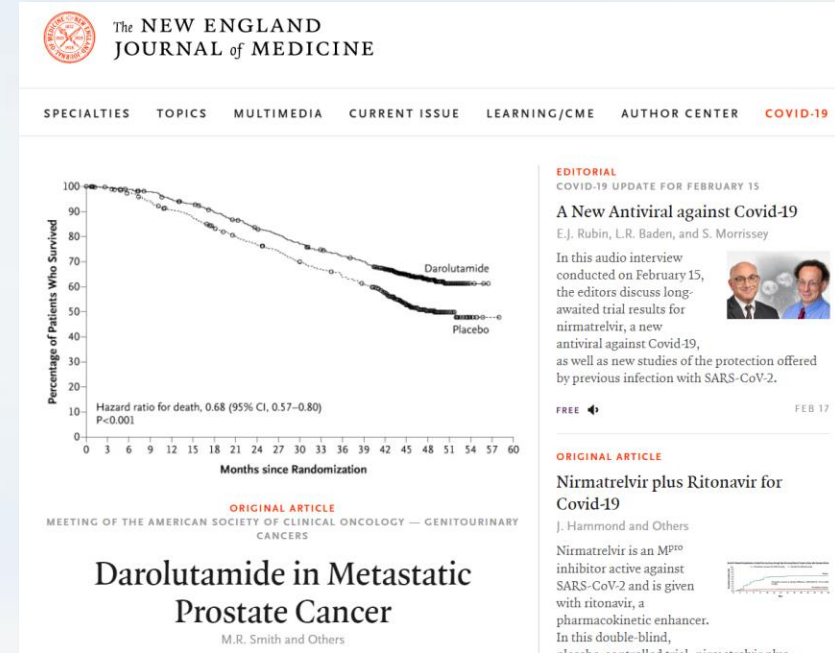
- Ground-breaking pivotal study results presented and published within 2.5 months of data analysis, without compromising best-practice publication standards



# Rapid global publication of practice-changing data

High-impact pubs

Oncology



**Tian Zhang, MD, MHS @TiansterZhang · 12h** ...

The long anticipated results of #ARASENS — darolutamide, docetaxel and ADT for patients with mHSPC — improved overall survival and time to castration. Adding to armamentarium for mHSPC. @ASCO #GU22

**DrTylerStewart @DrTylerStewart · 12h** ...

#ARASENS: Addition of darolutamide for mHSPC improved OS. Rates of AE similar between daro and placebo.  
In @NEJM today.  
Is this your new standard?  
#GU22 @ASCO

**Francisco Rodríguez-Covarrubias @DrFRodriguezCov · 8h** ...

Triplets for HSPC are here!!!

#GU22 #ARASENS

**maria grazia maratta @MGMaratta · 2h** ...

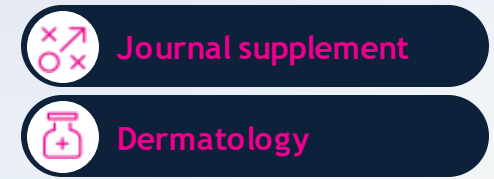
Great night with #ASCOGU22. #ARASENS results made my day. Together with #PEACE-1, data support use of triple therapy as SOC in #HSPC. Are we ready for this? What about patient selection? All for everyone? @NEJM [nejm.org/doi/full/10.10...](https://nejm.org/doi/full/10.10...)

**ASCO @ASCO · 9h**

#GU22 discussant Dr. @EHeath4100 summarizes the ARASENS trial which examined OS w darolutamide vs placebo in combo w ADT & docetaxel for mHSPC.

👍 "The good news is there's a great OS benefit, manageable toxicity, and I think that's the new standard of care." #pcsm

# Swiftly raising awareness of a rare disease through a targeted, credible journal supplement



## CHALLENGE

- There is a lack of awareness of generalized pustular psoriasis (GPP), a rare disease with severe complications, for which there is no standard treatment
- As there is little literature on GPP, the client wanted to quickly raise awareness across multiple topics of this rare disease, targeting dermatologists, to aid scientific discussions and underline the unmet medical need, ahead of the planned product approval/launch

## SOLUTION

- A pharma-sponsored supplement, containing 7 key narrative review articles authored by experts and patients, for publication in a peer-reviewed medical journal, widely read by dermatology specialists. The supplement route allowed a rapid, guaranteed vehicle for publication across multiple topics in a short timeframe, to the targeted audience
- Each review article also included a digital asset to provide an engaging visual dimension to the content, e.g. infographics/animated videos to allow the content/data to reach larger audiences

## OUTCOME

- The supplement was compliantly developed in 8 months and published in January 2022, under expedited timelines, to meet anticipated product approval dates
- Engaging renown experts, patients and patient advocacy groups for their participation as authors and inviting their suggestions for review chapter topics added credibility and consistency to the publication, which there may be perceived bias due to pharma sponsorship
- The supplement laid important groundwork for product launch by raising awareness of the unmet need clinical need in this rare disease
- Since publication in January 2022 the supplement has received a total of 17,165 views, averaging over 2,500 views per article. A generalist clinical review might receive 4000 views against which this niche area publication compares well.



2021, Vol. 22, Supplement 1 (pp. S741-S906)  
ISSN: 1173-0561 (Print), 1179-1888 (Online)

*American Journal of*  
**Clinical Dermatology**  
Supplement

Understanding Generalized Pustular Psoriasis to Improve Patient Outcomes  
Guest Editor: Peter CM van de Kerkhof

Adis

Adis OPEN ACCESS

**The Prevalence and Disease Characteristics of Generalized Pustular Psoriasis (GPP)**  
Min Zheng, Denis Julien, Kilian Eyerich

GPP is a rare and potentially life-threatening disease. While it shares some signs and symptoms with less serious forms of psoriasis, GPP is a separate condition and requires an accurate diagnosis.

**What are the characteristics of GPP?**

- 1 Recurrent or intermittent disease flares
- 2 May co-present with Fever, Chills, Loss of appetite
- 3 Can present at any age, including in children
- 4 IL-36 pathway implicated
- 5 Regional differences in frequency of IL-36 receptor antagonist gene (IL36RN) variants

~50 years Median age of diagnosis

Overexpression of IL-36 cytokines GPP skin lesions

Frequency of IL-36 receptor antagonist gene (IL36RN) variants

34.7%	Europe
28.8%	Malaysia
46.8-60.5%	China

**How common is GPP?**

Estimating the number of individuals who are affected by GPP is challenging

- 1 Misdiagnosis
- 2 Different data sources
- 3 Lack of awareness
- 4 Non-standardized methodologies
- 5 Low patient numbers

Published GPP data are highly variable

1.76	France
7.46	Japan
88-124	Republic of Korea

Quality per million persons and may be indicative estimates only

**How to differentiate GPP from plaque psoriasis?**

- GPP can manifest with or without concomitant plaque psoriasis
- GPP is a distinct clinical entity from plaque psoriasis with different genetic markers and a differential diagnosis is critical

Several key factors exist to differentiate GPP from plaque psoriasis

Flare recurrence	Leukocytosis with neutrophilia and elevated erythrocyte sedimentation rate	Fever
Inflammatory cell infiltrate	Edema	Respiratory, cardiac, or renal failure
No transient primary pustule formation of plaque psoriasis	Neutrophilic cholangitis	Increased alkaline phosphatase, transaminase, and bilirubin levels

The infographic represents the opinion of the authors. For a full list of disclosures, including funding and author disclosure statements please see the full text online.  
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[Publication link](#)  
*Am J Clin Dermatol* 23 (Suppl 1), 1-2 (2022).



# Delivery of an innovative patient-led podcast publication

## CHALLENGE

- There is a growing appetite for patient-led publications
  - However, participation in traditional publications may be intimidating for patients and challenging for those with accessibility requirements

## SOLUTION

- Podcast manuscripts are one option to facilitate genuine patient insights in a manner that is engaging and authentic
  - Highly accessible to a wide range of stakeholders
  - In addition to PubMed and journal websites, available via a range of streaming services including Spotify, Apple Podcasts, Deezer and TuneIn
  - A patient-friendly and easy to digest format
- Working together with a patient author and physician, we established relevant discussion topics for a fully-referenced podcast manuscript
  - We devised a comfortable and straightforward process to develop the podcast, accounting for the patient's specific needs
  - We then supported recording, review and transcription of the podcast

## OUTCOME

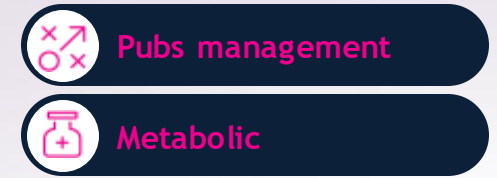
- Through successful engagement with the patient, we were able to facilitate the patient voice and present it in an accessible way while still leveraging the advantages of a traditional published manuscript
  - Based on careful journal selection, the transcribed podcast manuscript is citable, PubMed-indexed and searchable, thus raising the profile of this patient's lived experience
  - Within its first three months online, the podcast manuscript has been accessed ~1000 times

“Unfortunately, I think a lot of [physicians], they know how to talk clinical, they know how to talk medical, but they don’t know how to talk to a patient.”

- Jill Adelman (patient author)  
*A patient perspective on quality of life with wAMD*  
Podcast manuscript, *Ophthalmol Ther* 2022



# Successful delivery of high-priority publications while maintaining quality



## CHALLENGE

- We were asked to develop and deliver publication and medical education plans for a portfolio of diabetes treatments
- Client requested expedited development of a series of publications reporting data from a high-profile Phase III program (~10,000 patients), to coincide with data presentations at a major US congress
- Top-tier journals targeted (incl. NEJM, JAMA, Lancet, Lancet Diabetes Endocrinol)
- New timelines decreased original schedules by 8 to 12 weeks
- Expedited publications to be achieved without impacting the rest of the publication plans or medical education projects

## SOLUTION

- We were able to demonstrate rapid and dynamic flexibility to upscale from 6 to 13 dedicated members and ensure appropriate delivery support

## OUTCOME

- **Successful publication of 5 manuscripts** achieved to coincide with congress presentations, including one (NEJM) for which CSR was received 5 weeks before the congress
- **3 additional high-priority manuscripts** successfully published within an overlapping timeframe
- **No impact** on 'regular' publication and medical education projects

