

Awareness and use of scientific communication platforms: findings from a mid-sized pharmaceutical company employee survey

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*At the time the survey was performed



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Objective

- Scientific communication platforms (SCPs) are internal strategic documents that provide a foundation for consistent and accurate communications with external audiences around the disease state and pharmaceutical product or portfolio.
- Given that their development requires significant investment of budget and time, our aim was to understand SCP perception and use within an organization.

Research design and methods

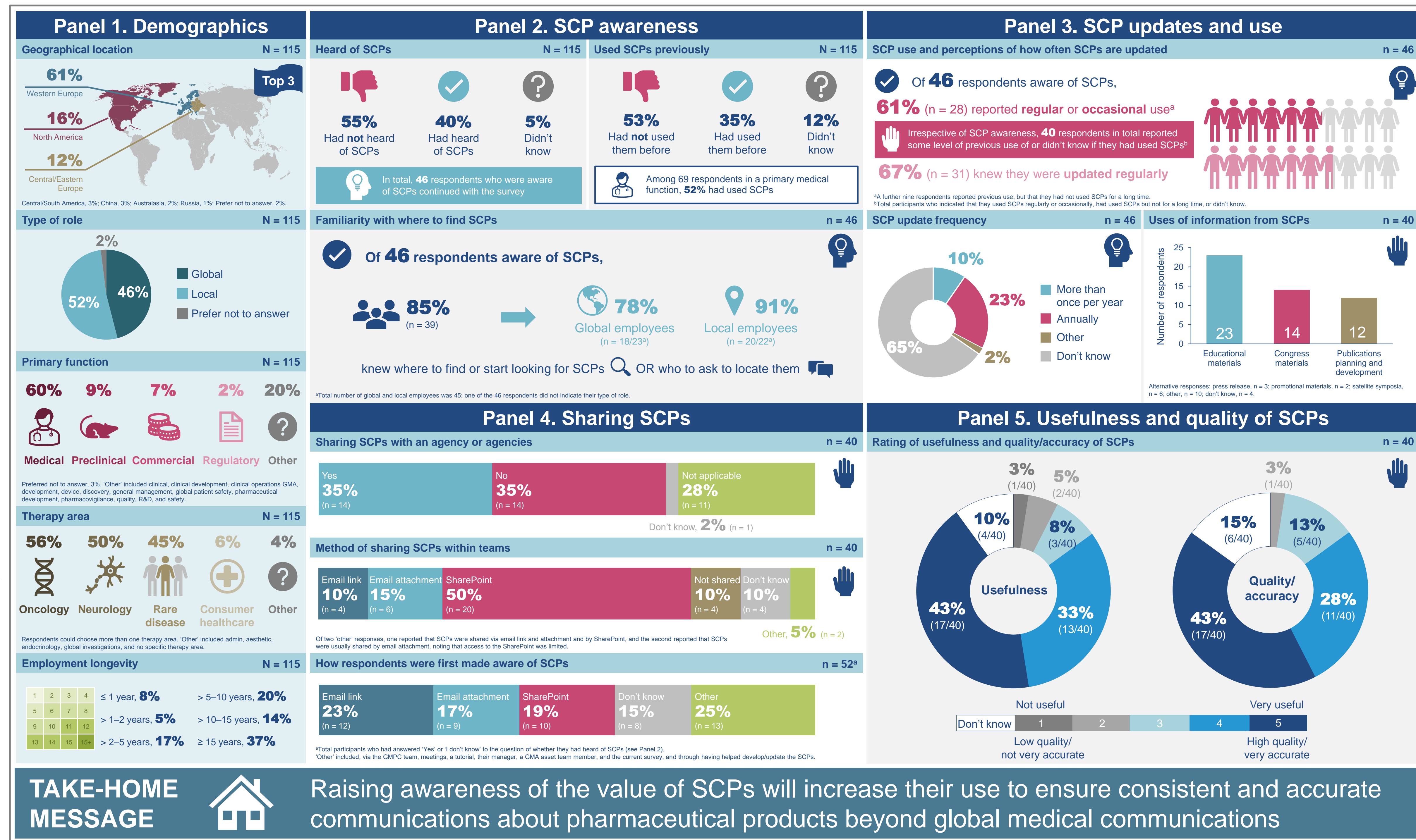
- An 18-item, online survey was developed to gather insights into Ipsen employees' awareness and use of SCPs.
- The survey was emailed to over 900 recipients across medical, commercial, market access, and R&D and was active during the period 1–18 November 2021.

Results

- In total, 115 Ipsen employees responded to the survey (**Panel 1**).
 - Sixty-nine respondents (60%) were in a medical role.
 - Sixty respondents (52%) were local affiliate employees.
- Overall, 46 respondents (40%) were aware of SCPs (**Panel 2**).
- Among those in a medical role, 52% (n = 36/69) were aware of SCPs (**Panel 2**).
- More respondents in a global role (n = 23/53 [43%]) were aware of SCPs than those in a local role (n = 22/60 [37%]).
- Of respondents who were aware of SCPs, most (n = 39/46 [85%]) knew where to find or start looking for SCPs or who to ask to locate them (**Panel 2**).
 - This finding was consistent for global (n = 18/23 [78%]) and local employees (n = 20/22 [91%]) (**Panel 2**).
 - Nearly two-thirds were aware that SCPs were updated regularly (n = 31/46 [67%]), irrespective of whether they were involved (**Panel 3**).
 - Similarly, most (n = 28/46 [61%]) reported regular or occasional SCP usage (**Panel 3**).
- Among 40 respondents who had used SCPs, 35% had shared them externally (agency or agencies), and most internal sharing was via SharePoint (**Panel 4**).
 - The most frequent uses of information from SCPs were for educational materials (n = 23 [58%]), congress materials (n = 14 [35%]), and publications planning and development (n = 12 [30%]) (**Panel 3**).
 - In total, 30 (75%) and 28 (70%) respondents highly rated the usefulness and quality/accuracy of SCPs, respectively (**Panel 5**).

Conclusions

- Awareness of SCPs was more common among employees in a global (than a local) role and among those working in a medical function (than others).
- Our findings highlight the need for frequent communication and/or education about SCPs to cross-functional and local colleagues to increase their uptake and engagement.



TAKE-HOME MESSAGE



Raising awareness of the value of SCPs will increase their use to ensure consistent and accurate communications about pharmaceutical products beyond global medical communications

Abbreviations GMA, global medical affairs; GMPC, global medical publications and communications; R&D, research and design; SCP, scientific communication platform.

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Footnotes Percentages are subject to rounding. SCPs are also known as MCFs (medical communications frameworks) and ASCFs (asset scientific communication frameworks).