



# **PubsPro:** maximize the reach, comprehension and impact of your publications

Here's how publication enrichments  
can help you to successfully navigate  
the digital publications system



# About PubsPro



Through our PubsPro service,  
we carefully choose and develop  
high-quality publication  
enrichments

We use a unique conceptual  
framework to align these  
activities to your medical  
affairs communication goals

# What are **publication enrichments?**

Enrichments offer a wide range of media and formats, including:

- ✓ plain language summaries
- ✓ graphical abstracts
- ✓ infographics
- ✓ author videos
- ✓ patient webinars
- ✓ internal training decks
- ✓ animations
- ✓ newsletters
- ✓ podcasts



# What can **publication enrichments** do?

## **Increase reach**

They ensure the right audiences are aware of your publications and can access them

## **Enhance engagement and comprehension**

They help audiences to engage with your publications and understand the science

## **Drive real-world impact**

They help audiences to act as advocates for the evidence, using it to shape their own clinical practice, guidelines and policies

How do we  
decide which  
**publication  
enrichments**  
are best for  
a specific  
audience?



**Here are a  
few examples**



Is there is an  
engaged **patient**  
**audience?**

### **Enrichment**

Plain language summaries (PLS)

PLS are short and accessible  
peer-reviewed summaries  
of journal articles





# Is the methodology complex?

**Enrichment**  
Animations

Animations can explain  
difficult concepts more clearly  
than words and images





# Are the results of **wide interest?**

## **Enrichment**

Shareable items and messages

Plain language summaries,  
infographics and videos can be  
shared easily on social media







# Is there a **diverse healthcare professional (HCP) audience?**

## **Enrichment**

Alternative representations

Graphical abstracts,  
infographics and videos can  
reach time-pressured HCPs





# Explore **new** **frontiers** in your publication plans with PubsPro

**Get in touch with our team**  
**to discuss** how we can develop  
publication enrichments to  
maximize the reach, comprehension  
and impact of your publications!