

Use and Perception of Scientific Medical Reprints | 2017

Elsevier study of over 1,600 international healthcare professionals



Scientific article reprints continue to be a widely-used way to educate, interact with and engage healthcare professionals (HCPs) across the world.

HIGHLIGHTS:

- **Are mobile apps the next hot thing?**
- **How do physicians feel about reprints?**
- **Are you reaching all of your potential audience?**
- **Find out global attitudes and expectations of offering translated reprints**

This study examines 1,611 primary and secondary physicians' use of and attitudes towards scientific article reprints.

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Print reprint orders can be produced in just 21 days, or 3-4 days for digital. Expedited production is also available for urgent requests.

Research Results

Do physicians still read and value reprints?

There continues to exist a high use and demand for peer-reviewed, scientific medical reprints across the world; they are read frequently, in high volume and are considered by the majority of physicians **useful, reliable and good way of keeping up to date on practice.**

What preferences do healthcare professionals have?

Globally, physicians strongly prefer downloadable PDF reprints - 45% stating it's their preferred format. Special mobile downloads / apps are much less desired.

What's their perception of reprints and how can pharma companies better engage them?

Relevance is key – an article is **3 x more likely** to be read in its entirety if it is relevant to a physician's specialty; as such the abstract is critical and there is significant interest in article highlights.

WHY REPRINTS ARE IMPORTANT FOR PHYSICIANS

Overall, 88% of healthcare professionals do read reprints. Increased from 79% in 2015.

On average, physicians globally obtain 13 reprints per month. Most of these (71%) are digital copyright-secured web-based formats or PDF



USA physicians receive the most, 16 per month; 10 of these digital (web based or PDF).

European HCPs receive the least, 11 per month, with 8 being digital.



Across Europe digital reprint formats are preferred versus paper in all markets, except Germany.

Spanish and Latin American physicians are significantly more likely to read the whole article compared to other regions.

Physicians globally (66%) would like free access to reprints via independent websites (for instance from scientific peer-reviewed journals, societies, publishers, etc.) and over 50% are very interested in an 'Online Article Service' (where they can select reprints from a central online repository).



TOP 3 DESIRED FEATURES

1. Custom highlights or summaries of articles **59%**
2. Images / tables for easy use in presentations **41%**
3. Comments and/or discussion forums for peers **34%**

57%



Agree Strongly that reprints are useful for their practice.

More than half of physicians globally strongly agree that reprints help them stay up-to-date with developments in their specialty: highest in USA at 64% and lowest in Europe and Latin America at 44% agreement.

90% consider reprints useful for practice

84% consider reprints reliable source of information

82% said reprints allow them to keep up to date with latest developments

In France, 39% have **NEVER** received a sponsored reprint from a conference or event.

In the USA, half of physicians are still prepared to accept a reprint from a Sales Rep even in context of the Sunshine Act reporting requirements.

REPRINTS ARE READ

With an average of 2/3 reading all or most of the articles they receive.

Globally, where do they find these reprints?

50% of these reprints are acquired monthly or more frequently from sponsored web platforms (increase from 35% in 2015)

37% of these are given to physicians by a visiting sales representative (increase from 32% in 2015)

19% are acquired from pharmaceutical companies at events (slight increase from 15% in 2015)

What are the reasons for NOT reading reprints?

13% don't read reprints. Why?
38% said because they never receive them.
20% because "too commercial" and
21% because they don't have time.

Globally, most physicians are happy reading reprints in a mix of local language and English, with no strong interest for local language translations, except in Spain and Latin America where 79% expect translations, and half of French professionals.



In China and Asia Pacific, only 13% thought local language translations were necessary.

USA has the highest consumption behavior with 77% reading all or most of the reprints.

77%

South Korean physicians are the keenest on PDF, with **65%** stating it's their 1st choice

Germany, by exception, still prefers paper reprints: **48%** vs **36%** preferring PDF

In the USA, **33%** prefer print and **45%** prefer digital

TOP 3 PREFERRED TYPES OF REPRINTS	Europe (Preference)	Asia (Preference)	USA (Preference)	Latin America (Preference)
Medical Articles	1st	2nd	3rd	1st
Relevant Guidelines	2nd	1st	1st	2nd
Clinical Trials	3rd	3rd	2nd	3rd

About the Study Participants

This study was conducted by DJS Research on behalf of Elsevier. Respondents come from Asia-Pacific (246), Europe (1,323), USA (42), and Latin America (340) results were weighted for balance. 65% of respondents are secondary care / medical specialists and 17.3% are primary care / general practitioners.

Recommendations for Pharma-Sponsored Reprints

Several opportunities for pharmaceutical companies are suggested by the outcomes of this research study:

Europe

- Distribute digital and online reprints, combined with printed distribution (especially in Germany), with custom highlights to encourage complete readership
- Offer physicians the Online Article Service - a central repository of relevant articles
- Offer translated reprints in Spain, Latin America and France to ensure deeper engagement with research

USA

- Continue to offer reprints through Sales Reps and provide custom article highlights to ensure deeper readership of articles
- Guidelines are most preferred, so consider integrating packages of topical articles together – Guidelines, Clinical Trials and Articles
- There is significant interest in platforms with repositories of reprints

Asia

- Distribute reprints electronically to ensure high engagement – and use video interviews to provide deeper engagement
- Translations are not a priority, but article summaries and some reprint-based peer interactions (like using the Online Article Service with comments section) are desirable
- Digital reprints in the form of PDFs are fine. Apps or mobile-specific formats are not highly sought after

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