Background

In today's society, the majority of us are constantly connected and exposed to a wealth of information in various formats, through a variety of communication channels. It is no different for healthcare professionals (HCPs). A global medical technology company needed to extend and sustain the impact of a peer-reviewed article by providing readers an immersive experience.

The Challenge

More than 7,000 articles are published monthly in primary care journals alone. Adding specialty and general scientific journal publications, this leads to over 28,000 peer-reviewed journals with an estimated 2.5 million publications annually.

Results

Articles with Research Square Video Abstracts have Altmetric scores that are 140% higher than articles without video abstracts. Those articles rank 33% higher than non-video articles published in the same journal and 18% higher than papers published in all journals.

Infographics are liked 4x more than presentations, and 23x more than documents on SlideShare. Infographics are shared 2x more than presentations, and 3x more than documents on other social networks, such as LinkedIn, Twitter and Facebook.

The Solution

Enhanced content such as video abstracts and infographics are easily accessible at any time, bite-sized, simple and engaging.

Due to the bite-sized nature of video abstracts and infographics, it can be shared through the preferred channels clinicians consume data.

Ability to have peer-reviewed infographics and video interview with an author linked within the published article hosted on Wiley Online Library.

Testimonial

“I hope in [the] near future video abstracts will become [a] very important tool for non-chemists to understand the importance of the chemistry work. I definitely appreciate the initiation of this method of abstracting the scientific results.”

-Prof. Dr. D. B. Ramachary, European Journal of Organic Chemistry