

Wiley Corporate Solutions

Case Study: The Impact of Enhanced Content on Engagement

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.

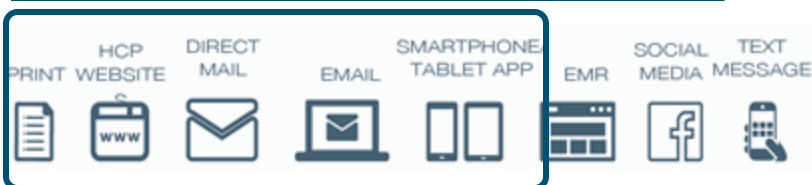
The Challenge

More than **7,000** articles are published monthly in primary care journals alone¹ Adding specialty and general scientific journal publications, this leads to over 28,000 peer-reviewed journals with an estimated 2.5 million publications annually^{2,3}

Top ways clinicians prefer to receive pharma information⁴

Most Preferred

Least Preferred



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](#)

Results



Articles with Research Square **Video Abstracts** have **Altmetric scores that are 140% higher** than articles without video abstracts¹



Those articles rank **33% higher** than non-video articles published in the **same journal**²... and **18% higher** than papers published in **all journals**³



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

1. Alper et al., 2004, J Med Libr Assoc. 2004; 92 (4):429-437.

2. Ware et al. 2015 International Association of Scientific, technical and Medical Publishers, the Netherlands (4th edition).

3. Lau 2016.

4. SSCG Media Group Dec 2015 MapMD™ Study (Survey Size: 1,650 healthcare professionals across 11 Physician specialties); "Taking the Pulse," Manhattan Research, 2015.

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

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