What Makes Stakeholders Trust Pharma-Generated Scientific Content and How Can the Industry Do Better?

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INTRODUCTION

- With the pandemic-fueled digital transformation, biopharma is under tremendous pressure to make scientific content accessible and digestible across a wide spectrum of target stakeholders.

- This content is still largely designed for a homogenous stakeholder group.[1]

- Pharma has been experimenting with newer digital content formats such as infographics, short videos, graphical abstracts, and plain-language summaries (PLSs). Are these new digital formats in fact meeting the needs of the individual stakeholder groups they are intended for?

In this qualitative study, we aimed to understand

- What different pharma stakeholder groups truly expect from pharma-generated scientific content

- How they access this type of content

- Whether the content actually meets their needs and expectations

METHOD

- We interviewed 2 HCPs, 2 MSLs, 3 patient advocates, and 1 pharma executive representing payers, identified through the authors' professional networks.

- Qualitative interviews were conducted via video call (approximately an hour each).

- The interview questions were

  - How do you find scientific content?

  - What makes you trust it?

  - What are your favorite formats?

  - What do you expect from pharma?

RESULTS AND DISCUSSION

Our interviews showed that stakeholder preferences are diverse, and personalized scientific content, tailored for each stakeholder and target channel, is the need of the hour.

HCPs

Needs and Preferences

- Better communication through social media channels
- Information sharing in newer formats like videos, infographics, podcasts, etc.
- Access to scientific research and drug data
- PLSs for patients

How to Cater to HCP Needs?

- Tools such as 24x7 chatbots on pharma websites
- Collaboration with KOLs, trusted publications, and professional societies
- Easy-to-find drug-related information in varied formats on websites and other digital channels

Patients

Needs and Preferences

Find content via

- social and mass media
- fellow patients
- friends and family
- patient groups

Want information on

- how the drug works
- precautions required when taking the drug
- possible side effects
- how the treatment regimen might affect their daily life[2]

Want simple and visual information, such as a 2-minute video in plain language or a simple infographic

How to Cater to Patient Needs?

- Strengthening patient advocacy
- Involving patients in research and communication
- Educating patients about regulatory requirements
- Educating HCPs

Payers

Needs and Preferences

- Want to use digital resources[3]
- Need transparent data on drug costs and effectiveness
- Want access to detailed calculations behind proposed payment models, pre-launch data, etc.

MSLs

Needs and Preferences

- Prefer easy-to-consume content, e.g., videos and quick text-visual combinations
- Want to communicate and develop relationships with payers, with nurses who care for patients with rare diseases, etc.
- Want access to trusted information based on real-world evidence
- Need cross-functional knowledge-sharing and training

How to Cater to MSL Needs?

- Optimize the literature review process for easy access to specific therapeutic area information
- Condense slide decks by adding bite-sized content and digital elements
- Unify data from various sources and present in easy-to-navigate and customized formats

CONCLUSION

- Content personalization may be an effective way for medical affairs teams to communicate optimally and enhance trust in pharma.

- While limited in scope, our series of interviews can help the industry understand the unique preferences and expectations of pharma stakeholders from digital scientific content.

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