

THE  
**CRITICAL ROLE**  
OF REPRINTS



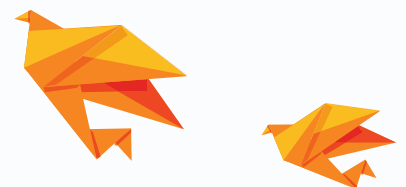
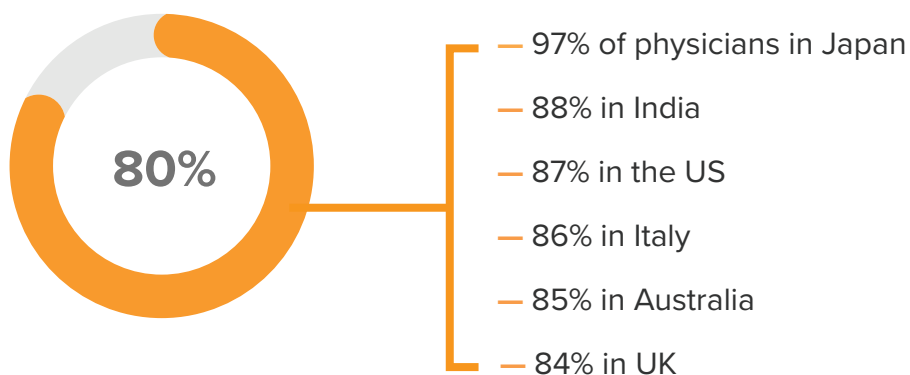
## REPRINTS ARE A CREDIBLE AND CONVENIENT SOURCE OF TIMELY INFORMATION

Today's Health care professionals (HCPs) are under tremendous pressure to navigate an evolving healthcare system, manage new challenges in the delivery of care, and respond to a global pandemic. At the same time, HCPs must remain up-to-date on the latest research to ensure they provide the highest quality of care and, ultimately, help improve patient outcomes. For these reasons, HCPs have come to value the credibility and convenience of medical and scientific peer-reviewed articles in reprint format.

## THE RESULTS OF REPRINT RESEARCH

To gain a deeper understanding of how HCPs access and use medical and scientific articles in reprint format, research was conducted between December 2018 and January 2019 among 1,242 general practitioners and specialists across Europe, the United States, Asia Pacific and Latin America.<sup>1</sup>

### More than 80% of physicians read medical articles in reprint format



**90% of physicians say reprints are useful for their practice and a reliable source of information**



— Almost all of the respondents – about 90 percent – said reprints are useful for their practice and a reliable source of information. This was fairly steady geographically, ranging from 88 percent in the US to 92 percent in Latin America.

## THE PHYSICIAN'S PERSPECTIVE

HCPs overwhelmingly find medical and scientific articles in reprint format to be an excellent source of credible, peer-reviewed content. Healthcare companies can sponsor and distribute reprints to provide HCPs the type of information they value and trust and that, ultimately, can help with clinical decision making. Globally, source credibility is the most important factor in physicians' choice of resources. This is a long trend with credibility holding this top spot since our first annual physician research in 2016.<sup>3</sup>

## REPRINTS INFORM CARE PLANS

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“As a practicing oncologist, I find article reprints to be of critical importance. When I am developing state-of-the-art cancer care for an individual patient, I require up-to-date knowledge of the latest trends and clinical outcomes for very specific cancers of very specific stage. To obtain this specific information, reprints are crucial.”

— **Dr. Ron Allison, Director of Radiation Oncology, Federal Medical Center, Butner, North Carolina**

## REPRINTS PROVIDE A BREADTH AND DEPTH OF INFORMATION

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“First, while abstracts and summary articles can assist, the needed finely detailed information concerning a particular cancer diagnosis, treatment, and outcome can usually only be found in the primary article. Having a reprint of the article allows me to review these findings in great detail and at my own pace.”

— **Dr. Ron Allison, Director of Radiation Oncology, Federal Medical Center, Butner, North Carolina**



“Having a collection of reprints on a particular topic provides me with a great depth of current knowledge. This leads to better patient care and oncologic outcome.”

— **Dr. Ron Allison, Director of Radiation Oncology, Federal Medical Center, Butner, North Carolina**

## REPRINTS ARE AN EFFECTIVE TEACHING TOOL



“Reprints of high quality studies also serve as an excellent tool for teaching and to maintain up to date information for participants of multidisciplinary tumor boards where different specialists gather to discuss and implement care. Using a reprint for group discussion often yields a higher level of knowledge on a topic for all involved.”

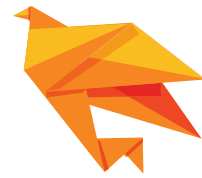
“On many occasions, I also share reprints with my patient and their caregivers so that they can make far more informed and realistic decisions about treatment options.”

— **Dr. Ron Allison, Director of Radiation Oncology, Federal Medical Center, Butner, North Carolina**



“It is impossible to work without reading reprints as medical advances progress quickly, and it is mandatory to know (about) them to apply them in the usual medical practices.”

— **Dr. Rosa Girón of Hospital Universitario de la Princesa in Madrid**



## HCPs SEEK REPRINTS TO ACCESS THE LATEST MEDICAL ADVANCES, AND INFORM THEIR CLINICAL DECISIONS

- On average, they spend **1 to 2 hours a day** searching online for medical information.
- Their top source of reprints is online medical platforms, with up to **67% of physicians** searching for reprints daily or weekly.<sup>1</sup>
- Online medical journals continue to be the **most popular online resources** for physicians, with an increase in usage across all regions between 2019 and 2021.<sup>3</sup>

### HCPs WANT ACCESS TO A RANGE OF CONTENT IN REPRINT FORMAT<sup>1</sup>:



#### For general information:

- Guidelines, article reviews, chapters from medical books
- Medical news, congress reports



#### For clinical research information:

- Treatment options, journal articles, guidelines



#### For diagnosis and treatment planning:

- Guidelines, treatment options, conditions/indications/diagnosis



#### For learning and teaching:

- Journal articles, guidelines, review articles



#### For prescribing decisions:

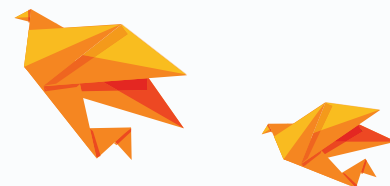
- Guidelines, medical journals, clinical trials

# Reprints are a Powerful Way to Increase the Value of Post-Pandemic Engagement

According to industry experts, HCP access restrictions made more stringent by the pandemic are expected to continue. Recent research, however, shows that 88% of HCPs still want to receive information from healthcare companies, but want it delivered in a different way. Specifically, 87% want interactions to be all virtual or a mix of in-person and remote meetings. Reprints enable healthcare companies to connect with HCPs in a relevant and useful way.<sup>2</sup>

## THE BENEFITS OF REPRINTS

- **High-quality** - Every article reprint reflects the same prestige, authority and quality of the original publication
- **Timely** – Because of its digital footprint, e-reprints can be produced quickly and, in some cases, be expedited for urgent requests
- **Accessible** – 45% of HCPs strongly prefer downloadable PDF reprints because of their accessibility<sup>1</sup>
- **Credible** – Reprints provide the trusted and authoritative content HCPs need to help them make informed diagnostic and treatment decisions





## AN UNWAVERING COMMITMENT TO CREDIBLE CONTENT

For decades, Elsevier has supported the medical and scientific communities with credible, trusted, world-class content. Today, Elsevier continues to help healthcare companies meet the evolving information needs of HCPs and support the clinical decision-making that leads to improved patient outcomes.

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“What I appreciate most in my experience with a reprint resource is the ease of communication and the speed of the transaction.”

— Ipsen, Product Manager

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“Quality reprints are a great tool for the specialist rep to have on hand.”

— Servier Canada, Marketing Project Manager

## GET IN TOUCH WITH THE MEDREPRINTS CUSTOMER SUCCESS TEAM

For more information visit [https://www.medreprints.com/get\\_in\\_touch](https://www.medreprints.com/get_in_touch)



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