

Open access

The new standard for pharma publications

23 October 2020

Make your company a leader in transparency

BECAUSE you can make a difference

What open access means for **pharma** and **stakeholders in healthcare**



Actions for you and your company to take to help **drive change**

- **Build:** develop infrastructure that increases accessibility and discoverability
- **Engage:** listen to academics, prescribers, patients and the public to know what they want
- **Campaign:** ask publishers for what you want and show that it is in their interests too
- **Advocate:** unite the community to insist that journals offer open access
- **Understand:** master the details to be credible in discussions
- **Standardise:** mandate open access through publication policies
- **Educate:** discuss as a team the benefits of publishing open access whenever possible

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The case for open access in pharma

An uncomfortable question

Publishers have committed to making COVID-19 research open access¹



But is this enough?

Should all life-changing and life-saving research be made freely available?

Publishers make coronavirus (COVID-19) content freely available and reusable

More than 30 leading publishers have committed to making all of their COVID-19 and coronavirus-related publications, and the available data supporting them, immediately accessible in PubMed Central (PMC) and other public repositories. This will help to support the ongoing public health emergency response efforts.

Publishers have agreed to make their content accessible in machine-readable formats and license it in ways which allow researchers to use text and data-mining and machine-learning technologies on all of the content made available.

“ Too many doctors and patients are making decisions without the benefit of the latest research.² ”

– Barack Obama

2009 address to the American Medical Association

1. Wellcome. Available online: <https://wellcome.ac.uk/press-release/publishers-make-coronavirus-covid-19-content-freely-available-and-reusable> (Accessed 24 August 2020); 2. The right to research coalition. Available online: <http://www.righttoresearch.org/learn/whyOA/index.shtml> (Accessed 14 September 2020)

Paywalls mean that our research cannot be read by those who need it

Patients and families

(especially strongly engaged patients, such as many people with rare diseases)

Academic researchers

(comprehensive journal access is increasingly rare, especially at the less wealthy institutions)

Healthcare professionals

(many doctors, nurses, social workers, pharmacists, psychologists, counsellors, volunteers do not have institutional access to subscription journals)



Policymakers

(with huge influence but sometimes without access to the gold standard evidence)

Journalists, bloggers, industry critics

(communicators with a wide reach but whose information is often several steps removed from the primary source)

Patient advocates

(partnering with pharma to give input on research proposals and reimbursement decisions, summarizing research for patients and conducting/co-authoring research)

The impact of paywalls on our stakeholders

Reasons why research behind a paywall may not be read

- There is no subscription
- Institution has terminated their subscription^{1,2}
- Login details are incorrect, or remote working does not enable login³
- There is limited access in low- and middle-income countries⁴
- One-time access fee is too expensive



What are the consequences?

- A reader must rely solely on the abstract for information or on what others say the research says
- This may give an incomplete or inaccurate picture to work from
- Some people may turn to illegal sources to access research

Are we content with this?

Why are we content to leave our life-saving and life-changing research stuck behind paywalls?



... to build author's bibliographies?



... to support journal business models?

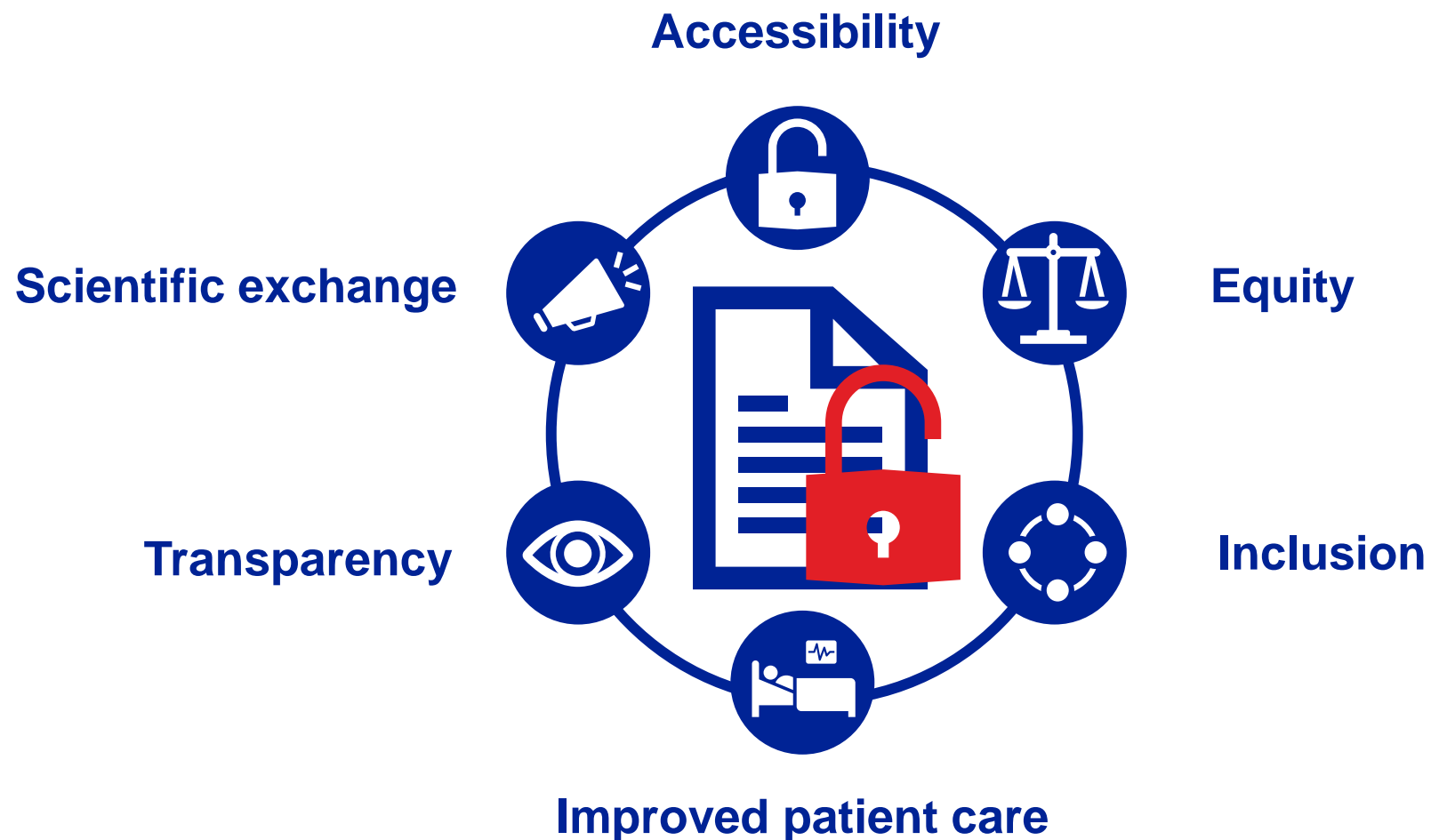
Is that our job?



Or should we be ensuring that our research is disclosed and communicated widely?

Can we find a way to support all aims?

What open access means for our key stakeholders



What open access means for **pharma**



A road map to universal open access



- Author accepted version on repository
- Open access embargo up to 12 months

**Increasingly stringent definition
of open access**

- Version of record on journal website
- Immediate open access (no embargo)

The move towards open science is already happening



IPSEN

Wiley

Bill & Melinda
Gates Foundation

BOAI

The Budapest Open Access
Initiative

F1000

Wellcome Trust

Plan S

Berlin Declaration

Howard Hughes
Medical Institute

World Health
Organization

CANCER
RESEARCH
UK

Shire

OASPA

Open Access Scholarly Publishing Association

UKRI

Bethesda Statement

National Science
Foundation

Jisc

Galápagos

cOAlition S

National Institutes
of Health

U.S. Department
of Defense

PLOS

ARTHRITIS
RESEARCH UK

European Commission
Horizon 2020

Future Science Group

“

Even the best ideas remain just that until they are shared, until they can be utilized by others. The more people that can access and build upon the latest research, the more valuable that research becomes and the more likely we are to benefit as a society. More eyes make for smaller problems.¹

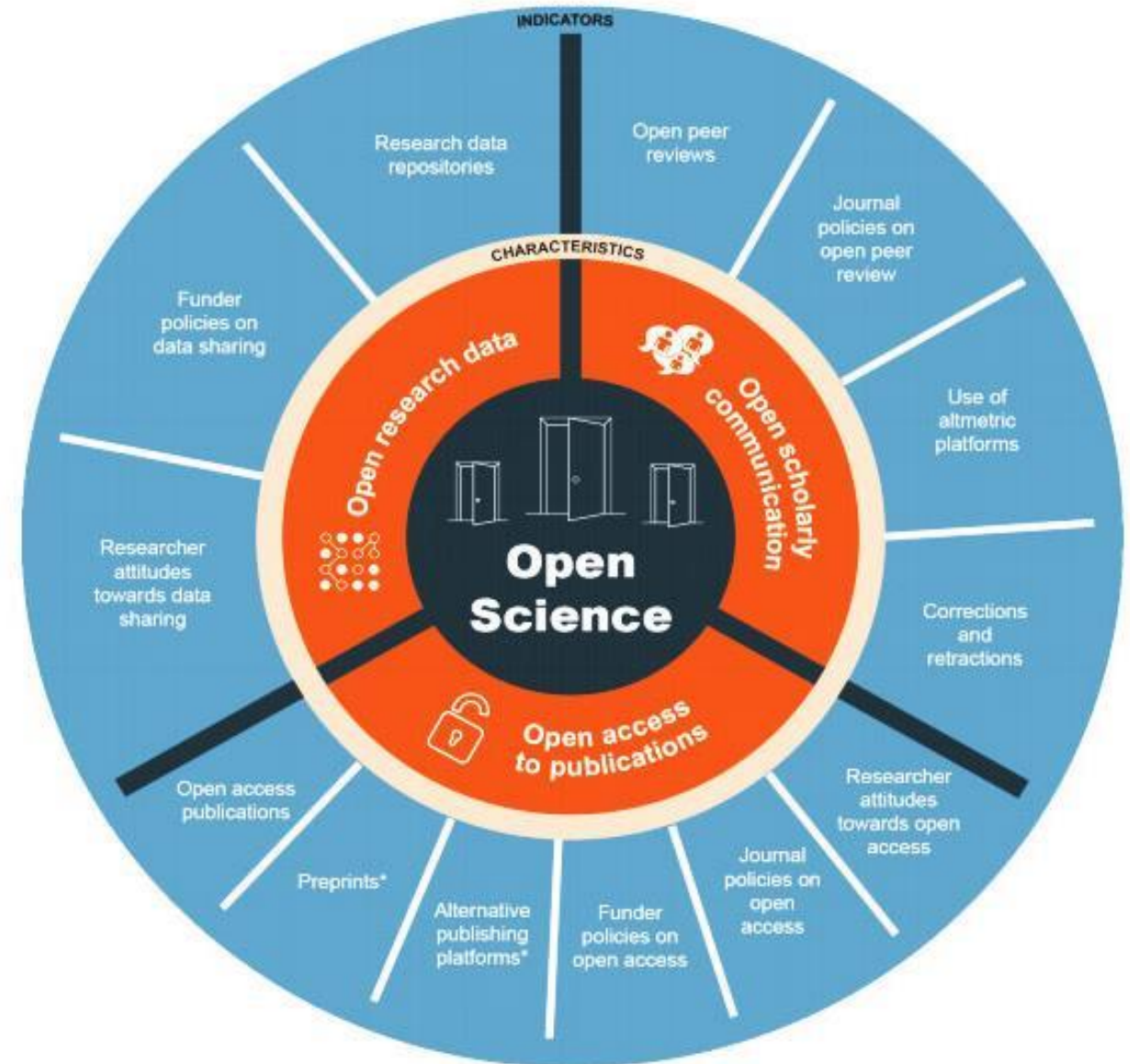
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Open science, transparency and pharma

Open Science: what does it mean?

... and where do disclosure and transparency fit in?



Who do people trust?



Doctors?



Researchers?



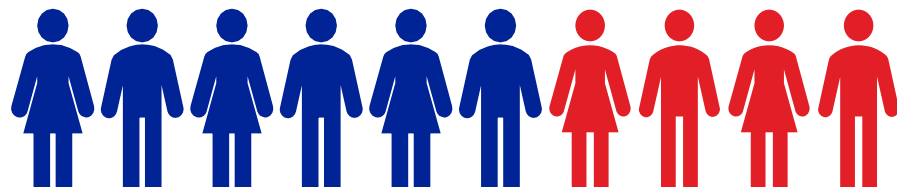
Governments?



Pharma?

Why do we need research transparency?

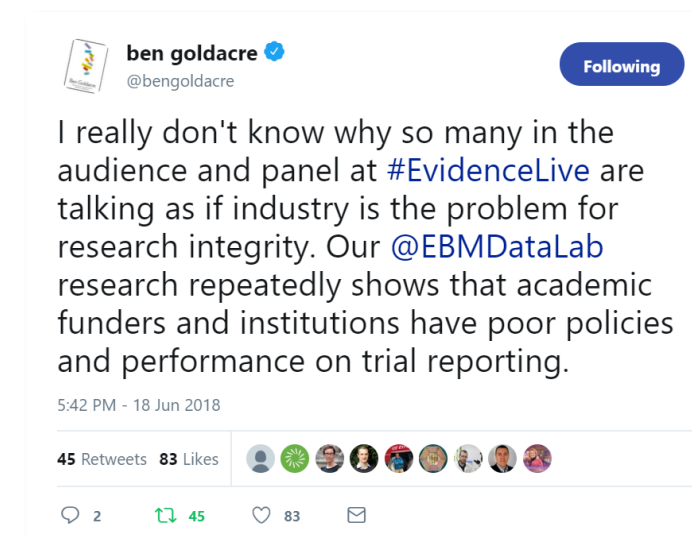
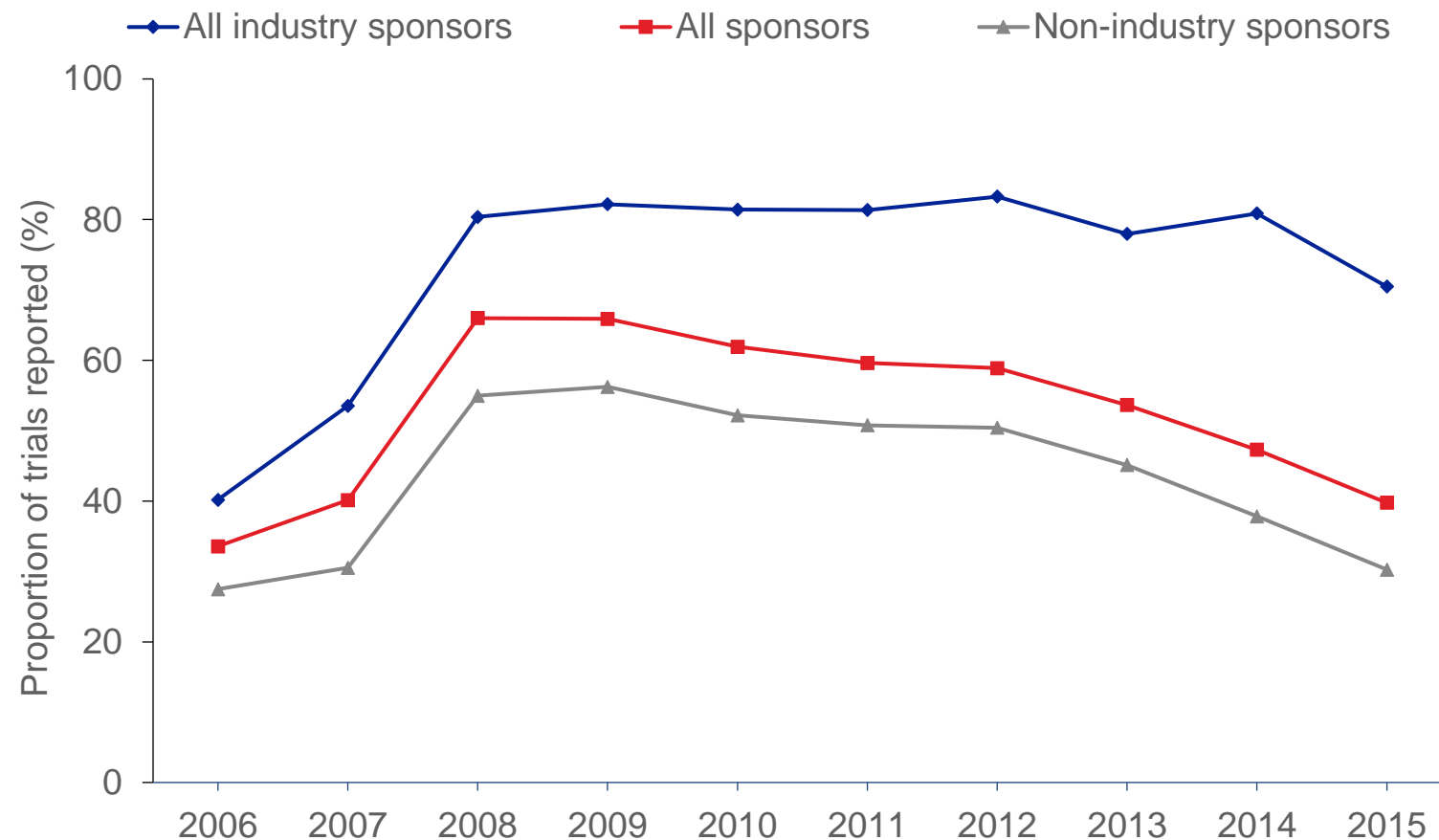
Around **59%** of the public trust research by university scientists '**completely**' or '**a great deal**' ...



... but only **32%** of the public trust research carried out by the pharmaceutical industry '**completely**' or '**a great deal**' ...



Pharma companies now disclose the results of nearly all their clinical trials



Is disclosure of results alone enough?



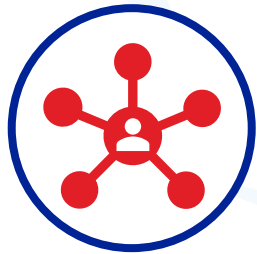
All stakeholders want
transparent science



We need to be able to
access clinical research ...



... in a **timely** manner



What open access means to key stakeholders

Reuse rights affect medical education

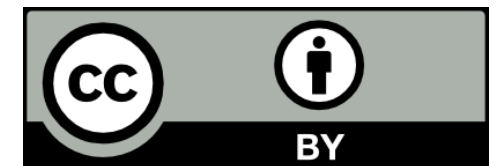
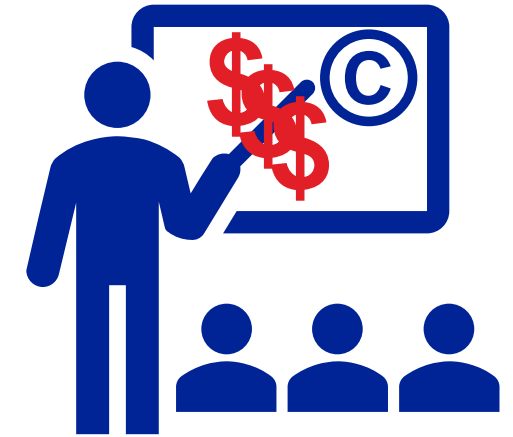
Pharma companies can be denied use of a figure or table – even their own – by a journal that holds copyright

You could face a \$100 000 bill for permission to reproduce copyrighted material¹

You might choose instead not to present a fair, balanced and comprehensive view of the treatment landscape

The CC BY licence favoured by Plan S allows reuse of any kind, only an attribution is needed

This is rarely available at prestigious medical journals unless your organisation has a mandate that requires it



1. True story from a single symposium in 2019, personal communication. Multiple clients and medical communications staff report that broad digital rights for a single figure permission can cost \$10 000.

What open access means to healthcare professionals?

Equality

“An adult pulmonary/critical care specialist said, “I won't pay, because it's so expensive. I'm never going to pay \$45 for an article. I just do without.”¹

Trust

“As free access to information on the internet has become the norm, the expectation that research results (papers) should also be open has followed.”²

Treatment

“... help take health communication “upstream” to policy-makers, program managers and other public health decision-makers.”³

What can open access mean to patients?

Equality

“I was pleased to be at the advisory board but I was the only person who hadn’t seen the paper. It made me feel like a second-class citizen.”

Trust

“A paywall may restrict the number of readers and this might NOT help the reputation of the pharmaceutical industry (the mindset of it being a bit secretive).”

Treatment

“It’s not practical for doctors to spend a lot of time learning about a syndrome that they may see only once in their careers ... parents ... will make the time to learn everything they can.”

Open access matters

“ I recently met a physician from Southern Africa engaged in perinatal HIV prevention, whose primary access to information was abstracts posted on the Internet. Based on a single abstract, they had altered their perinatal HIV prevention programme from an effective therapy to one with lesser efficacy.

Had they read the full-text article they would have undoubtedly realized that the study results were based on short-term follow-up, a small pivotal group [and] incomplete data, and [were] unlikely to be applicable to their country's situation. Their decision to alter treatment based solely on the abstract's conclusions may have resulted in increased perinatal HIV transmission.”



Professor Arthur Ammann, Co-founder of Global Strategies for HIV Prevention



The impact of open access and how to overcome barriers

How can we overcome the barriers?

Barriers

- The option to publish research OA is **not always available to commercial research funders** (e.g. OA under a CC BY licence is not always available for industry-sponsored publications)
- Many journals only allow articles to be made OA following an **embargo period of up to 12 months after publication**
- **Cost** of OA fees
- Requiring OA may **restrict authors' choice** of journal

Steps to take

- Choose a journal that **allows commercially funded research** to be published OA
- **Select the least restrictive OA licence** available
- Choose a journal that makes articles OA **immediately** or with a **minimal embargo** period
- **Calculate current OA costs** and **decide** whether the current OA **budget should be increased to pay for OA with a Creative Commons licence** based on the potential increase in reach and impact of articles

Outcomes

- Guaranteed **free-to-read publications**
- Some published content can be **reused** without restrictions
- Publications available with a **minimal embargo period**
- **Increased budget allocation** for OA
- **Increased access** to research for the **scientific and medical community** as well as **patients**

Open access can provide sustainable publishing business models

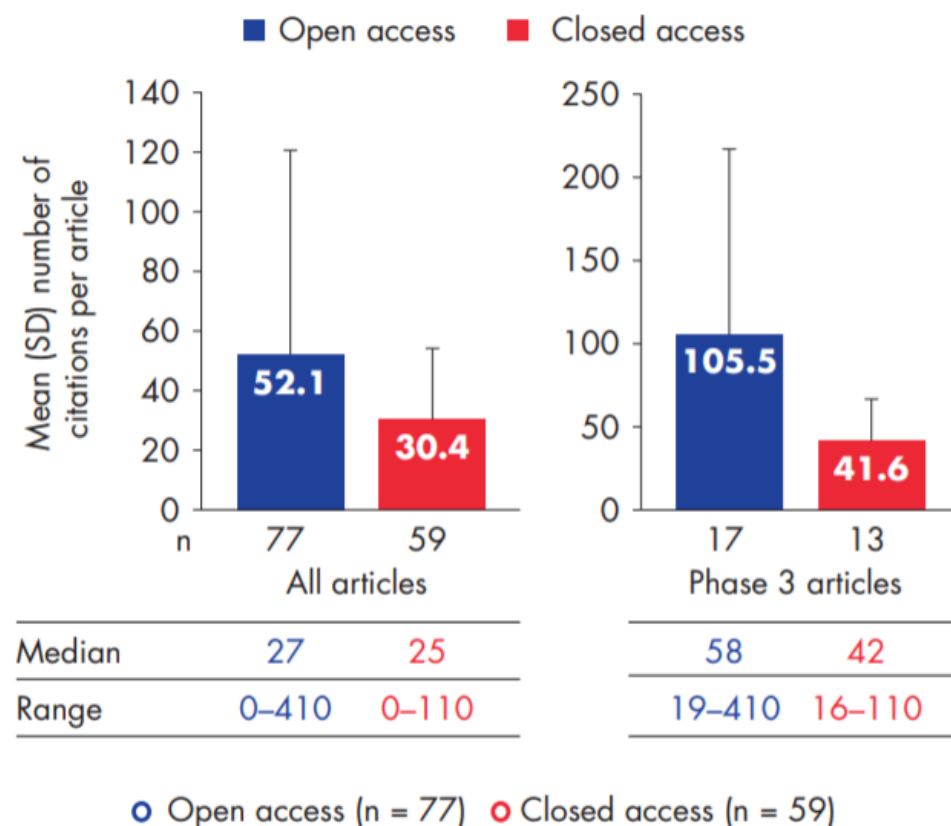


- Academic publishers add value to the healthcare environment and are valued by pharma
 - Distribution of information
 - Quality-adding and quality assurance (peer review, in-house editors)
 - Honest broker role between pharma and doctors
- Driven by competition, demand and mandates, fully open access journals are thriving and publishers are transitioning traditional journals to open access
- Pharma business is important to publishers, and also to the medical societies who own many of the journals
 - Publishers and journals that adapt to provide greater benefits and efficiency will thrive
 - Read and publish agreements may provide more predictable revenue streams with less administration and better value

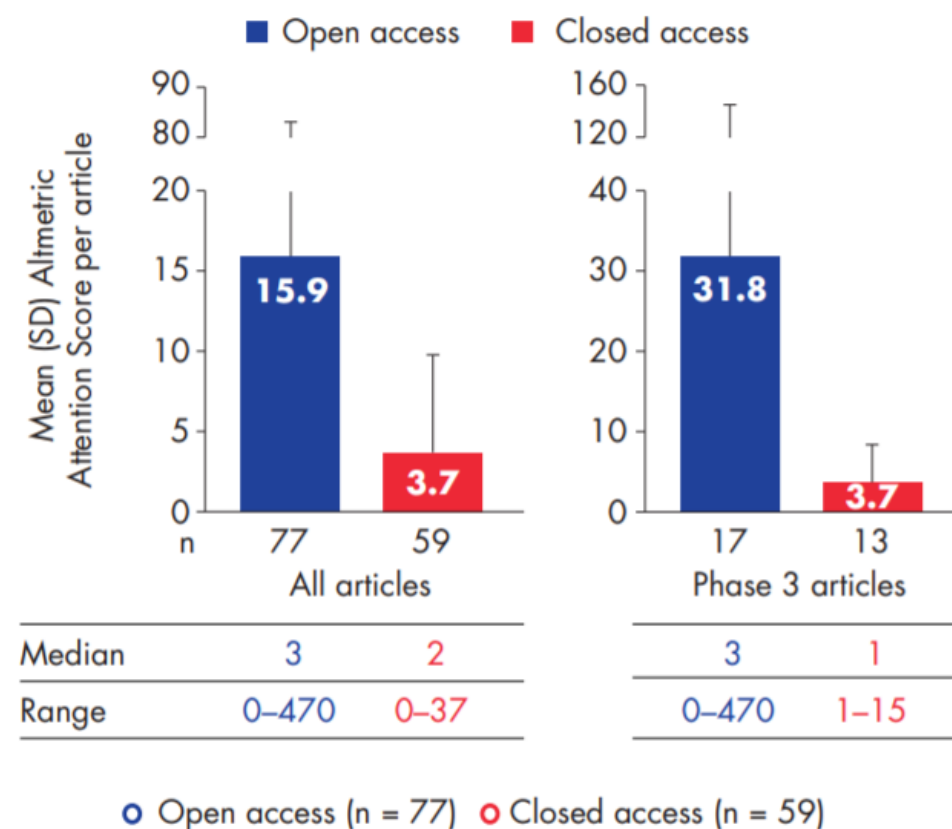


Open access publication enhances impact

Article citations

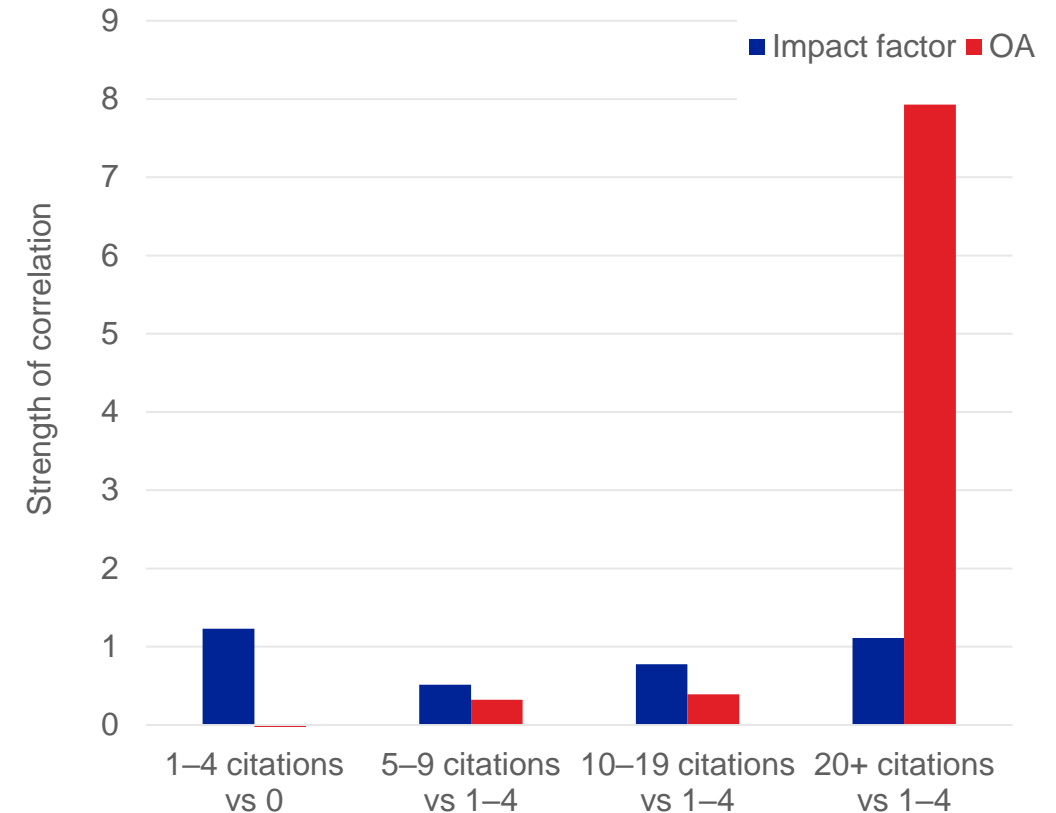


Social media activity



The open access advantage is greatest for highly cited articles

- Shown here is the importance of two factors in determining citations, from a multivariate regression
- Open access was a significant predictor of citations, especially for highly cited articles
- Open access did not increase citations of articles with low citation counts
- For other publications, open access was almost as important as journal impact factor and more important for highly cited publications



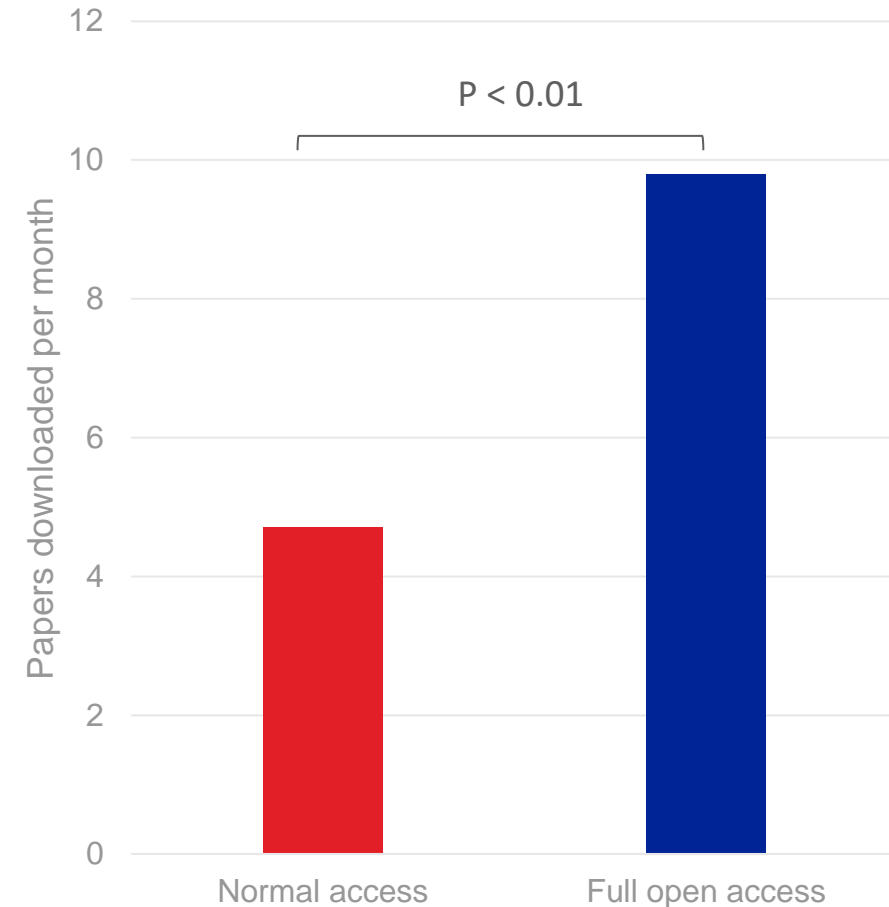
Open access journals have higher citation metrics

An analysis of the difference between medical open access and non-open access journals found significant differences ($p < 0.001$) in the following indices:

	Open access	Non-open access
Scholarly output	157	205
Citescore	1.19	1.06
Percent cited	52%	48%
SNIP	0.706	0.617

Full open access increases HCP downloads of publications

- Given access to a clinical summary service, UpToDate, one-third (34%) of physicians preferred looking at the full text article
- Among this one-third, physicians downloaded twice as many papers when also given full open access

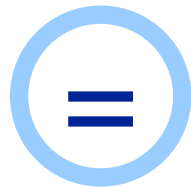




Mandating open access in pharma

Benefits of an open access mandate

Risk mitigation



Avoid accusations of hiding publications while publicly funded bodies mandate openness, **and of cherry-picking** studies

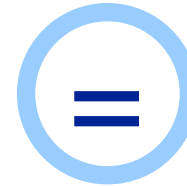


No need for reprints and associated transfer of value reporting



Clear terms of use and reuse, understood by the academic community

Advantages



Broader knowledge and trust from all stakeholders in healthcare



Strengthened scientific exchange, replacing outdated promotional channels



With CC BY, **more balanced educational content** because **no more figure permissions**

What are pharma companies doing?

Shire

Company policy¹
(effective from January 2018)

Shire Plc (now part of Takeda) implemented a policy requiring the submission of all Shire-supported research to journals that offer public availability via open access

IPSEN

Company policy²
(effective from January 2019)

Ipsen implemented a policy requiring all Ipsen-affiliated research to be published open access, meaning articles will be openly accessible online and free of cost

Galápagos

Company policy³
(effective from November 2020)

Galápagos implemented a policy committing to providing online barrier-free access to company-funded research published in peer-reviewed journals

GSK

Company position

GSK and other pharma companies strongly recommend that its funded research is published open access

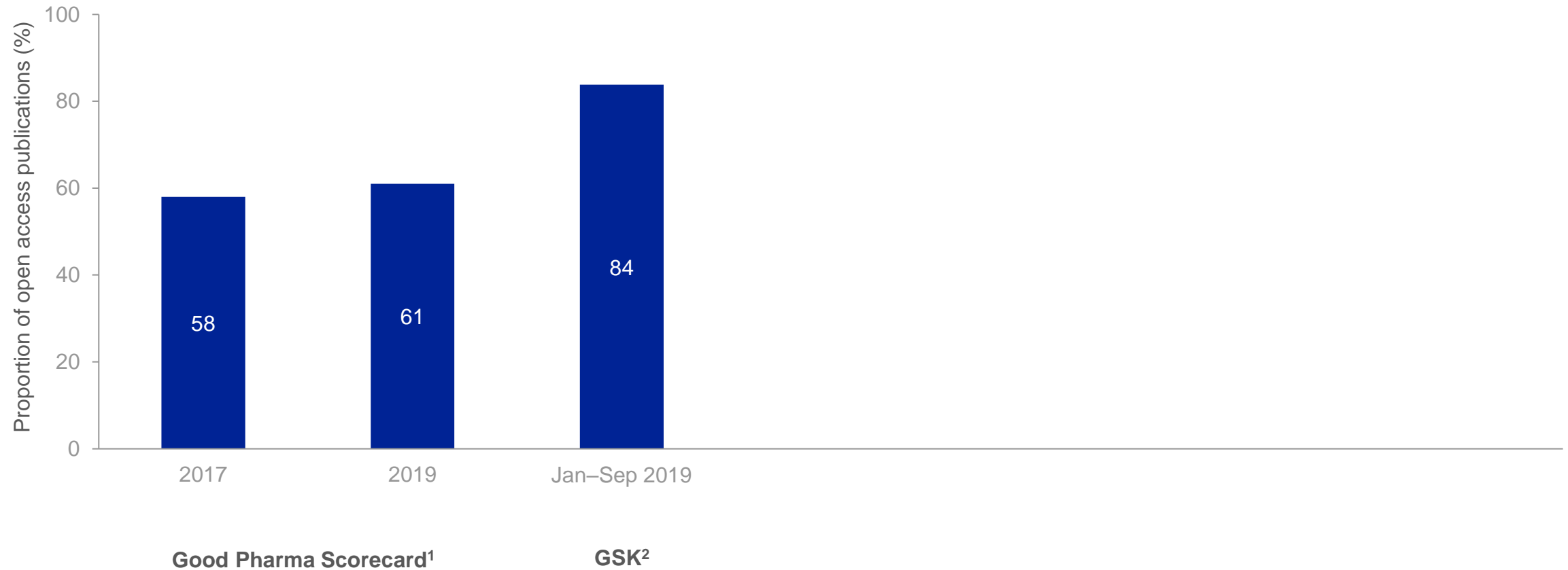


<https://www.shire.com/en/newsroom/2018/january/xajhds>

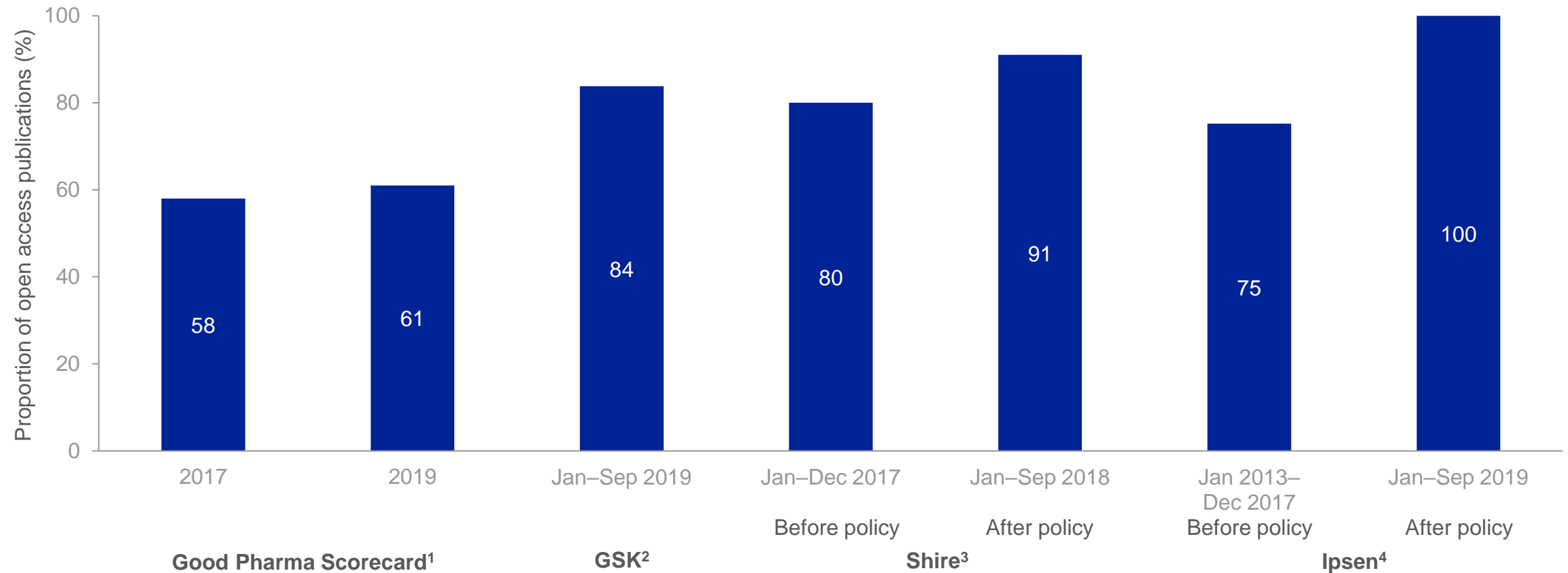
<https://www.ipсен.com/ipсен-commits-to-making-all-its-published-scientific-research-freely-accessible-to-everyone/>

<https://www.glpq.com/our-story/story-overview/590>

Pharmaceutical companies can achieve up to 80% open access by encouraging it...



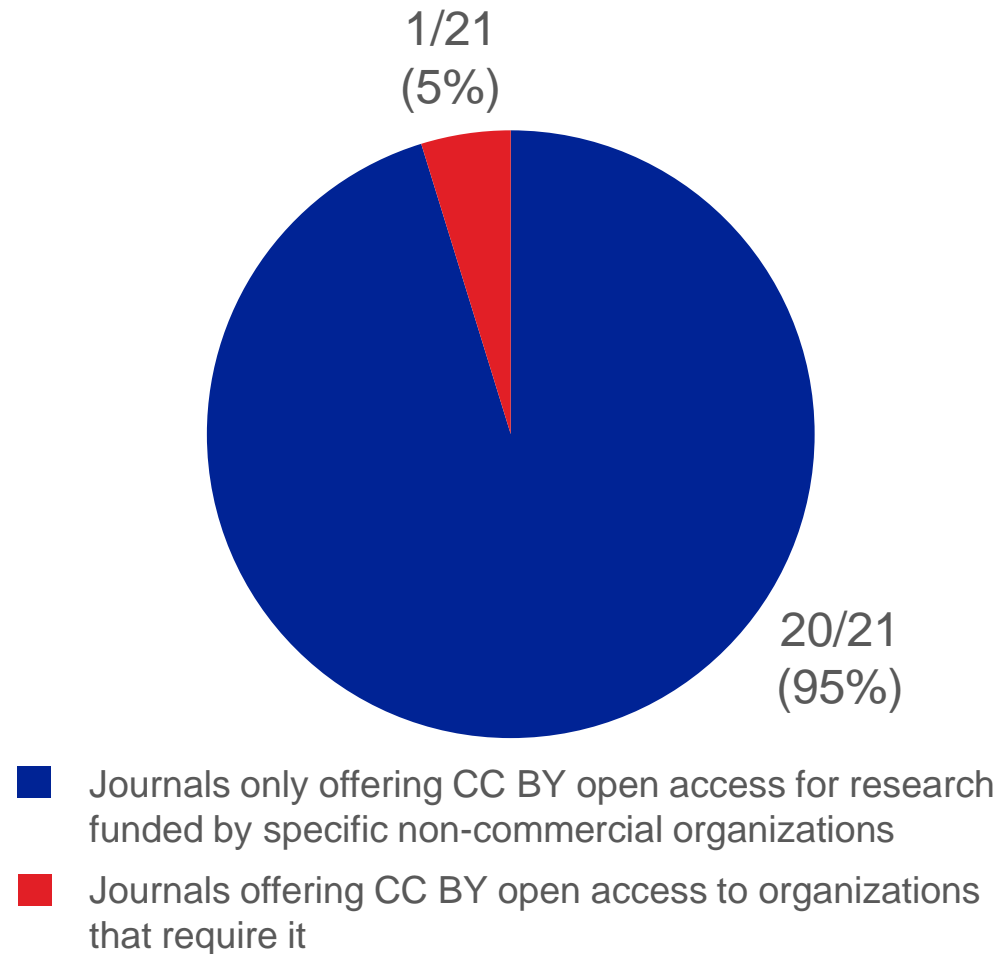
... and up to 100% by mandating open access





The open access position statement

Some publishers prevent pharma from publishing unrestricted open access



- In a study of 35 medical journals with a high impact factor, 21 (60%) offered an immediate open access option with a Creative Commons licence
- **Only one of these 21 journals potentially offered immediate open access under a CC BY licence to authors, irrespective of their funding source**

The Open Pharma open access goal

We believe that pharmaceutical company-funded research should be published in a way that is



“

We, as Open Pharma, a group of pharmaceutical companies and other research funders, alongside healthcare professionals, regulators, patients, publishers and other stakeholders in healthcare, recognize the importance of publishing research with open access, where papers can be read without payment of a one-off access charge or subscription

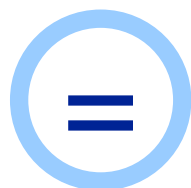
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Open Pharma position statement on open access

Open access position statement¹ – key details



Our immediate priority



Secure authors publishing company-funded research the **same right to publish open access** as authors publishing research funded by other sources

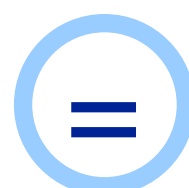


All research to be made **free to read from the date of publication**



Any variant of **Creative Commons** or **equivalent licence**

Our long-term goal



Secure authors publishing company-funded research the **same terms** as authors publishing research funded by other sources



Free to read – **and reuse** – from the date of publication



Sustainable use of **CC BY**

Endorsements from individuals, organizations, pharmaceutical companies and publishers

180 endorsements

9 publisher endorsements

Betasciencepress Publishing
ecancer
F1000 Research Ltd
Frontiers Media SA
Future Science Group
Hindawi
MDPI
PLOS
Wiley

31 endorsements from other organizations

AIX Consultancy
Ataxia and Me
Autoinflammatory UK
Cambridge Rare Disease Network
Canadian Organization for Rare Disorders
Centro Español de Investigación Farmacoepidemiológica
Cinclus Pharma Holding AB
DSL Consulting, LLC
Epi-Fit
Galápagos NV
International Kidney Cancer Coalition
Inside STEM
Ipsen
KAN Consulting MON. I.K.E
Kidney Research UK
M-CM Network
M-Spective
Observational and Pragmatic Research Institute Pte Ltd
Outcomes Positive, Inc
Oxford Health Policy Forum
Oxford PharmaGenesis
Pedalling4ACure
SCN2A Australia
Scott Pharma Solutions
Scriva medical Communications
Sequoia Medical Communications Ltd
Solanum Medical Communications Ltd
SUDEP Action
The Aarskog Foundation
ThinkSCIENCE, Inc.
Zimbabwe Evidence-Informed Policy Network

■ 1–2 endorsements ■ 3–5 endorsements ■ 6–30 endorsements ■ 31+ endorsements

Reach of the position statement

You Retweeted

Future Science Group @futuresciencegp · 18 Nov 2019

Reinforcing our commitment to #openaccess publishing, @futuresciencegp are very proud to support the @_OpenPharma position statement on #openaccess #openforall #medicalresearch

F1000 @F1000 · 1h

Supporting @_OpenPharma to make pharma-funded research accessible to anyone who needs it, anywhere in the world. @rml_s, Managing Director @F1000, shares her thoughts on this goal & the benefit of immediate #OpenAccess #OAWeek #OpenScience openpharma.blog/position-state...

MAP NEWSLETTER

Open Pharma Releases Position Statement on Open Access

Nov 13, 2019 | Highlights

The Telegraph

You Retweeted

ecancer @ecancer · 7 Nov 2019

ecancer is proud to endorse @_OpenPharma's position statement on open access - by breaking down barriers to the published results of research we can narrow the gap between those who have access to adequate cancer prevention, treatment and care and those who do not. #openaccess


Open Pharma @_OpenPharma · May 21

We are pleased to welcome @raredisorders and Outcomes Positive Inc. to a group of over 30 other organizations who have endorsed the #OpenPharma position statement on #OpenAccess! You can read and endorse the #OpenPharma position statement below.

News · Global Health Security · Science & Disease

Drug companies urged to make research available to health workers in poorer countries

share | tweet | email



New organizational endorsements and 150 individual endorsements via Open Pharma

Open Pharma is pleased to announce that we have now gained 150 individual endorsements on our position statement on open access. We also have new endorsements from the Canadian Organization for Rare Disorders and Outcomes Positive, Inc., which brings us to a total of 37 organizational endorsements!

Chris Banks @ChrisBanks · 24 Oct 2019

Things I didn't know:

- 1) Pharmaceutical companies fund 1/2 of biomedical #research
- 2) Some companies are committed to publishing #OA
- 3) They are often prevented from publishing #OA by #Publishers - no even playing field with other funded research

#OAWeek19

Position statement on open access

Pharmaceutical companies, which fund approximately half of all biomedical research, are now leaders in publication and disclosure of research. However...

openpharma.blog

You Retweeted

Chris Winchester @ChrisW_PharmaG · 28 Oct 2019

In the spirit of the @_OpenPharma position statement, @tandfmedicine offer #openaccess to all authors, regardless of their funding source or affiliation. 🌞

To read the position statement in full, and sign up, see openpharma.blog/position-state... #OAWeek #openaccessweek #pubplan

Taylor & Francis Medicine and Health @tandfmedicine

We welcome further discussion led by @_OpenPharma around making research more accessible and @tandfmedicine offer open access options to all of our authors irrelevant of funding/affiliation. #openaccess #openscience #openforall #OAWeek #pubplan #SMPP

ely half of all
ation and disclosure...

Comments from individual endorsers



“A vital element of open access is ‘knowledge mobilization’ – bringing as many relevant stakeholders to engage with published research as possible to maximize its reuse and impact. Open access offers a way to maximize contact with multiple audiences, spark new ideas and understanding, and ensure new interventions and treatments can reach those that need them as soon as possible.”

–Rebecca Lawrence, F1000Research

“If we are committed to ‘doing the right thing for patients’, then we must all support open access and transparency.”

–John Gonzalez, Solanum Medical Communications Ltd

“One of the persistent challenges facing various stakeholders in the health sector in Zimbabwe and other low- to middle-income countries is physical and cognitive access to relevant credible evidence to use in identifying research priorities, doing the research, develop policy and in making programme interventions to ensure universal health coverage, posing a serious threat for the health sector.”

–Ronald Munatsi, Zimbabwe Evidence Informed Policy Network

“Science should be open. Research cannot be kept locked for access to a limited few. It’s contrary to the principles of doing clinical research. We make volunteer participants give us valuable results and then block the end users from using the same to help these volunteers.”

–Alban Sigamani, Narayana Health

“Important step in enabling patient groups and charities to share relevant information with the community and build an informed society.”

–Alan Thomas, Ataxia and Me

Engage with the position statement

Help us to share the news!

Let's work together



- **Sign** our position statement today!



<https://openpharma.blog/>

- **Get involved** in the conversation



[@_OpenPharma](https://twitter.com/_OpenPharma)



Please reuse and share these slides however you wish, to advocate for open access and the open science movement, and please remember to acknowledge Open Pharma and encourage more people get involved
Available to download: <https://doi.org/10.6084/m9.figshare.13073174>