Future Science Group

EMBRACING DIGITAL: EXPANDING CUSTOMER TOUCH-POINTS BEYOND THE JOURNAL

NFAIS 2017
Agenda

1. Introduction to Future Science Group
2. The landscape of digital The Age of the Millennial
3. User research
4. FSG Apps
5. What next?
6. Conclusions & Discussion
Sources of information

- Mary Meeker State of the Internet report 2016
- PWC UK Entertainment and media outlook 2016-2020
- Bains & Company Research
Founded in 2001, focused on breakthrough medical, biotechnological and scientific research.

Aim: serve the advancement of clinical practice and drug research by enhancing the efficiency of communication among clinicians, researchers and decision-makers, and by providing innovative solutions to their information needs.
31 journals spanning medicine and science
FSG Connect values

Content

Social

Agile Empowerment

Total customer-centric business

Trust
The landscape of digital
What happens in an internet minute?
The landscape of digital

- Customer is king: wants personalisation & targeted content
- Mobile is now the primary way to go online, with app usage making up 60% of mobile usage online in 2015
- 79% of people aged 18-44 years have smartphones with them 22 hours/day; 80% of whom check their phone as soon as they wake up
- People interact with their phones on average 13 times per hour
- 79% of consumers use smartphones for research purposes
The landscape of digital

- 60% of Google searches now come via mobile
- Up to 40% of visitors will leave a site if it doesn’t load after 3 seconds
- 75% of mobile (Smartphone) traffic will be video by 2020
Key thoughts for publishers

- Mobile first
- Everyone is an editor
- Social sharing
- Visual beats text
- International reach and competition
- Tech giants set UX standards
The Age of the Millennial
Pre-1945

**Silent**
- Fought in WW2 & rationing; Raised ‘Nuclear’ families; Defined gender roles
- **Values**: discipline, dedication, family
- **Aspirations**: Home ownership
- **Signature product**: car
- **Communication**: formal letter, face-to-face
- **Tech**: assimilated to keep in touch & stay informed, but largely disengaged
- **Finance**: save

1946-1964

**BabyBoom**
- Idealism; Moon landing; Women’s Lib; Swinging 60s; Cold War
- **Values**: equal opportunity, personal gratification, anything is possible
- **Aspirations**: Job security
- **Signature product**: TV
- **Communication**: phone, ideally face-to-face but phone/email acceptable
- **Tech**: early adopters, as needed, increasingly stay in touch through Facebook
- **Finance**: buy now, pay later

1965-1980

**Gen X**
- End Cold War; political, social, economic change; AIDS epidemic; Cable TV & PCs; Thatcherism
- **Values**: independent, pragmatic, self-reliance
- **Aspirations**: Work-life balance
- **Signature product**: PC
- **Communication**: email & text
- **Tech**: Digital immigrants; tech assimilated into daily life
- **Finance**: cautious, conservative

1981-1995

**Millennials**
- Terrorism; Playstation; Social media; Iraq War; Reality TV
- **Values**: globally-minded, optimistic, tolerant
- **Aspirations**: freedom & flexibility
- **Signature product**: tablet & smart phone
- **Communication**: text, social media
- **Tech**: Digital natives/early adopters; move tech forward; tech integral
- **Finance**: earn to spend
The Age of the Millennial: what about generation Z?

1995-2010

Economic downturn; global warming; mobile; energy crisis; Arab Spring; Cloud computing; Wiki-leaks

**Values**: Conscientious, hard-working, somewhat anxious and mindful of the future. Independent, stubborn, pragmatic and always in a rush. Instant gratification the norm

**Aspirations**: security and stability

**Signature product**: GoogleGlass; nano-computing; 3D Printing; driverless cars

**Communication**: hand-held; FaceTime; Snapchat; crowdsourcing. Prefer to talk online rather than in person

**Tech**: The ‘iGeneration’. Technoholics – limited grasp of alternatives. Tech-savvy, digitally-native, social networkers (esp Snapchat)

**Finance**: TBC
Researchers, doctors, nurses, marketing professionals

Conversations, survey, Twitter polls

Device split: 60% mobile, 40% desktop

Social in order of preference: Twitter, Facebook, LinkedIn

Favourite apps: SmartNews, Amazon, City Mapper, Google Maps, Twitter, BBC, My FitnessPal, Instagram, Podcasts, Splittable
What’s important?

Networking
Finding researchers’ contact details
Finding out about unpublished data

Customized solutions
Access to peers: researchers to MDs, Nurses to MDs – bridge gap with pharma

Curation of relevant information/content
What are the pain points?

Open access/legal challenges of accessing research
Integration of big, diverse datasets
Solo/silo working
Data protection concerns
Poor communication
TIME
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What is FSG Connect doing?
Miniature biopsy-implantable biochemical sensor could assist clinicians against cancer

Q&A With Monica Mazzarino & Franscisco Radler on key anti-doping issues

A workflow for absolute quantitation of large therapeutic proteins in biological samples at intact level using LC-HRMS

Solid-phase extraction: a principal option for peptide bioanalytical sample preparation

Validation of a biotherapeutic immunoaffinity-LC-MS/MS assay in monkey serum: ‘plug-and-play’ across seven molecules

Novel biochip array may be used to detect Alzheimer’s risk

Special Feature on Anti-doping

Interview with Dr. Olivier Rabin (WADA): Challenges of Anti-doping analysis

Analytical pitfalls and challenges in clinical metabolomics

A workflow for absolute quantitation of large therapeutic proteins in biological samples at intact level using LC-HRMS

ABSTRACT

Aim: The commonly used LC–MS workflow to quantify protein therapeutics in biological samples is ‘bottom-up’ approach. In this study, the aim is to establish ‘top-down’ approach for absolute quantitation of therapeutic antibodies or proteins of similar sizes in biological samples at intact level. Materials & methods: Using a recombinant human monoclonal antibody as the model molecule, we present a workflow to measure large therapeutic proteins in plasma at intact level based on deconvoluted high-resolution MS (HRMS) peaks. A novel MultiQuant™ software function was developed to automatically deconvolute the peaks and process the data. Results & conclusion: The workflow showed satisfying performance. This is a proof of concept study demonstrating the feasibility of bioanalysis of large therapeutic proteins at intact level using LC-HRMS.

MS has been increasingly recognized as an important tool for therapeutic protein bioanalysis because of its capability to provide high specificity at amino acid sequence level [1–3]. The mostly commonly used
Four steps to eliminate or reduce pain in children caused by needles (part 1)
Dr Stefan Friedrichsdorf discusses what makes the Children’s Minnesota Hospital stand out, includ

Researchers solve enigma of TREM2 protein in Alzheimer’s disease
Neuroscientists demonstrate that deficiency of the immune protein TREM2 has opposing effects at d

Somatic symptom disorder treated with electroconvulsive therapy

CTE in retired soccer players – an interview with Helen Ling
First reported as ‘punch drunk syndrome’ in boxers, chronic traumatic
More iterations

Remarketing

Bookmarking of content to read later

Usage stats

User feedback + further iterations and potentially new apps and further personalisation of our offerings
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<td>Real-Live</td>
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<td>Tune in/watch on own terms; mass audience but personal</td>
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• Immuno-oncology, June 2017
• Online, virtual symposia
• CME accredited
• Chair: Prof Angus Dalgleish (St George’s, University of London)
The effect of concussion history on cognitive-motor integration in elite hockey players

Published Online: 6 September 2013

Johanna Hurtubise, Diane Teas motion, Yehyah Hamandi, Alison Stephenson, Lauren Sergio

Aim: To examine the effects of concussion history on cognitive-motor integration in elite-level athletes.

Methods: The study included 102 National Hockey League draft prospects (n = 51 concussion history [CH]; n = 51 no history [NC]). Participants completed two computer-based visuomotor tasks, one involved a ‘standard’ visuomotor mapping and one involved a ‘nonstandard’ mapping in which vision and action were decoupled due to a plane dissociation (eyes look at vertical screen while hand moves along horizontal screen), and visual feedback reversal...
FSG Connect advisory panel

- Network to advise on and support the FSG digital strategy
- Researchers/experts in key areas of science and medicine
- Marketing experts
- Digital experts

To express an interest, email: r.hill@futuremedicine.com
Any Questions?