SCIENTIFIC COMMUNICATION PLANS
IN HEALTH ECONOMICS AND REAL-WORLD EVIDENCE

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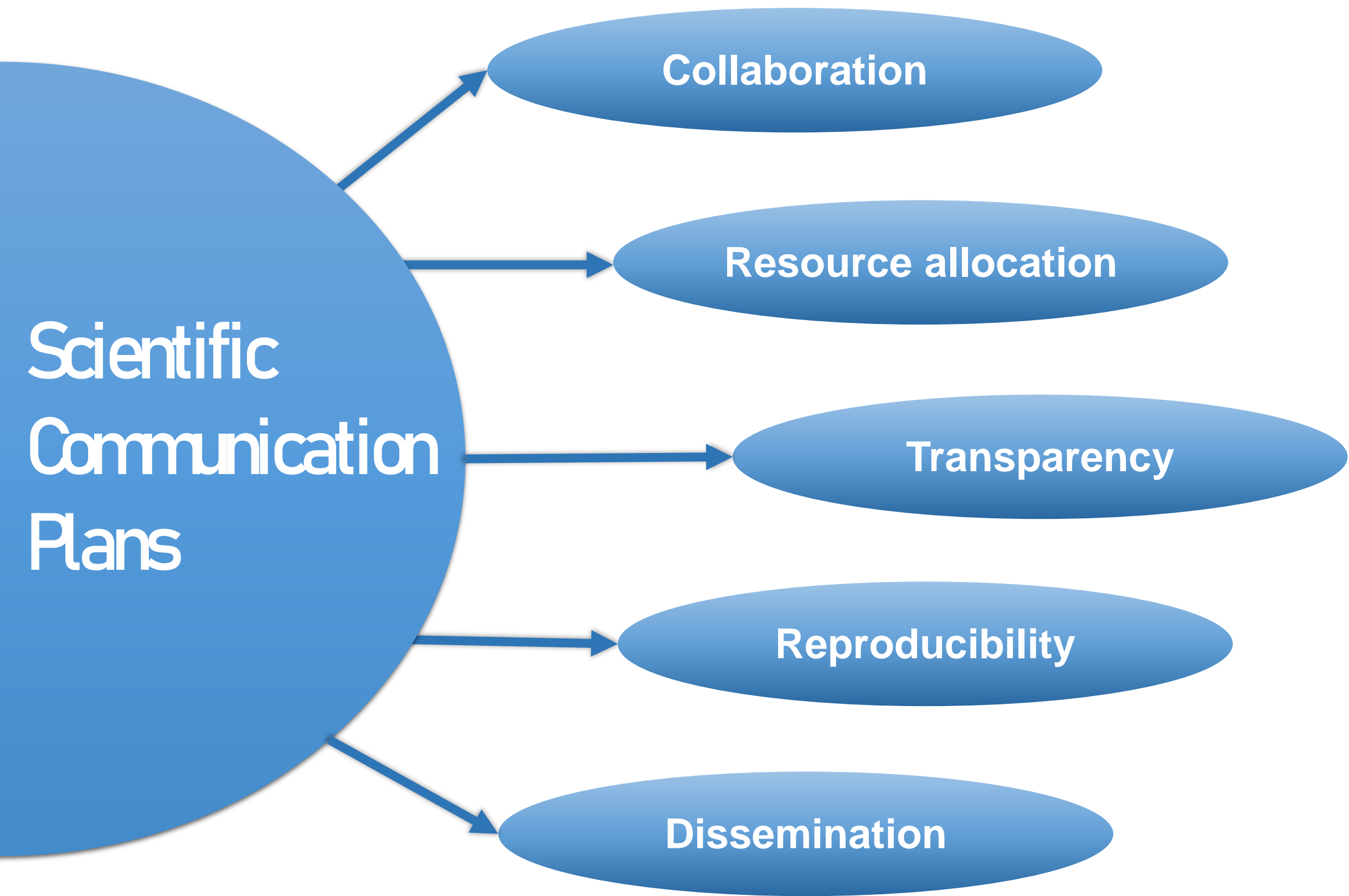[1]IQVIA Brazil, São Paulo, SP, Brazil

OBJECTIVE

To review and report reasons to include a scientific communication plans (SCP) in projects of health economics and real-world evidence globally.

METHODS

The use of SCP is an outline to guide effective communication for various audiences. Some projects are including a roadmap with milestones for sharing their methodologies, results and future steps for different audiences like other scientists, patients, policymakers, funding agencies. We conducted a narrative literature review to map reasons presented in literature for support implementations of SCP for research projects. We discussed the main reasons founded to support future adoptions of SCP in health economics and outcomes research.

RESULTS

The main reasons to encourage an organization of scientific communication plans covered in this review were: collaboration, resource allocation, transparency, reproducibility and dissemination. A SCP allows researchers around the world to identify potential synergies and collaborate effectively in real-world studies, for example. It also permits institutions, stakeholders, policymakers and funding agencies to save and allocate resources more strategically. A SCP allows the scientific community to evaluate details from each study increasing the transparency and reproducibility. A structured SCP can contribute to dissemination of science, contributing to collective understanding of science. It also facilitates future research and inspires new ideas.

Scientific Communication Plans → Collaboration, Resource allocation, Transparency, Reproducibility, Dissemination

CONCLUSION: The use of SCP has a main objective to expand the reach of science across different areas around the globe, as in health economics and real-world evidence. Including a strategy for SCP inside projects can promote collaboration and improve resource allocation. Also allows transparency, reproducibility and dissemination of science in different areas.