

# VIDEO ABSTRACT: CASE STUDY

## Tiotropium HandiHaler® and Respimat® in COPD: a pooled safety analysis

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Visit this link to view  
the video abstract



[http://www.dovepress.com/articles.php?article\\_id=20320](http://www.dovepress.com/articles.php?article_id=20320)

Halpin DMG, et al. *Int J COPD*. 2015;10:239–259.

- PAREXEL prepared and developed a video abstract for an article published in the *International Journal of Chronic Obstructive Pulmonary Disease* in 3 weeks after the notification of editorial acceptance.
- A PowerPoint® Guide (with questions, key talking points and simplified data tables and figures) was used to drive the filming in the style of an interview.

PAREXEL proposal for format (mix of video + data tables/figures overlaying audio, question/title slides)

KO TC discussion/agreement with sponsor and Professor Halpin

Development of PPT “guide” slides:  
Questions, simplified tables and figures, including key talking points for Professor Halpin

Filming at Professor Halpin’s institution (Exeter) with agency direction

Edit footage and incorporation of data material (digital media)  
Review by PAREXEL

Review by sponsor and Professor Halpin  
Review by co-authors

Submission to journal

### Professor David M.G. Halpin: The author’s view



- From a journal’s perspective, I think the video abstract is an interesting way of connecting readers with the authors.
- This video abstract was challenging as the manuscript contained a lot of numerical data in tables.
- Therefore, it was important that the audio in the video was supported by graphics of the key data.
- It was also important that the video looked “academic” – no background music, complex animations, etc.
- Having an experienced camera man and editing team was important.

### Dr. Richard Russell, Editor-in-Chief of the *International Journal of COPD*: The editor’s view



- The video abstract has been a great innovation at the *International Journal of COPD*.
  - In seeing the author, you get a feeling for the emphasis that they put on the work and the work is brought to life.
  - If produced in a discursive and straightforward manner, then they really add to the weight of a paper and add value to the author, the journal and for the publication.
- Ideally, video abstracts should bring the work to life.
  - Most importantly: What does this mean in the real world? They should answer the “so what?” question.
- At present, the video abstract is an extra and is optional, but given how easy it is to do using modern technology in an acceptable manner, it will become more common.
- However, looking ahead, I think that the advantages of video abstracts will be limited as it is only a one-way view. Videos or video blogs will become more common and will bring research to life, but the real future will be in dialogue.
  - This already exists (e-mail, Twitter) but we may be able to formalize such tools into a suitable scientific interface to allow reader and author to have a proper dialogue in a safe, moderated and authoritative forum.

### Tania Olliver, Editorial Manager at Dovepress: The publisher’s view

- The process for this video abstract was seamless.
- The video was supplied by PAREXEL as an MP4 and after checking its quality and length, the copyright statement was added and the video was converted to .avi format. This was then uploaded to the Dove Medical Press YouTube channel and the Editor-in-Chief, Dr Richard Russell, was asked to ensure the video abstract submitted was a reasonable summary representation of the paper. Once Dr Russell approved the video abstract, a Bitly URL and QR code were created and included on the proofs.

### Dr. Sarah Petit, Scientific Specialist at PAREXEL: The agency’s view



- Think creatively when creating a video abstract!
- It is important to understand what the author has in mind to convey, in order to translate this into a video.
- Videos can include different levels of animation, and range from having a very academic feel to being very engaging and animated (figure/diagram animations, real-life filming such as in a laboratory or hospital, green-screen filming, music, etc).