



# WHY PUBLISH?

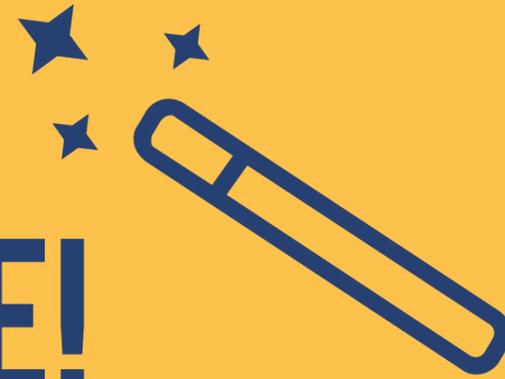
**THE IMPORTANCE OF SCIENTIFIC PUBLICATIONS IN MEDICAL RESEARCH**



## DISCLAIMER

This material is provided for informational purposes only. The material does not constitute legal or professional advice nor does it necessarily represent the position of the Tech Observer Group. In case of doubts relating to this material, please consult your company's internal policy on scientific publications.

# HELLO THERE!



Ever thought that scientific publications are too complex?  
Or that publishing your research seems too daunting a task?

To make things easier, we have developed a series of bite-sized guides covering a range of topics on scientific publications.

Let's make the complex simple.

**TECH OBSERVER MEDICAL COMMUNICATIONS**

# THE IMPORTANCE OF SCIENTIFIC PUBLICATIONS IN MEDICAL RESEARCH

For healthcare systems to function optimally, the best current evidence must be transferred between the people who generate primary research **data**, those who synthesize these data into **evidence**, those who interpret and make evidence-based **recommendations**, and those who use and evaluate these recommendations in clinical **practice**.

Research and publication of the research thus forms part of the clinical evidence “ecosystem” where evidence is translated into practice and vice versa.



**5**

**REASONS WHY  
SCIENTIFIC  
PUBLICATIONS  
ARE IMPORTANT**

1

# COMMUNICATE SCIENTIFIC WORK AND RESEARCH FINDINGS



Scientific publication is the principal way to relay evidence-based information to medical and healthcare professionals.

2

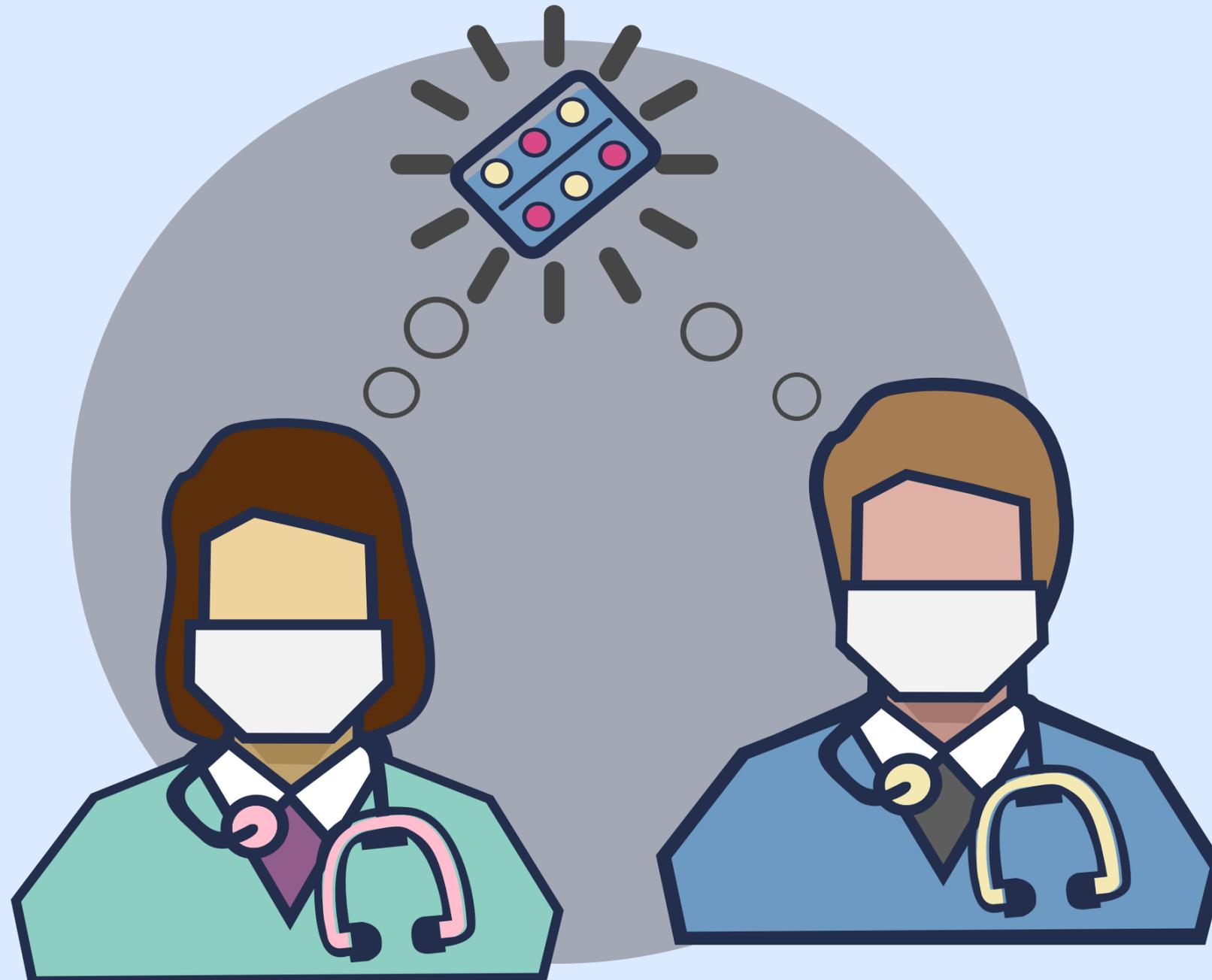
## INCREASE AWARENESS OF DISEASES OR TREATMENT OPTIONS



Publishing evidence is key to increasing awareness of lesser-known diseases or new treatment options.

3

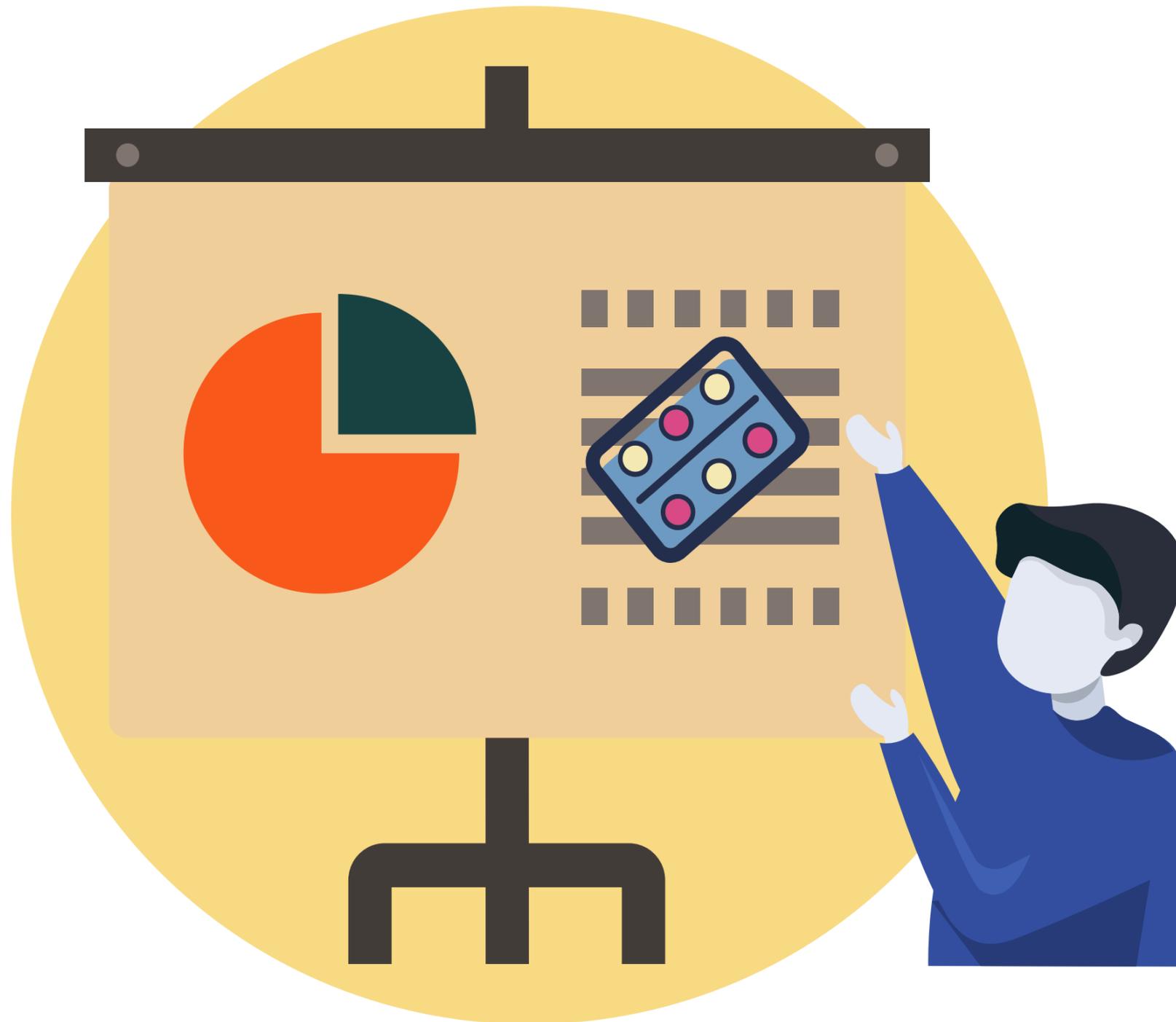
## INFLUENCE CLINICAL PRACTICE



Strong evidence from scientific publications may inform and encourage changes in clinical practice.

4

## SUPPORT MARKETING CLAIMS



For companies, data from scientific publications are the foundation for marketing messages and product claims.

5

## GUIDE FUTURE RESEARCH



Scientific publications contribute to the body of scientific knowledge, which is essential for stimulating further discussion and research in the field.

# WE HOPE YOU ENJOYED THIS LEARNING BITE

Check out the other titles in this series and samples of our work at  
[www.tech-observer.com/cro/medical-writing](http://www.tech-observer.com/cro/medical-writing).

## OTHER TITLES

When & What to Publish

Evidence-Based Medicine

Choosing the 'Right' Journal

Post-Publication Tips

Word Choice Guide by Tech Observer (2018 edition)

and many more...

**TECH OBSERVER MEDICAL COMMUNICATIONS**



Tech Observer offers clinical operations, data management, biostatistics and medical writing services for clinical research.

Want to know how Tech Observer can assist in your clinical research & medical writing needs? Find out more at [www.tech-observer.com](http://www.tech-observer.com) or follow us on LinkedIn and Twitter.



This material is brought to you by: Tech Observer Medical Communications - Making Complex Simple

DISCLAIMER

This material is provided for informational purposes only. The material does not constitute legal or professional advice nor does it necessarily represent the position of the Tech Observer Group. In case of doubts relating to this material, please consult your company's internal policy on scientific publications.