

AMPLIFICATION & OUTREACH REPORT

A. ARTICLE DETAILS

- I. **Article Title:** FAILURE OF CARE STANDARD IN RELATION TO PFIZER BNT162b2 modRNA
- II. **Author(s):** Dr. David Vella
- III. **Article Type:** Review
- IV. **Scope:** Medical Ethics
- V. **Targeting Focus:** Bioethics, Clinical Ethics, Public Health Policy
- VI. **Journal of Publication:** The Gazette of Medical Sciences
- VII. **Publication Date:** 09 September 2024
- VIII. **DOI (if available):**
<https://www.doi.org/10.46766/thegms.medethics.24082501>
- IX. **Article Link:** <https://www.thegms.co/medical-ethics/medethics-rw-24082501.pdf>

B. PODCAST STATUS

Podcast Published

Podcast Under Process

Podcast Not Yet Produced

If published:

- **Podcast Link:** <https://www.thegms.co/podcasts/care-standard-failure/>
- **Podcast Release Date:** 18 February 2025
- **Platforms Distributed:** Science of Healing - The Gazette of Medical Sciences Podcast | Spotify | Apple Podcasts | Amazon Music

C. REPORTING DETAILS

I. Reporting Period

- **From:** 12 May 2025
- **To:** 27 May 2025

II. Prepared For: Dr. David Vella

III. Date Issued: 2 June 2025

D. GLOBAL OUTREACH SUMMARY

I. Geographic Reach:

- **North America:** USA, Canada
- **Europe:** UK, Germany, France, Italy, Netherlands, Switzerland
- **Asia:** India, China, Japan, South Korea, Singapore
- **Oceania:** Australia
- **Latin America:** Brazil, Mexico, Argentina, Chile
- **Africa:** South Africa, Nigeria, Egypt, Kenya
- **Middle East:** UAE, Saudi Arabia, Israel

II. Scholarly Contacts: 1,24,861

III. Outreach Campaigns Conducted: 4

Outreach is conducted using curated researcher contacts from recent academic publications and scholarly sources, delivered through phased campaigns across 25+ countries.

E. PERFORMANCE METRICS

I. Outreach Campaign Distribution

Campaign	Total Contacts
Campaign 1	31,425
Campaign 2	33,201
Campaign 3	26,517
Campaign 4	33,718
Total	1,24,861

II. Campaign-wise Engagement Metrics

Campaign	Email Delivery			Engagement Metrics	
	Total Outreach	Email Opens	Not Opened	Article Link Clicks	Podcast Link Clicks
Campaign 1	31,425	13827	17,598	5254	10509
Campaign 2	33,201	21913	11,288	12709	17749
Campaign 3	26,517	14850	11,667	6682	11583
Campaign 4	33,718	14499	19,219	9569	12034

Note: Engagement metrics may exceed recorded email opens due to repeated user interactions, access across multiple devices, and extended reach through content sharing beyond the initial recipients.

III. Overall Engagement Metrics Summary

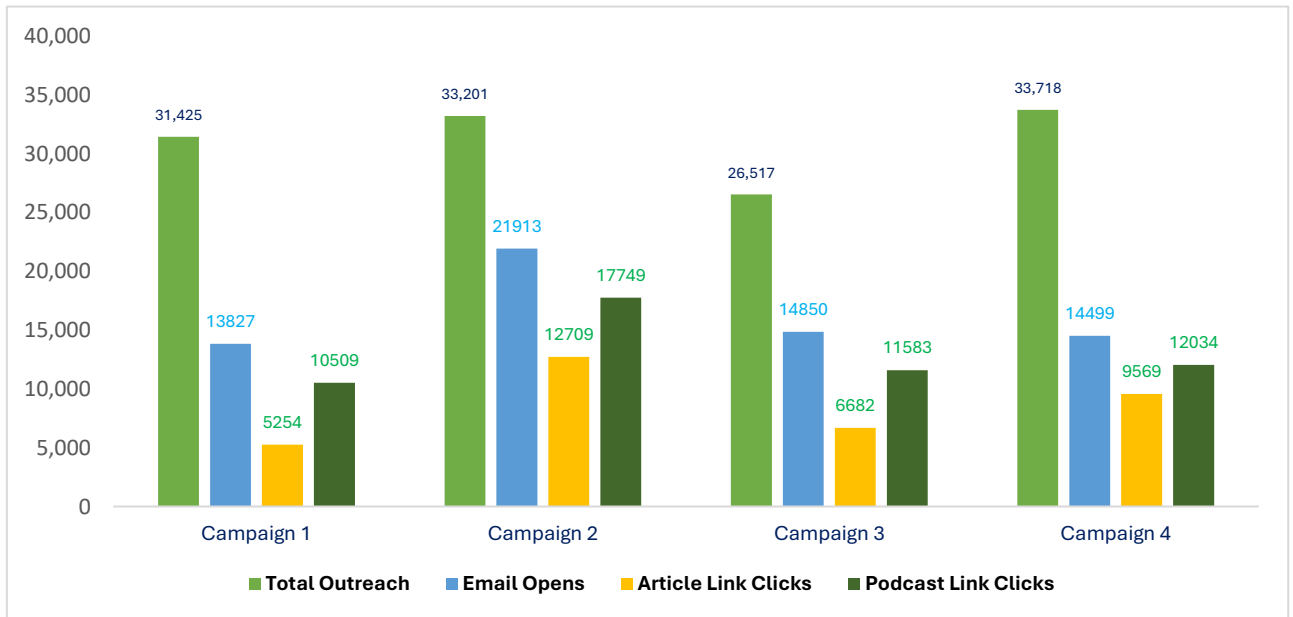
Total Email Opened	Article Link Clicks	Engagement %	Podcast Link Clicks	Engagement %
65088	34215	52.6%	51874	79.7%

Engagement Analytics

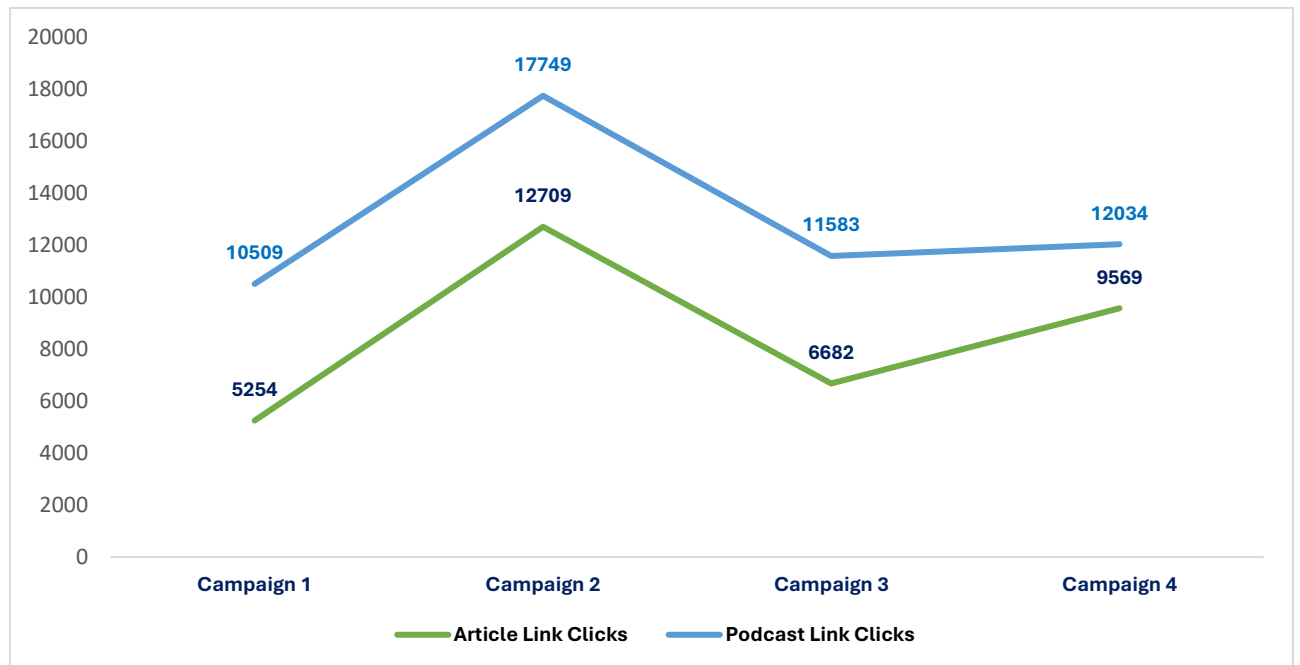
A significant share of opened emails resulted in content engagement, with podcasts showing higher interaction than article views. From 65,088 email opens, 52.6% engaged with the article and 79.7% with the podcast, highlighting stronger interaction with podcast content.

F. GRAPHICAL ANALYTICS

I. Campaign Engagement Overview



II. Engagement Trends: Article vs Podcast Link Clicks



G. ANALYTICS OVERVIEW

The outreach data demonstrates strong engagement across campaigns. For instance, in Campaign 1, out of 31,425 targeted contacts, 13,827 recipients opened the email. Within this engaged audience, 10,509 accessed the podcast, while 5,254 proceeded to view the associated article.

A similar trend is observed across other campaigns. In Campaign 2, 21,913 email opens resulted in 17,749 podcast interactions and 12,709 article link clicks, indicating a high level of interest in both formats of content delivery.

Campaigns 3 and 4 also reflect consistent engagement patterns, with a substantial proportion of email recipients not only opening the communication but actively interacting with the podcast and article links.

Overall, the data highlights that a significant segment of the engaged audience moves beyond email opens to content interaction, particularly with podcast formats, demonstrating the effectiveness of combined article and audio-based dissemination in enhancing research visibility.

H. OUTREACH ACTIVITIES CONDUCTED

- Targeted academic email campaigns
- Newsletter distribution
- Podcast dissemination
- Website promotion
- Academic network sharing

I. TRACKING & MEASUREMENT METHODOLOGY

All engagement metrics are tracked using campaign-specific tracking systems and secure, trackable links. Data is monitored using industry-standard tracking and analytics frameworks.

Each campaign uses unique links to measure:

- Article Link Clicks
- Podcast Link Clicks
- Engaged Interactions
- Not Read (non-engagement)

J. REPORT STATEMENT

This report summarizes the engagement generated through structured academic outreach campaigns and podcast dissemination for the above-mentioned article.

K. CERTIFICATION

Certified by:

The GMS Outreach & Podcast Division

The Gazette of Medical Sciences