

AMPLIFICATION & OUTREACH REPORT

A. ARTICLE DETAILS

- I. **Article Title:** COVID-19: Energy, Protein Folding & Prion Disease
- II. **Author(s):** Dr. K. E. Thorp, Dr. James A. Thorp, Elise M. Thorp, Margery M. Thorp, Paul R. Walker
- III. **Article Type:** Review
- IV. **Scope:** Neurology
- V. **Targeting Focus:** Neurology, Clinical Neurology, Neuroscience, Neurodegenerative Diseases, Stroke and Cerebrovascular Disorders, Neuroimaging
- VI. **Journal of Publication:** The Gazette of Medical Sciences
- VII. **Publication Date:** 13 September 2022
- VIII. **DOI (if available):** <https://www.doi.org/10.46766/thegms.neuro.22083101>
- IX. **Article Link:** <https://www.thegms.co/neurology/neuro-rw-22083101.pdf>

B. PODCAST STATUS

- Podcast Published**
- Podcast Under Process
- Podcast Not Yet Produced

If published:

- **Podcast Link:** <https://www.thegms.co/podcasts/covid-19-protein-misfolding/>
- **Podcast Release Date:** 13 July 2025
- **Platforms Distributed:** Science of Healing - The Gazette of Medical Sciences Podcast | Spotify | Apple Podcasts | Amazon Music

C. REPORTING DETAILS

I. Reporting Period

- **From:** 04 August 2025
- **To:** 20 August 2025

II. Prepared For: Dr James A. Thorp

III. Date Issued: 23 August 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: 1,15,290

III. Outreach Campaigns Conducted: 5

Outreach is conducted using curated researcher contacts from recent academic publications and scholarly sources, delivered through phased campaigns across 20+ countries.

E. PERFORMANCE METRICS

I. Outreach Campaign Distribution

Campaign	Total Contacts
Campaign 1	22,415
Campaign 2	21,090
Campaign 3	22,631
Campaign 4	27,049
Campaign 5	22,105
Total	1,15,290

II. Campaign-wise Engagement Metrics

Campaign	Email Delivery			Engagement Metrics	
	Total Outreach	Email Opens	Not Opened	Article Link Clicks	Podcast Link Clicks
Campaign 1	22,415	6052	16363	2481	2360
Campaign 2	21,090	6960	14130	2227	1670
Campaign 3	22,631	6563	16068	1838	2166
Campaign 4	27,049	11090	15959	4103	4880
Campaign 5	22,105	8621	13484	1897	3190

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

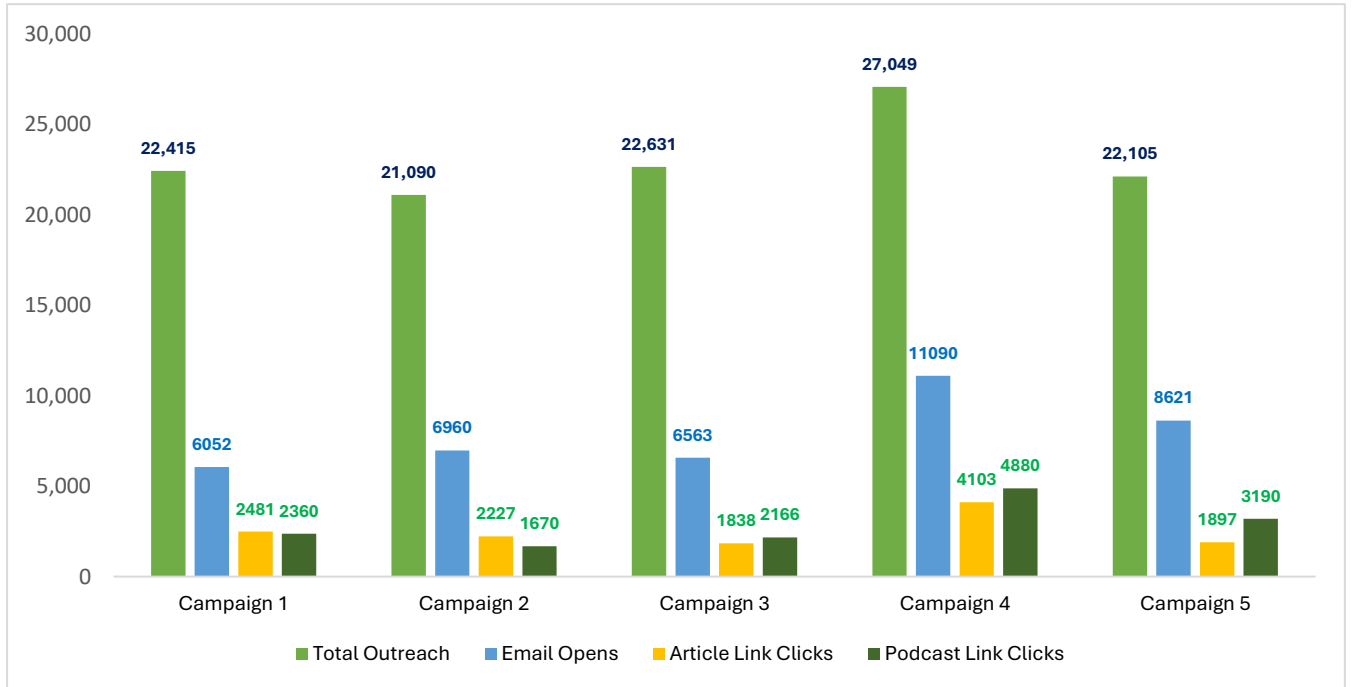
Total Email Opened	Article Link Clicks	Engagement %	Podcast Link Clicks	Engagement %
39286	12546	32%	14266	36%

Engagement Analytics

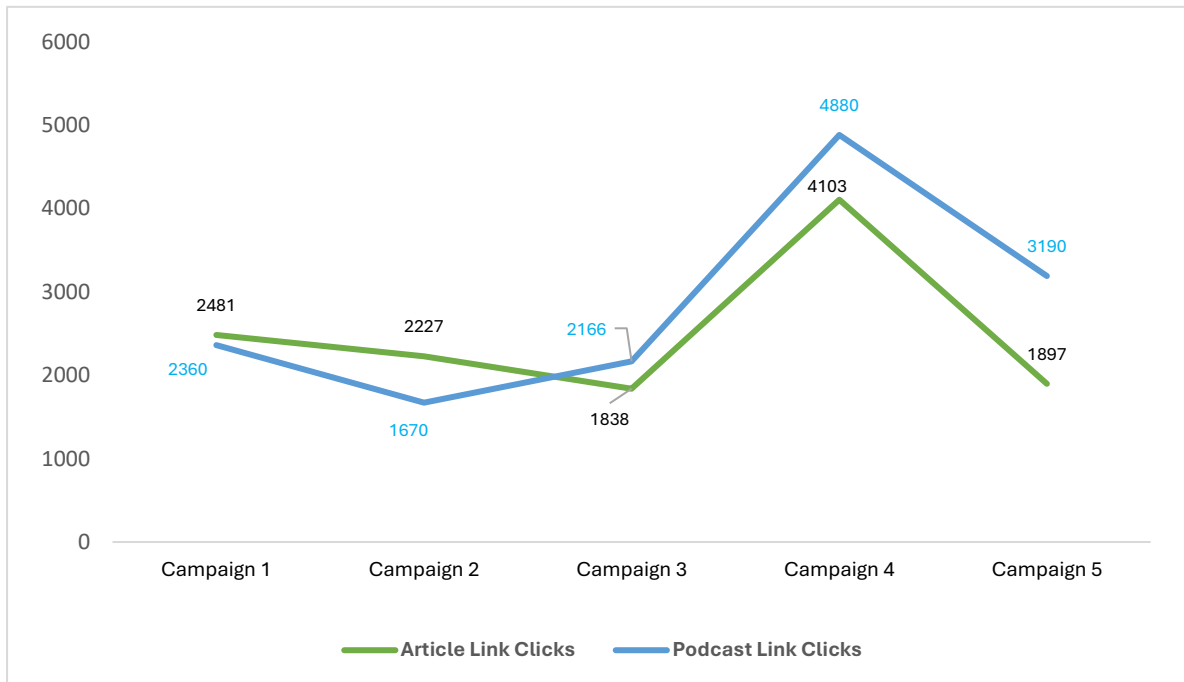
From 39,286 email opens, 12,546 recipients engaged with the article (32%), while 14,266 interacted with the podcast (36%), indicating slightly higher audience engagement with podcast content compared to article access.

F. GRAPHICAL ANALYTICS

I. Campaign Engagement Overview



II. Engagement Trends: Article vs Podcast Link Clicks



G. ANALYTICS OVERVIEW

The campaign data reflects moderate engagement levels with noticeable variation in email open rates across outreach phases. Campaign 4 demonstrates comparatively higher audience responsiveness, while Campaigns 1, 2, and 3 show lower open rates, indicating variability in initial engagement.

Post-open interaction patterns remain consistent, with both article and podcast formats contributing to audience engagement. In Campaign 4, higher engagement is observed across both formats, with 4,103 article clicks and 4,880 podcast interactions, indicating strong overall performance.

Across other campaigns, engagement remains balanced, with slight variation between article and podcast interactions. For example, Campaign 1 shows comparable engagement between article (2,481 clicks) and podcast (2,360 clicks), while Campaign 5 reflects stronger podcast interaction (3,190 clicks) compared to article engagement (1,897 clicks).

Overall, the data indicates steady engagement across campaigns, with podcast content demonstrating a marginally higher interaction trend in several cases, while article engagement remains consistent, reflecting balanced audience content consumption.

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