

The challenge

The George Institute for Global Health is a leading health and medical research institute, with major centres in Australia, China, India and the UK and ongoing projects in **60 countries**. Showcasing our Institute's impact helps us highlight the value of collaboration and investment in our work to a wide range of audiences. However, given the diversity of our research there is no single, straightforward way to report our impact. Figure 1 shows our key research areas, our major impact pathways and our key audiences.

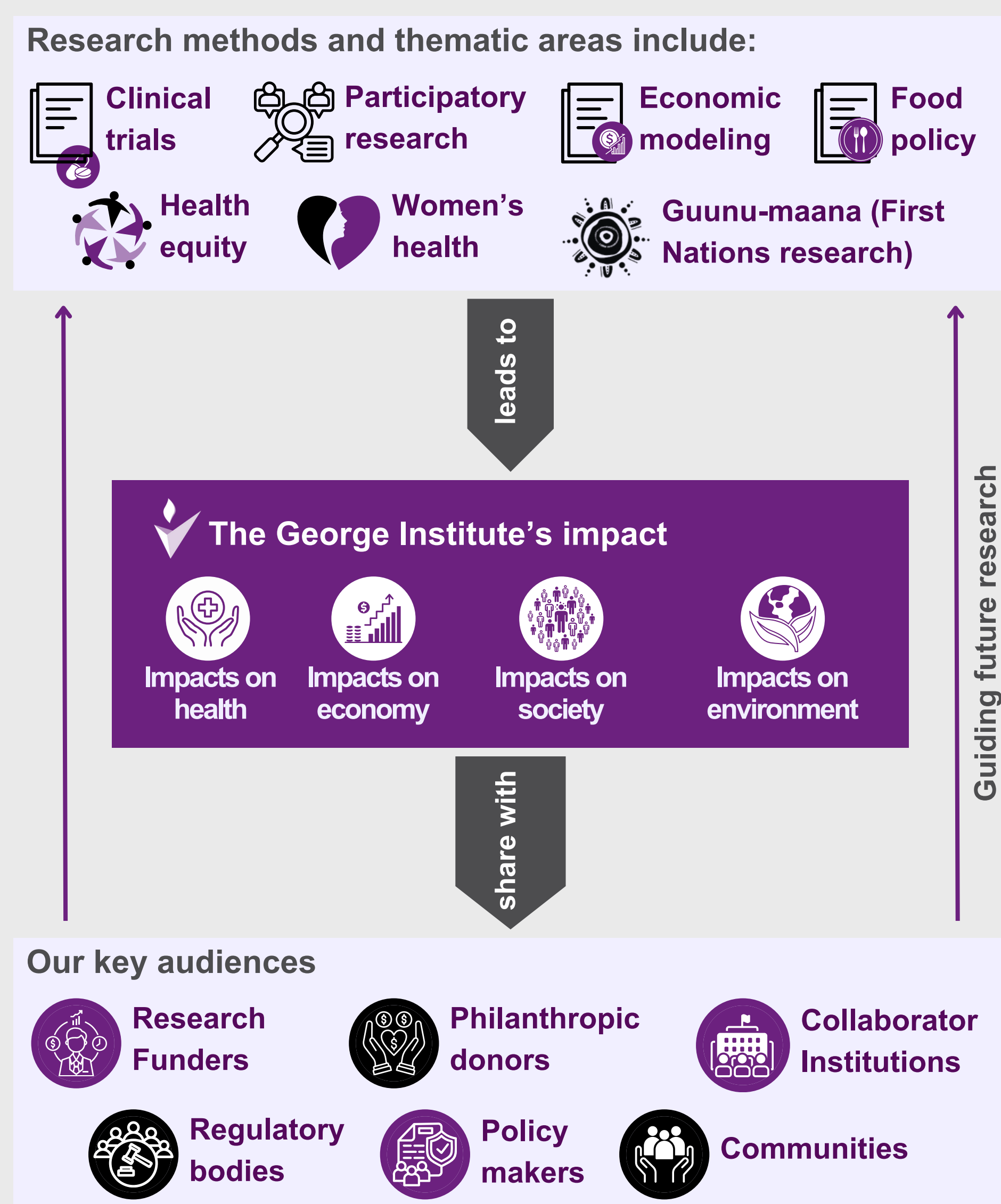


Figure 1: key components of The George Institute's impact

Impact measurement framework

To efficiently report our impact, we developed an institutional impact measurement framework, integrating different tools and platforms, to track both quantitative and qualitative research impact. The tools and platforms we used to capture and report our impact are described below.

SPoT Impact Module

Single Point of Truth (SPoT) is our central database and acts as a knowledge hub for all our projects, publications, people and funding. We developed an impact module in SPoT as a bespoke impact management tool which helps us plan, measure, and capture the impact activities of our researchers across five impact pathways - advancing knowledge, influencing policy & practice, engagement & outreach, commercialization and consumers & communities.

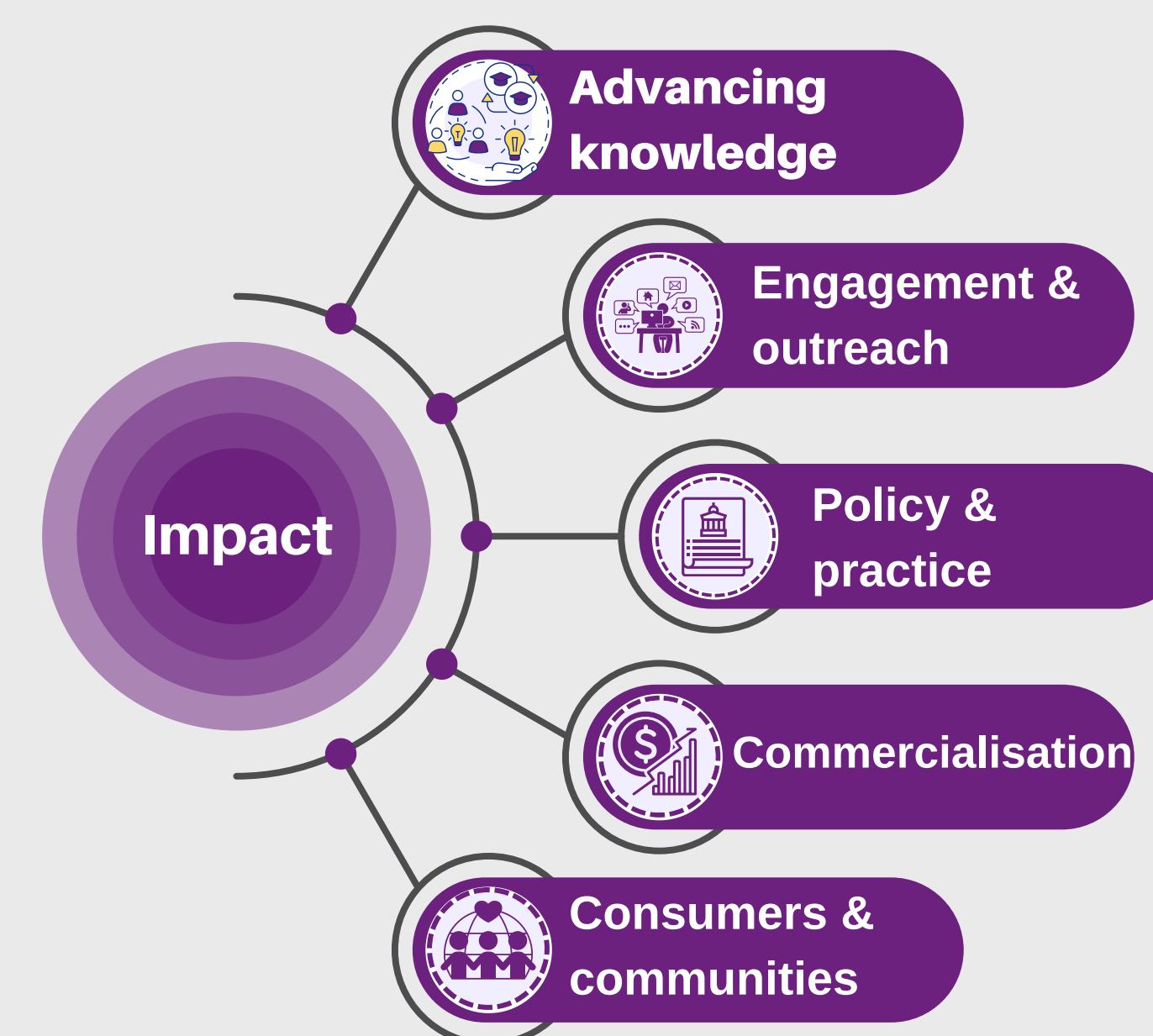


Figure 2: key pathways to impact captured in SPoT

To track the impact of our research beyond traditional bibliometrics, we use two external databases: Altmetric and BMJ Impact Analytics (BMJ IA).

Overton and BMJ Impact Analytics

We started tracking citations of our publications in policy documents in 2022 using Overton's Index. In 2024, we moved to BMJ IA, a collaboration with Overton which focuses specifically on

health and medical research - our core business. BMJ IA's focus on clinical guidelines and health policies has revealed a much higher number of citations for our publications.

Altmetric Explorer

We were also keen to understand how and where people engage with our research. To track the online attention our publications attract, we use Altmetric Explorer. Altmetric tracks who is engaging with research online via news stories, blogs, tweets, Wikipedia mentions, patent mentions and more.

Foleon

To translate our key findings into compelling stories, along with dynamic infographics and interactive visuals, we used Foleon which is an interactive content creation platform.



Figure 3: Location of organisations citing publications from The George Institute in health policies and clinical guidelines *Source: BMJ IA, date:23-05-25

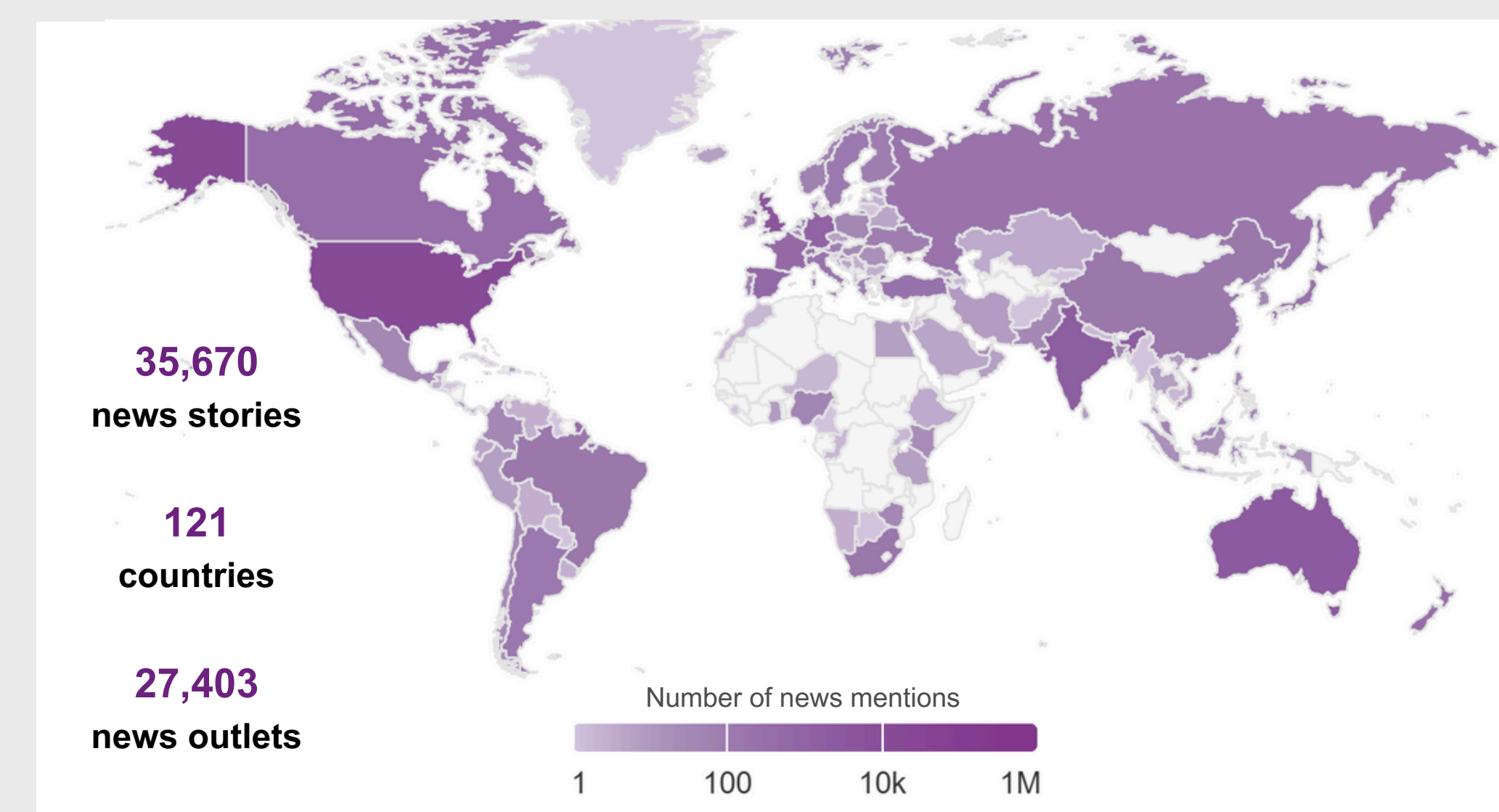


Figure 4: Location of outlets publishing news stories citing publications from The George Institute *Source: Altmetric Explorer, date:23-05-25

Impact Report 2024: visual storytelling

By leveraging the tools from our research impact framework, we identified our most impactful stories, key policy contributions, and the public discourse surrounding our research in 2024. We then combined the insights from these tools, to craft a compelling digital impact report that demonstrates our real-world influence.

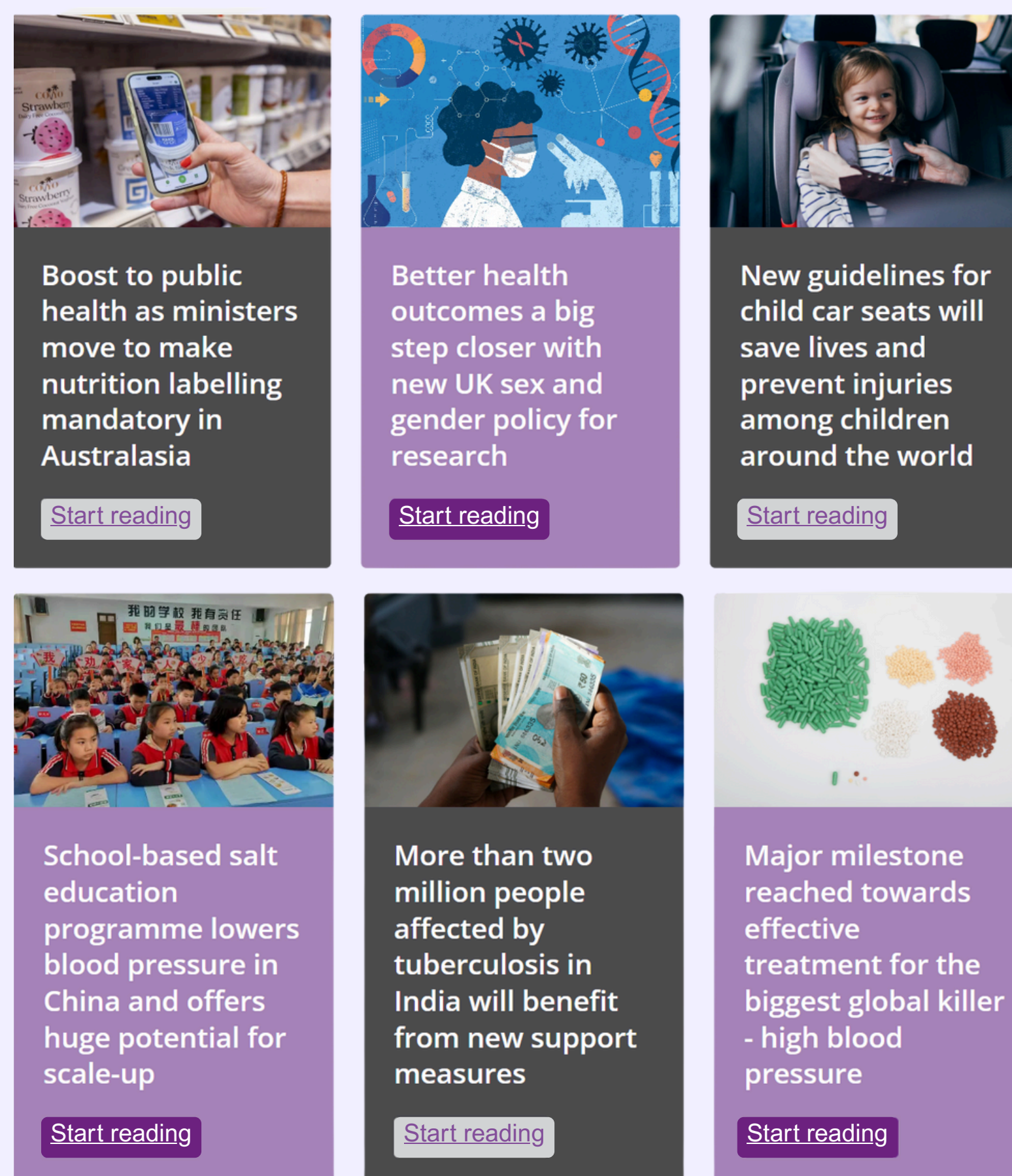


Figure 5: Snapshot of the impact stories from TGI's impact report 2024

impact on health.

While, our efforts to address sex and gender in health research in UK and to conduct school-based salt education program in China, have lead to cultural changes, resulting in long-term impact on society.

From developing an innovative, low-cost, three-in-one blood pressure lowering pill to providing evidence on social protection measures in TB cases in India, our research have shown long-term economic impact.

To explore the impact stories, use the individual links to the six impact stories in figure 5.

Publication impact

We have reported insights from BMJ IA and Altmetric in different sections of the impact report. The reporting time period was Jan-Dec 2024. In this section, few of the insights from the report are shared to show how we have reported the publication impact of our research in an interactive way.

We created a dynamic map to showcase how our research publications were cited in news stories, clinical guidelines and policies in 2024, with the different elements appearing in sequence.

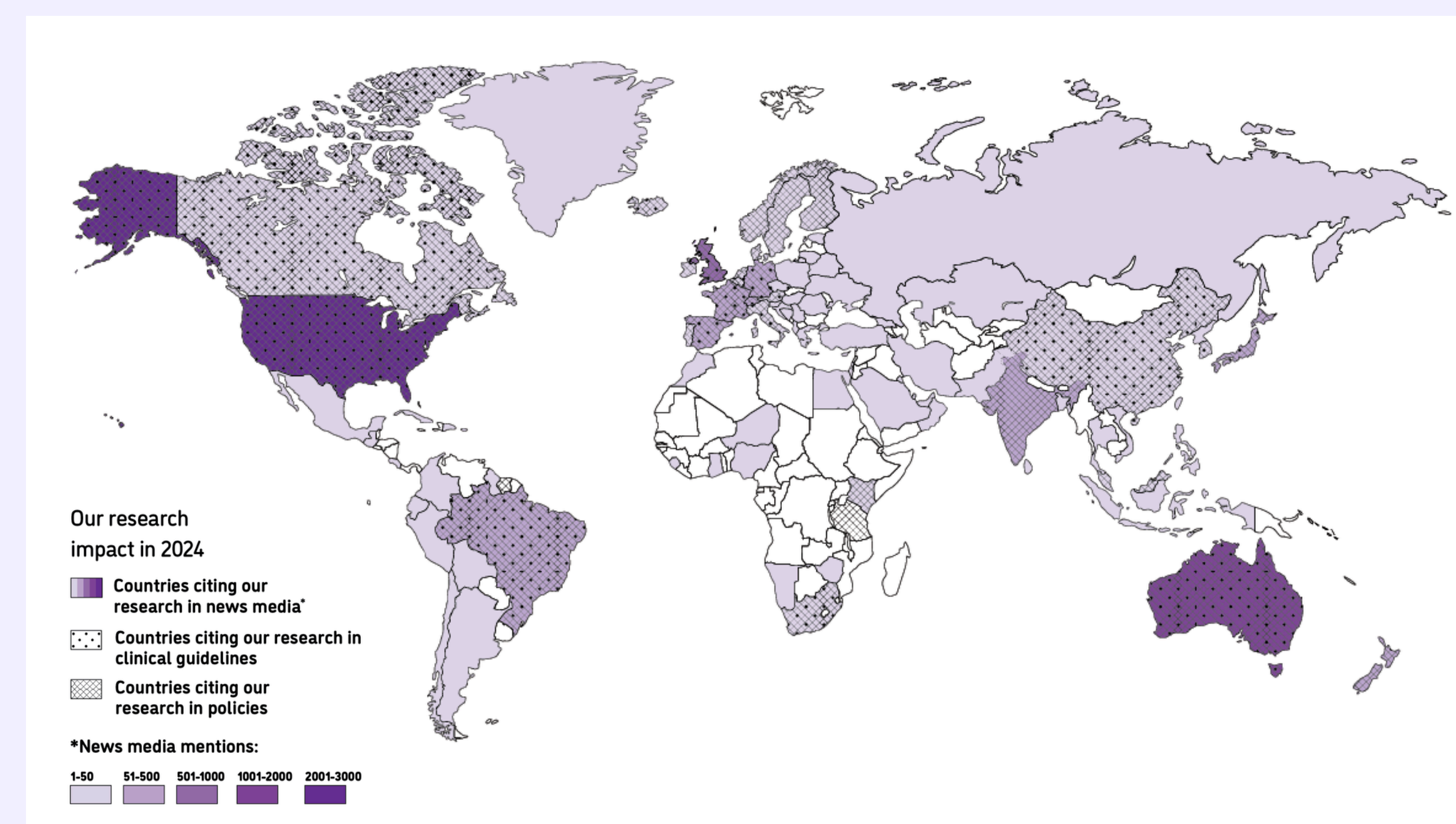


Figure 6: Citations of The George Institute's publications in news stories, clinical guidelines and policies in 2024

Next steps: measuring impact of the Impact Report

We anticipate a diverse audience accessing the impact report, and we want to see and analyse who is interacting with the content of the report. Therefore, we have created specific links for different audiences to track where readers are coming to the report from, and are using Matomo analytics to see who our readers are, where they're based, and how they are engaging with the report.

We are also using Foleon's analytics, which enables us to track what readers are looking at, where they go within the report, and how long they spend on each section, providing insights into what is of most interest to our audiences.

Infographics and videos

The Foleon platform enabled us to include interactive content including video and animated graphics, making the Impact Report much more engaging for users than the static reports we published in the past. Throughout the report we added interactive infographics like figure 7 and 8 to engage the readers and to highlight major takeaways from a particular section. We also invested in developing video stories (figure 9) about some of our projects, featuring interviews with people whose lives have been impacted by our work. These short films enable readers to hear first hand about how changes to the way services are delivered can make a big difference to the communities we partner with.



Figure 7: Impact Report screenshot showing visual representation of health policy, clinical guidelines and patents citations of The George Institute's publications in 2024



Figure 8: Impact Report screenshot showing visual representation of media, social media and online coverage of The George Institute's publications in 2024

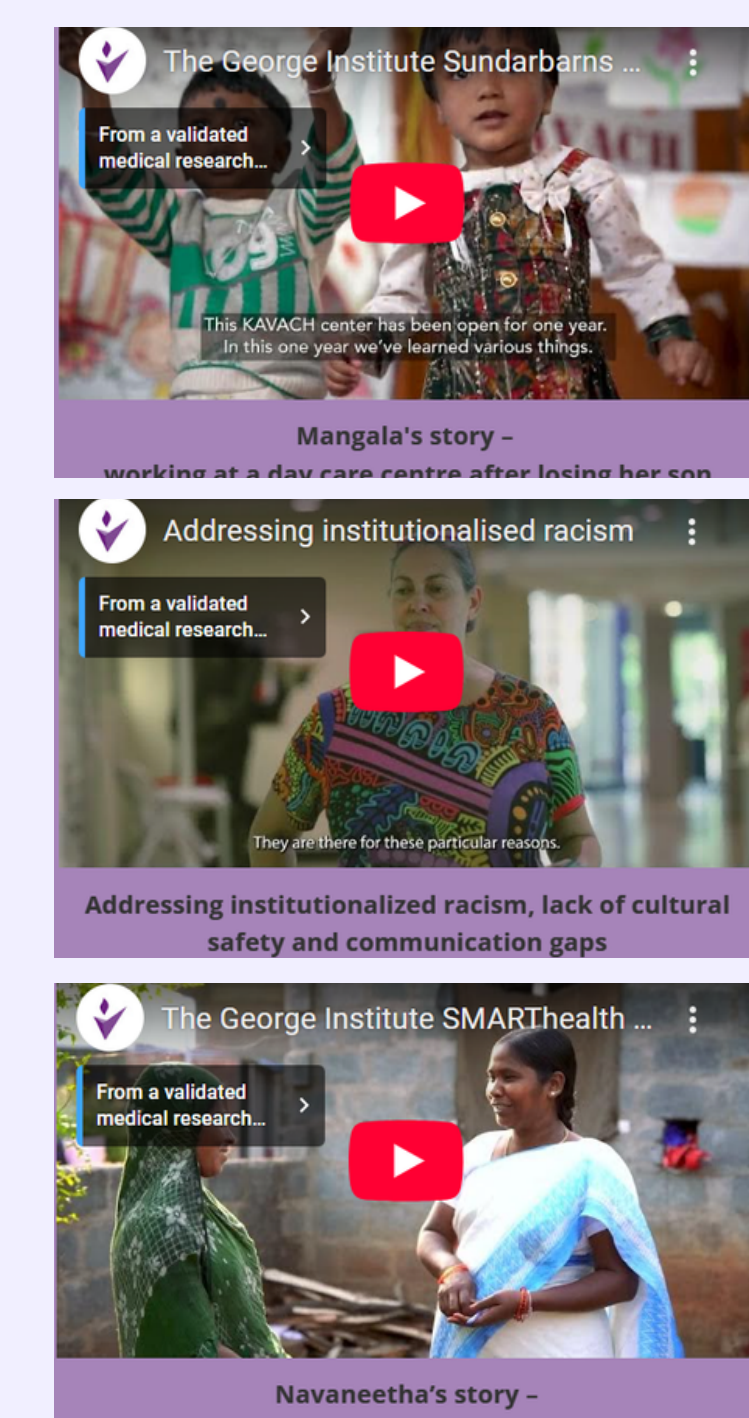


Figure 9: Impact Report screenshot showing videos with links

Limitations

For this first Impact Report, we have not included metrics on how the impact of our research compares to that of other health and medical research institutes, which is something we plan to explore in future.

Special thanks to: Overton, Altmetric Explorer, BMJ Impact Analytics, Foleon

