



12th Annual Meeting of ISMPP

Meeting Summary



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Welcome to ISMPP 2016!



From PharmaWrite
and MedVal

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SUMMARY TOPICS

Data Sharing, Data Transparency, and Disclosure.....

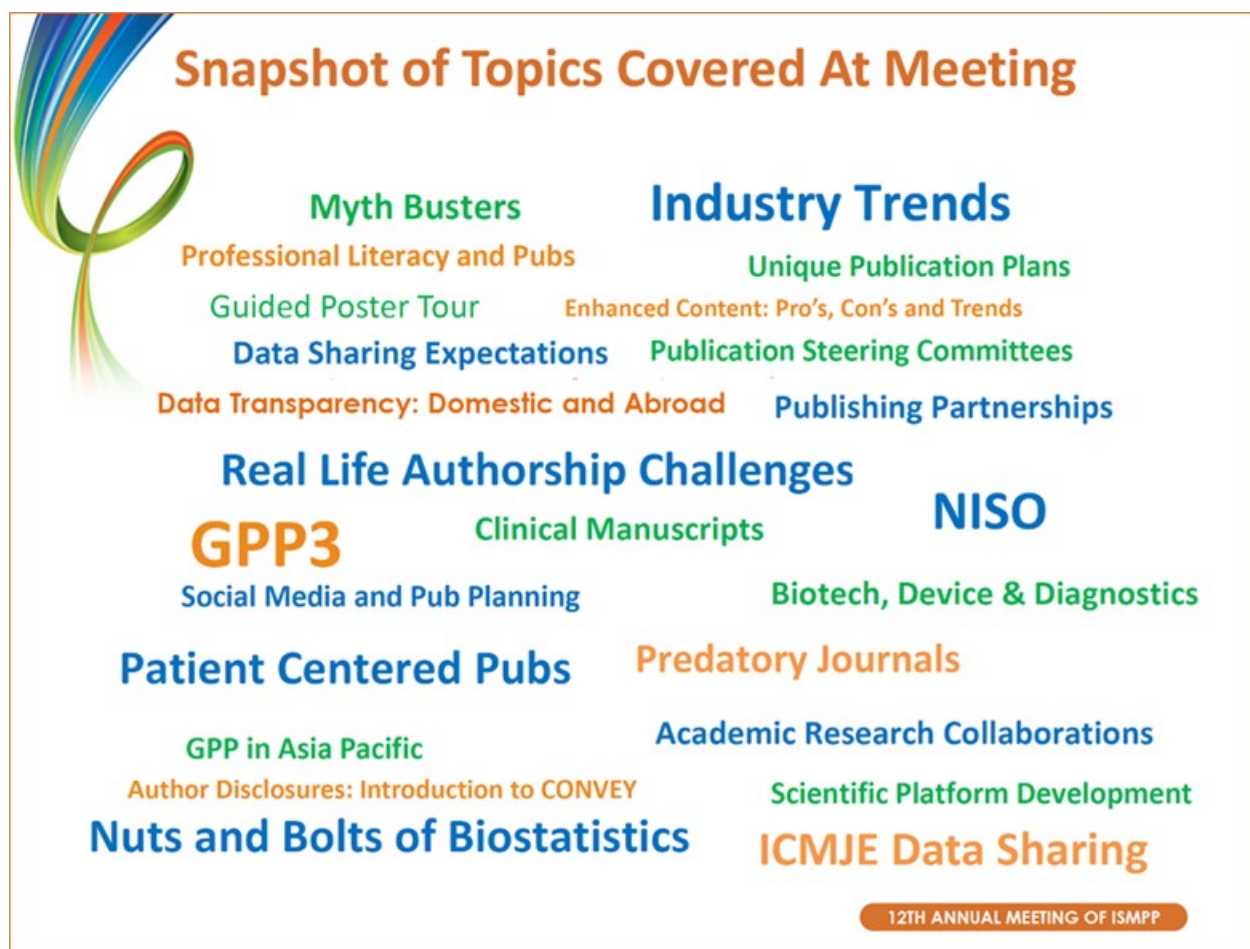
Publication Planning Practices

Future Trends in Publication Practices

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Journal Concerns

The Certified Medical Publication Professional™ (CMPP™) Credential.....



Snapshot of Topics Covered At Meeting

Myth Busters
Professional Literacy and Pubs
Guided Poster Tour
Data Sharing Expectations
Data Transparency: Domestic and Abroad

Industry Trends
Unique Publication Plans
Enhanced Content: Pro's, Con's and Trends
Publication Steering Committees
Publishing Partnerships

Real Life Authorship Challenges

GPP3
Social Media and Pub Planning

Clinical Manuscripts

NISO
Biotech, Device & Diagnostics

Patient Centered Pubs

Predatory Journals

GPP in Asia Pacific
Author Disclosures: Introduction to CONVEY

Academic Research Collaborations
Scientific Platform Development

Nuts and Bolts of Biostatistics

ICMJE Data Sharing

12TH ANNUAL MEETING OF ISMPP

Data Sharing, Data Transparency, and Disclosure

One of the major themes for this year's ISMPP meeting was data transparency. Specifically, there was much [discussion at the meeting](#) on the new [ICMJE member data-sharing proposal](#), which recommends that, in order for a manuscript to be considered for publication in any ICMJE member journal, the authors must:

1. Share de-identified individual patient data (IPD) supporting the results presented in the manuscript within 6 months of publication
2. Include a data-sharing plan as a component of clinical trial registration, including specific information about where data will be housed and how it can be accessed

Most attendees agreed that increased data transparency would be beneficial for reproducibility and verification of research. However, some feared that it would needlessly delay publication and lead to concerns over privacy. [Comments on the ICMJE proposal](#) are available as well as a [summary of the feedback](#) received.

CONTINUED IN FULL VERSION

Publication Planning Practices

[Publication planning](#) is not only the organized dissemination of scientific and clinical data, but it has also become a well-established and important tool for educating healthcare professionals on new developments in areas such as therapeutics, treatment delivery, healthcare costs, and patient care. The core of a good publication team, publication plan, and publication itself is communication. There are many moving parts in developing a publication, and our role as publication professionals should be to assist in carrying out the plan while adhering to ethical guidelines as well as client SOPs.

[Publication steering committees \(PSCs\)](#) are one tool that can help facilitate communication. PSCs can optimize the publication process by coordinating all publishing activity, establishing uniform expectations, and engaging authors in a fluid scientific exchange. Some key opinion leaders (KOLs), especially those coming from academia, may have limited knowledge about the complex and inter-related publication "ecosystem" and may harbor mistrust about pharmaceutical company influence on

CONTINUED IN FULL VERSION

Practical Challenges

Publication professionals are tasked with producing documents that are clear, comprehensive, and suited to the needs of an HCP audience while adhering to ethical standards and guidelines. The first challenge can be overcome through the adoption [of professional literacy](#) principles underlying clear communications. Good writing should always have an evident purpose. It should conform to a structure and style that limits the density of concepts and summarizes key takeaways. Graphical elements can be added to highlight or explain important sections or enhance understanding of related text. Interactive publications that involve the reader can increase information retention. By using principles of good

writing and design, publication professionals can enhance professional literacy and promote better learning.

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Future Trends in Publication Practices

Many of the panel discussions, talks, and posters at this year's meeting looked to the future in an attempt to identify trends and practices that will affect publications in the coming years. Topics discussed during the "[Ask the Experts](#)" sessions included policies on internal authors, data sharing requirements, and collaboration with academic research organizations (AROs).

A poster presented at the meeting by [Anderson MF, et al. \(Forewarned is forearmed: Trends in industry-sponsored clinical trials relevant to publication professionals\)](#) documented a cross-sectional, landscape analysis using data from [ClinicalTrials.gov](#) to investigate trends in industry-sponsored Phase 3 trials relevant to publication professionals. The results of the study indicate that in the future:

1. Publication workload will intensify.
2. The top 10 pharmaceutical companies will only account for a small percentage (~26%) of publication demand. Smaller sponsors may not be as familiar with good publication practices and may require education on compliance.
3. Publication for the majority (~79%) of industry-sponsored trials will require familiarity with the top 10 therapeutic areas (oncology, infectious disease, pain, diabetes, hypertension, respiratory diseases, skin diseases, autoimmune diseases, mental disorders, and lipid metabolism disorders).
4. Publication intensity will spread globally, with significant increases projected for the US and Japan and significant decreases for India and Brazil.
5. Publication professionals who can work with large datasets, coordinate with international authors, and/or offer expertise in compliance (CONSORT, GPP3) will be highly sought after.

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Journal Concerns

[Richard Smith, former editor of the *British Medical Journal*](#), contends that while medical journals are currently key to the dissemination of medical knowledge, if evaluated on how well they can fulfill their primary functions, journals would receive poor marks. Even the functions journals can do well, such as advocating for reform, investigating/disclosing malpractice, and setting agendas, are not done by the majority of journals. Other problems facing the traditional journal model include delays in time to publication, lack of total transparency, wasted research, limited availability, and poor quality assurance. Smith argues that the current way of publishing science is "broken" and should be replaced by initiatives such as [F1000](#), a process of publishing research run by scientists for scientists. F1000 and similar programs involve publishing all research in an open access database along with the protocols and underlying data. The database would be available immediately after a brief review period, making the publication process much quicker and simpler. The peer review process would occur indefinitely after





publication and be open to the wider scientific community, further cutting down on publication time and increasing scrutiny on the publication.

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List of Session Summaries included

Sunday, April 10, 2016 – Welcome Reception	
Monday, April 11, 2016 – Pre-Conference Workshops	
 Introductory Publication Planning: The Best of the Basics for New Publication Planning Professionals (<i>Formerly Publication Planning 101</i>)	
 Publication Planning for Medical Devices and Diagnostics	
Monday, April 11, 2016 – General Sessions	
Keynote: Jennie Sykes	
 Data-Sharing Expectations in an Age of Transparency: Spotlight on ICMJE Member Journal Proposal.....	
Increasing Efficiency and Transparency Around Author Disclosures: Introduction to the CONVEY System	
Monday, April 11, 2016 – Parallel Sessions	
 Real-life Authorship Challenges and How to Best Resolve Them	
 Unique Publication Plans: Focus on Oncology and Rare Diseases.....	
Ins and Outs of Publication Steering Committees.....	
 Monday, April 11, 2016 – ISMPP Member Poster Presentation Assembly	
Tuesday, April 12, 2016 – General Sessions	
Keynote: Richard Smith	
 Tuesday, April 12, 2016 – Member Oral Presentations..... Error! Bookmark not defined.	
Who Engages With Patient-Centered, Peer-Reviewed Publications? Tweeting of JAMA Patient Pages.....	
Patients and Peer-Reviewed Publications: An Analysis of Journal Websites and Patient Advocacy Sites.....	
Tuesday, April 12, 2016 – General Sessions	
 National Information Standards Organization (NISO): Focus on Altmetrics.....	
 Social Media and Publication Planning in 2016 and Beyond	
 Enhanced Content: Pros, Cons, Processes and Trends.....	


Tuesday, April 12, 2016 – Parallel Sessions

- Data Transparency – Domestic and Abroad
- Nuts and Bolts of Biostatistics
- Understanding the Value of Your ISMPP Certified Medical Publication Professional™ (CMPP) Credential and the Importance of Continuing Education.....
-  Advancing Good Publication Practices in the Asia-Pacific Region: Good Practices for Recruiting, Training, and Retaining Publication Champions in Affiliates.....
-  Professional Literacy and Publications – Cutting through the Clutter.....
-  Biotech, Device and Diagnostic Publications
-  Health Economics and Outcomes Research (HEOR) 1.0: Roadmap of Top 10 Principles to Follow When Developing HEOR Publications
-  Publication Planning for Biosimilars: Challenges and Opportunities.....
-  Health Economics and Outcomes Research (HEOR) 2.0: The Value of HEOR Publication Planning





Tuesday, April 12, 2016 – General Sessions


- Myth Busters: Separating Fact From Fiction in Our Profession.....

Wednesday, April 13, 2016 – General Sessions

-  Predatory Journals: Protecting the Integrity of Scholarly Literature


Wednesday, April 13, 2016 – Parallel Sessions

-  ISMPP Member Open Proposal - Academic Research Organization (ARO) Collaborations: A View From the Sponsor and the ARO.....
-  Practical Navigation of Implementation and Use of GPP3 Guidance
-  Scientific Platform Development.....
-  Favorite ISMPP U Session: Real-World Evidence.....

 Wednesday, April 13, 2016 – Member Oral Presentations

- Enhancing Transparency and Integrity in Clinical Manuscripts: A 12-year Trend Analysis of Conformance to Good Publication Practices-1, 2 and 3 Guidelines*
- Effect of Congress Presentations on Internet Search Volume and Wikipedia Page Visits for PCSK9 Inhibitors

Wednesday, April 13, 2016 – General Sessions

-  Ask the Experts: Anticipating Industry Trends.....
- Keynote: Andy Powrie-Smith