

MONDAY AFTERNOON, APRIL 27 (CONTINUED)

4:00 PM –
4:40 PM

Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 40-minute interactive exchange with faculty in a smaller group setting.



Patient Lay Summaries: Internal Coordination of Scientific Communications

In July 2013, PhRMA joined with EFPIA in adopting joint Principles for Responsible Clinical Trial Data Sharing. Under the Principles, PhRMA and EFPIA member companies may volunteer to share results with patients who participate in clinical trials.

In this session, a biopharma company well versed in lay patient summaries will share operational insights into coordinating these communications. Specific experiences and guidance around lay patient summaries will also be shared.

Barbara E. Bierer, MD, Faculty Co-Director, Multi-Regional Clinical Trials (MRCT) Center at Harvard, Harvard University

Joseph P. Kim, MBA, Senior Advisor, Clinical Innovation, Eli Lilly and Company

Moderator: Zachary Hallinan, Director, Patient Communication and Engagement Programs, Center for Information and Study on Clinical Research Participation (CISCRP)

Learning Objectives

By the end of the session, attendees will:

- Be familiar with the lay patient summary commitment within the overall framework of the Joint Principles for Responsible Clinical Trial Data Sharing
- Gain an appreciation for the role and generation of lay patient summaries in scientific communications
- Understand from an operational standpoint how to best coordinate and maintain consistency in external scientific communications between various stakeholders



The Democratization of Healthcare Information via Social Media

Social media has massively disrupted historic paradigms for dissemination of medical information. The growth of online channels and social media has now democratized access to all, including patients. This creates significant challenges for both HCPs, regulators and industry, as the volume of online medical information grows exponentially, but without clearly defined quality controls, often leading to misinformation. This panel will discuss how medical information is being shared within the current digital / social media landscape, current attempts to regulate it and the role for all healthcare stakeholders in cleaning up the health web.

Andrea Conners, Director, Media Services US, pharmaphorum media

David Lee Scher, MD, FACC, FHRS, The Heart Group of Lancaster Health; Clinical Associate Professor of Medicine, Penn State University College of Medicine; syndicated blogger, Frontline Medical Communications

Moderator/Faculty: Paul Tunnah, CEO and Founder, pharmaphorum media

Learning Objectives

By the end of this session attendees will:

- Better understand how social media is being used to share medical information among different healthcare stakeholders
- Appreciate the challenges created by medical misinformation and current attempts to rectify this situation
- Understand the current regulatory environment with respect to pharmaceutical companies using social media and correcting misinformation
- Gain insights into the future direction of medical publishing alongside open social media



Patient Participatory Model: A New Paradigm for Medical Journals?

Scientific exchange is increasingly moving towards being more patient-centric. Patients now have opportunities to be involved in processes that initially only healthcare professionals were privy to. This new paradigm is also becoming embedded in the editorial processes for academic journals. This session will feature journals that have recently incorporated patient peer review into their standard operating procedures.

Daniel Shanahan, MA, MSc, Associate Publisher, BioMed Central

Moderator: Neil Adams, ISMPP CMPP™, Publishing Manager, Nature Publishing Group

Learning Objectives

By the end of the session, attendees will:

- Be introduced to innovative methods for co-production within academic publishing, with a focus on patient peer review process
- Understand the learnings gained thus far from integrating a patient perspective into the peer review process
- Gain insight into ways in which increased patient involvement might impact medical journal processes and decision-making

