2014 EUROPEAN MEETING OF ISMPP

# A NEW ERA IN GLOBAL MEDICAL PUBLICATIONS

21 - 22 JANUARY 2014

200 ALDERSGATE

ST PAUL'S, LONDON, UK

ISMPP International Society for Medical Publication Professionals™

Dear Colleagues

We are pleased to present the final programme for the 2014 European Meeting of ISMPP, *A New Era in Global Medical Publications*. Recent developments in technology and policy are challenging traditional processes and presenting new opportunities for publication of clinical research. With the growth of digital communications, open access and new media, along with increasing pressure from policymakers, patients and the public for greater transparency and disclosure, finding the most effective ways to publish medical research has never been more challenging. At the same time, the reach of formerly local publications has expanded to encompass the entire globe.

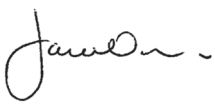
So how do we navigate in this exciting new era? The 2014 European Meeting of ISMPP will assemble key players to discuss the issues and provide you with the tools you need to enter the global stage, engage stakeholders, comply with new guidelines and policies, and explore new, enhanced publication possibilities. Presentations will make you aware of the need for increased rigour in your approach as you develop publications that conform to new regulations and that are deserving of the trust of the patients and clinicians who rely on them. If you feel as though you are standing still as the publication landscape changes rapidly around you, you have come to the right place: the 2014 European Meeting of ISMPP will help answer your questions and dispel your misgivings.

We have lengthened our programme this year to allow for a more in-depth exploration of current issues and future possibilities. Additionally, we have expanded our Poster Assembly and Networking Reception to 90 minutes, and will feature member oral presentations, selected via peer review from submitted abstracts. Remember that most sessions qualify for ISMPP CMPP™ continuing education credits.

ISMPP's Board of Trustees, European Meeting Programme Committee, and staff WELCOME you to this important global event in the vibrant city of London.

Yours sincerely

Lorna Fay
Chair, ISMPP Board of Trustees
Senior Director, Publications
Management Team, Pfizer



Jane Nunn, PhD, ISMPP CMPP™
Chair, European Meeting Programme Committee
Head of Operations
Complete HealthVizion

# PROGRAMME AGENDA

## Tuesday, 21 January 2014

## MORNING

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|---|---|
| 9:00–10:00 | Registration and Continental Breakfast |
| 10:00–10:15 | **Welcome to the 2014 European Meeting of ISMPP**<br>**Jane Nunn, PhD, ISMPP CMPP™**<br>*Chair, European Meeting Programme Committee* |
| 10:15–11:45 | **2013: The year the sun shone on medical publications**<br>In Chinese astrology, 2013 was the year of the snake; for medical publication professionals, it was the year of the Sunshine Act. The Act's intent was to "shine a light" on all financial payments by Pharma to US-licensed physicians, but there has been confusion about its interpretation, differing legal analyses, and debate on how the Act would affect the profession. For publication professionals, the key issue is whether the provision of medical writing or editorial services constitutes a transfer of value and is therefore reportable. Following a brief summary of the year's developments, three industry representatives will discuss how their organizations have interpreted and implemented the Sunshine Act requirements.<br>The year's other big issue was the continued debate on data transparency. Critics claim that over half of all trials go unreported and that the literature is biased in favour of the publication of positive results. Whatever the real statistics show, the AllTrials campaign asks that all clinical studies be registered and results published. Commentators such as Ben Goldacre claim that better access to the data is essential for practitioners to make informed decisions about medicines. Others voice concerns that mandatory disclosure risks patient privacy, constitutes inappropriate use of human data, and impedes drug discovery. Regardless, existing strong support for improved transparency suggests that the era of data sharing is a certainty. This session will feature an overview of these issues from three different perspectives: industry, the medical community, and journal publishing. To conclude, the panel will reflect on the highs and lows of 2013, share their thoughts on the impact of these developments in 2014 and beyond, and address audience questions.<br>**Learning objectives:**<br>• To understand the key developments in 2013 that impacted medical publications professionals in industry, agencies and journals<br>• To recognize the significance of developments in financial and data transparency in 2013 and understand their potential impact on the profession in 2014 and beyond<br>**Moderator:**<br>**Alice Choi, MSc, MPH, PhD, ISMPP CMPP™**<br>*Global Head, Complete Medical Communications, Macclesfield, UK*<br>**Presenters:**<br>**Finbarr Cotter, MD, PhD**<br>*Professor of Experimental Haematology, Barts and the London School of Medicine; Editor, British Journal of Haematology, London, UK* |



*This session qualifies for 1.5 CMPP Recertification Credits*

**Lorna Fay**
*Chair, ISMPP Board of Trustees (2013-2014); Senior Director, Publications Management Team, Pfizer, New York, New York, USA*
**Gillian Hill, MRPharmS**
*Publications Operations Lead, AstraZeneca, Macclesfield, UK*
**Rebecca Lawrence, PhD**
*Managing Director, F1000 Research Ltd., London, UK*
**Tatyjana Poplazarova, MS, MBE**
*Head Vaccines R&D Quality and Risk Management, Medical Governance and Bioethics, GSK Biologicals, Wavre, Belgium*

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|---|---|
| 11.45–12:15 | **ISMPP update**<br>Meet **Al Weigel**, ISMPP President and COO<br>Publications Primer – **Tim Day**, *Chair, ISMPP Sponsorship & Benefits Committee*<br>CMPP Code of Conduct – **Angela Cairns**, **ISMPP CMPP™**, *ISMPP Credentialing Committee* |

## AFTERNOON

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|---|---|
| 12:15–13:15 | Lunch |
| 13:15–13:45 | **Oral presentations**<br>*Why do some manuscripts lag? An analysis of factors associated with delivery timelines*<br>**Tom Rees, PhD,** Scientific Strategy Advisor, PAREXEL International, Worthing, UK<br>*A survey of current practices in encore abstract submissions from industry-sponsored study data*<br>**Antonia Panayi, PhD,** Director, Global Publications, Shire, Eysins, Switzerland |
| 13:45–14:45 | **Keynote presentation**<br>**John Clare**<br>*Communications Expert/Media Consultant, CEO, Lion's Den Communications, London, UK* |
| 14:45–15:15 | Afternoon break and visit exhibits |
| 15:15–16:45 | **Global publications: Opening the door to Asia-Pacific**<br>Publication practices for industry-sponsored trials are well established in Europe and the USA, and information is readily available to healthcare professionals (HCPs) in these regions. Asia-Pacific is an incredibly large and vibrant region of great importance for industry. Many challenges, including variations in culture, language, treatment regimens and policies, are faced by those involved in global publications who wish to ensure that data reaches HCPs who need access to the information. Managing these challenges must be done with respect and with a focus on the publication's purpose and its value to HCPs. In this session, panellists will share their experiences as to how best to manage publications in this region. |



*This session qualifies for 1.5 CMPP Recertification Credits*

Panellists include representatives from industry (a publication specialist and a medical director), a journal publisher, and a medical writing agency employee, who will seek to address the following questions: How do you reach Asia-Pacific audiences? In what language should publications be written? What is the impact of trials conducted locally and the resulting variation in treatment regimens on publications? Which journals and meetings are appropriate for different types of data? How do you work effectively with Asia-Pacific authors? How should global publication policies be applied in Asia-Pacific countries? What is the role of medical writers? How do we best reach Asia-Pacific audiences?

**Learning Objectives:**

- To gain an understanding of the cultural environment in which publications are generated in the Asia-Pacific region
- To understand the circumstances under which data should be published in an international or local journal
- To learn how global publication policy and GPP may be applied in Asia-Pacific countries

**Panellists:**

**Stephen Cameron, MSc, DPhil**
*Chair/CEO, Nucleus Holdings, London, UK*

**Friederike Henniges, PhD**
*Assistant Director, Regulatory Affairs*
*Abbott Products, GmbH, Hanover, Germany*

**Peter Roth**
*Director, Editorial Division, Karger Publishing, Basel, Switzerland*

**Matt Wadyka, ISMPP CMPP™**
*Associate Director, Publications, Genentech, Inc., San Francisco, USA*

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| 16:45–17:00 | Closing remarks |

## EVENING

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| 17:00–18:30 | **ISMPP Member Poster Presentation Assembly and Networking Reception** |

## Wednesday, 22 January 2014

## MORNING

8:00–9:00 Registration and Continental Breakfast

9:00–10:15


*This session qualifies for 1.0 CMPP Recertification Credits*

**Looking beyond branded pharmaceuticals:**
**Biosimilars, devices and consumer health products**

We are all aware that the development of branded pharmaceuticals requires research, rigorous testing, and approval before they are made available for public use. As healthcare continues to move into a new era with increasing use of generics, biosimilars, and self-care to treat commonly occurring conditions, what are the regulations beyond those that govern branded pharmaceuticals?

In three separate interactive workshops, panellists will begin with an overview of what is new in terms of the regulations and guidelines they must follow to facilitate approval of non-pharmaceuticals. They will discuss the latest thinking on regional regulatory challenges in the areas of consumer health, biosimilars, and devices, describe best practices for publication plan development, and consider how our business can support the differing medical writing needs of these industries. Participants will have the opportunity to attend the two workshops that are of greatest interest to them.

**Learning objetives:**

- To understand the latest thinking on what defines generics, biosimilars, devices and consumer health products and their potential impact on future healthcare
- To gain awareness of regional differences in the regulatory frameworks governing non-branded pharmaceuticals
- To share perspectives on the key challenges and opportunities for non-branded publication activities

**Moderators:**

**Katherine Mantell**
*Director, Global Scientific Services, Virgo Health Education, Richmond, UK*

**Louise Norbury**
*Senior Director, MedCom Scientific Strategy & Innovation, PAREXEL International, Uxbridge, UK*

**Panellists:**

**Helen Darracott, MRPharmS, LLB**
*Director of Legal and Regulatory Affairs Proprietary Association of Great Britain, London, UK*

**Alisa Davis, PhD**
*Medical Writer, Medical and Scientific Affairs, Roche Professional Diagnostics, Rotkreuz, Switzerland*

**Laurence Hirsch, MD**
*Worldwide Vice President, Medical Affairs, Diabetes Care, Becton Dickinson Franklin Lakes, New Jersey, USA*

**Cecil Nick**
*Vice President, PAREXEL, Southall, UK*

**Kelly Alvarez Wesemann, MS**
*Principal Clinical Research Specialist Neuromodulation, Medtronic, Inc., Minneapolis, Minnesota, USA*

10:15–10:45 Morning break and visit exhibits

10:45–12:15 **Looking beyond specialist clinicians: Understanding the needs of general practitioners, nurses and payors**



*This session qualifies for 1.5 CMPP Recertification Credits*

Publication planning is widely focused on communicating to specialist secondary care clinicians who are frequently hospital-based. It is often assumed that such knowledge will eventually filter down to those non-specialist healthcare professionals who work in the community, such as general practitioners (GPs) and nurses, without any real appreciation of their unique information needs. What data do these professionals want, when do they want it, and in what format? These questions are becoming increasingly important in healthcare systems where GPs, for example, are responsible for commissioning healthcare. Similarly, although other audiences, such as payors, are becoming ever more influential stakeholders in today's healthcare environment, their needs are often unaddressed in the publication planning process. By failing to develop suitable publications for GPs, nurses and other allied medical professionals, we are not reaching those most frequently involved in day-to-day patient care. Increasingly, these groups, and payors in particular, also need reliable health economic outcomes research data to make appropriate funding decisions.

**Learning objectives:**

- To better understand the information needs of GPs, nurses and those who pay for healthcare. How can we help them get the information they need, when they need it, and in what format should it be delivered in order to optimize patient management?
- To find out what works best in reaching our target audiences; what sources are GPs, nurses and payors most likely to learn from, trust and retain?
- To learn the "dos and don'ts" of developing publications for GPs, nurses and payors

**Moderators:**

**Keith Veitch, PhD**
*Owner, keithveitch communications, Amsterdam, The Netherlands*

**Steven Walker, MD**
*Medical Director, Bioscript Group, London, UK*

**Ryan Woodrow, ISMPP CMPP™**
*Scientific Director, Aspire Scientific Ltd., Macclesfield, UK*

**Panellists:**

**Michael Drummond, PhD**
*Professor, Centre for Health Economics, University of York, UK*
*Co-Editor-in-Chief, Value in Health*

**Steve Ford**
*News Editor, Nursing Times*

**Roger Jones, MA, MD, DM, FRCP, FRCGP, FMedSci**
*Editor, British Journal of General Practice*
*Emeritus Professor of General Practice, King's College, London, UK*

**Steve McEvansoneya, MEd**
*Emergency Care Educator/Nurse Educator, Plymouth, UK*

**Christine Oesterling, MD, MRCGP**
*GP Principal, London, UK*

**Janet Robertson**
*Associate Director - Technology Appraisals, Centre for Health Technology Evaluation, NICE, London, UK*

**Mark Silvey**
*Director, Adelphi Access, Bollington, UK*

**Emma Thomas**
*Senior Manager, Scientific Publications, AMGEN (Europe) Zug, Switzerland*

**Julie Van Onselen**
*JVO Consultancy, Oxford, UK*

## AFTERNOON

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|---|---|
| 12:15–13:15 | Lunch |
| 13:15–13:55 | **Head to head: Should industry be involved in narrative reviews?**<br>Studies have demonstrated that healthcare professionals, particularly those in a primary care setting, find it challenging to keep abreast of the medical literature. Many physicians rely on synthesised informational resources to access new developments in primary research, not only to obtain a summary of the key results but also to gain interpretation, context and application in their day-to-day practice. Narrative review articles funded by industry traditionally have been a channel for industry to communicate new developments. In recent years, however, concerns have been raised about industry involvement in narrative review publications that could be subject to "cherry-picking" or biased interpretation. As a result, fewer such articles have been published in recent years. In what will be a lively and engaging session, expert faculty will debate whether there is a place for industry-funded narrative reviews and, if so, what best-practice standards might be required to overcome the current ethical challenges.<br><br>*This session qualifies for 0.5 CMPP Recertification Credit*<br><br>**Learning objectives:**<br>• To recognize the ethical challenges that surround industry sponsorship of narrative reviews<br>• To understand the perspectives of those who believe that there is a place for industry in developing narrative reviews and those who believe that this is not appropriate<br>• To gain insight into the best-practice initiatives that are in place to date<br><br>**Moderator:**<br>**Fiona Plunkett, PhD, ISMPP CMPP™**<br>*Publications Director, Healthcare Interactions, London, UK*<br><br>**Panellists:**<br>**David Carroll**<br>*Medical Student, Queen's University, Belfast, UK*<br><br>**Jan Seal-Roberts**<br>*Publishing Director, Adis-Springer Healthcare, London, UK* |
| 13:55–14:00 | **Poster presentation awards** |
| 14:00–14:30 | Afternoon break and visit exhibits |
| 14:30–14:40 | **Exhibitor Passport Raffle** |

14:40–16:00

**A digital future for publications**



*This session qualifies for 1.5 CMPP Recertification Credits*

The session focuses on the future of medical publications in the digital era, and will bring in perspectives from multiple stakeholders. Following an introductory overview of new patterns of information access and communications, a healthcare professional (HCP) will discuss how his peers typically acquire information and what they value and need from a publication. A journal publisher will share perspectives on advances in digital publication and readership trends, as well as speculate on what is possible and what directions the field will take in the future. The pharmaceutical industry view will include the issues of peer review, transparency, compliance and regulatory policies, author interactions, and understanding of audience needs, and also address the opportunities and challenges that publication professionals face in embracing a digital future. Attendees will hear a practical explanation of the potential benefits of enhanced and digital publications and suggested solutions for overcoming barriers to utilizing these leading edge technologies in everyday practice. The session will conclude with a structured debate facilitated by the session moderator.

**Learning objectives:**

- To understand current and future HCP behaviours in accessing information
- To explore the opportunities and challenges that new and emerging digital media pose for publication planners

**Moderators:**

**David Calland, PG Dip GPP, ISMPP CMPP™**
*Director of Scientific Affairs, KnowledgePoint360, London, UK*

**Paul Lane, PhD**
*Scientific Team Lead, Envision Pharma Group, Horsham, UK*

**Panellists:**

**Alison Brown, PhD**
*Publishing Director, Springer Healthcare, Tarporley, UK*

**Martin Delahunty, MBA**
*Associate Director, Nature Publishing Group, London, UK*

**Roger Henderson, MD**
*Calrec Ltd., West Yorkshire, UK*

**Matladi N. Ndlovu, PhD**
*Global Publications Manager, Immunology, Global Medical Affairs, UCB Pharma SA, Brussels, Belgium*

16:00–16:10 **Conference adjourns**

# POSTER PRESENTATIONS AT THE 2014 EUROPEAN MEETING OF ISMPP

**Acknowledgements in journals from emerging markets**
**Gayle Nicholas Scott,** *Envision Pharma Group, Southport, CT, USA*

**Adoption of social media channels in leading medical journals in different therapeutic areas**
**Paul Lane,** *Envision Pharma Group, Horsham, West Sussex, UK*

**Are phase 1 trials registered and results reported?**
**Lakshmi Venkatraman,** *PAREXEL International, Hyderabad, India*

**Authorship: How to decide the order of authors on the byline?**
**Evelin Kozma,** *Mundipharma Research Ltd, Cambridge, UK*

**Case study: Using social media monitoring to measure qualitative impact and inform communication strategy**
**Andy Shepherd,** *Caudex Medical, Oxford, UK*

**Distribution and impact of industry-authored articles in medical journals (2008-2012)**
**Iain Spray,** *Newmed Publishing Services, Chester, UK*

**Getting the word out: Developing a multichannel social media strategy for publication-based initiatives**
**Doug Taylor,** *The Medicine Group, New Hope, PA, USA*

**Going mobile: Implementation of smartphone technology for internal congress attendees**
**Christina Gallagher,** *Massachusetts College of Pharmacy and Health Sciences University, Boston, MA, USA*

**Physicians' attitudes to industry-sponsored review articles**
**Murray Edmunds,** *Watermeadow Medical, Witney, UK*

**When should medical writers be listed as authors?**
**Tamzin Gristwood,** *Oxford PharmaGenesis™ Ltd, Oxford, UK*

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**Note:** Agenda and speakers are subject to change without notice. In the event of a speaker cancellation, every effort to find a suitable replacement will be made.

**DISCLAIMER:** Opinions of the faculty do not necessarily reflect those of the companies they represent or of ISMPP.

ISMPP expresses its sincere appreciation to the following as well as to all others who provided support for an excellent European Meeting.

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Bejal Joshi

**ISMPP also thanks its dedicated staff for their contributions to the 2014 European Meeting of ISMPP and also acknowledge the following individuals:**
Neil Thompson, Managing Director, Red White Blue Ltd. – overall meeting and logistical support
Deborah Stephenson, Keith Littler and Lauren Smith, McCANN Complete Medical– graphic design coordination and support for this brochure

See you at next year's European Meeting of ISMPP – January 2015, London, UK