

11TH ANNUAL MEETING OF ISMPP



**OPTIMIZING SCIENTIFIC VALUE:
SMART AND SYSTEMATIC APPROACHES
TO MEDICAL PUBLICATIONS**

April 27–29, 2015
Hyatt Regency Crystal City
Arlington, VA, USA



11TH ANNUAL MEETING OF ISMPP

**MAKING THE MOST OF YOUR
ISMPP CERTIFIED MEDICAL PUBLICATION
PROFESSIONAL™ (CMPP) CREDENTIALS**

April 28, 2015
Hyatt Regency Crystal City
Arlington, VA, USA





*Opinions presented reflect those
of the presenters
and do not represent
the position of their respective
organizations*



THANK YOU!

Suzann Schiller*

Executive Vice President, Cello Health
Communications

Michael Platt*

President, MedVal Scientific Information Services

Steve Palmisano*

VP, Managing Director, MedThink SciCom

John Gonzalez, PhD*

Publications Director, AstraZeneca UK Ltd

* ISMPP Certified Medical Publication Professional™

ISMPP CMPP™—Vision and Mission

VISION: The recognized credential for medical publication professionals worldwide.

MISSION: To maintain and govern the CMPP credential through a process of examination, certification, and recertification to ensure that CMPP certificants demonstrate integrity and expertise as medical publication professionals and possess a commitment to ethical and transparent publication practices that protect the public and profession.

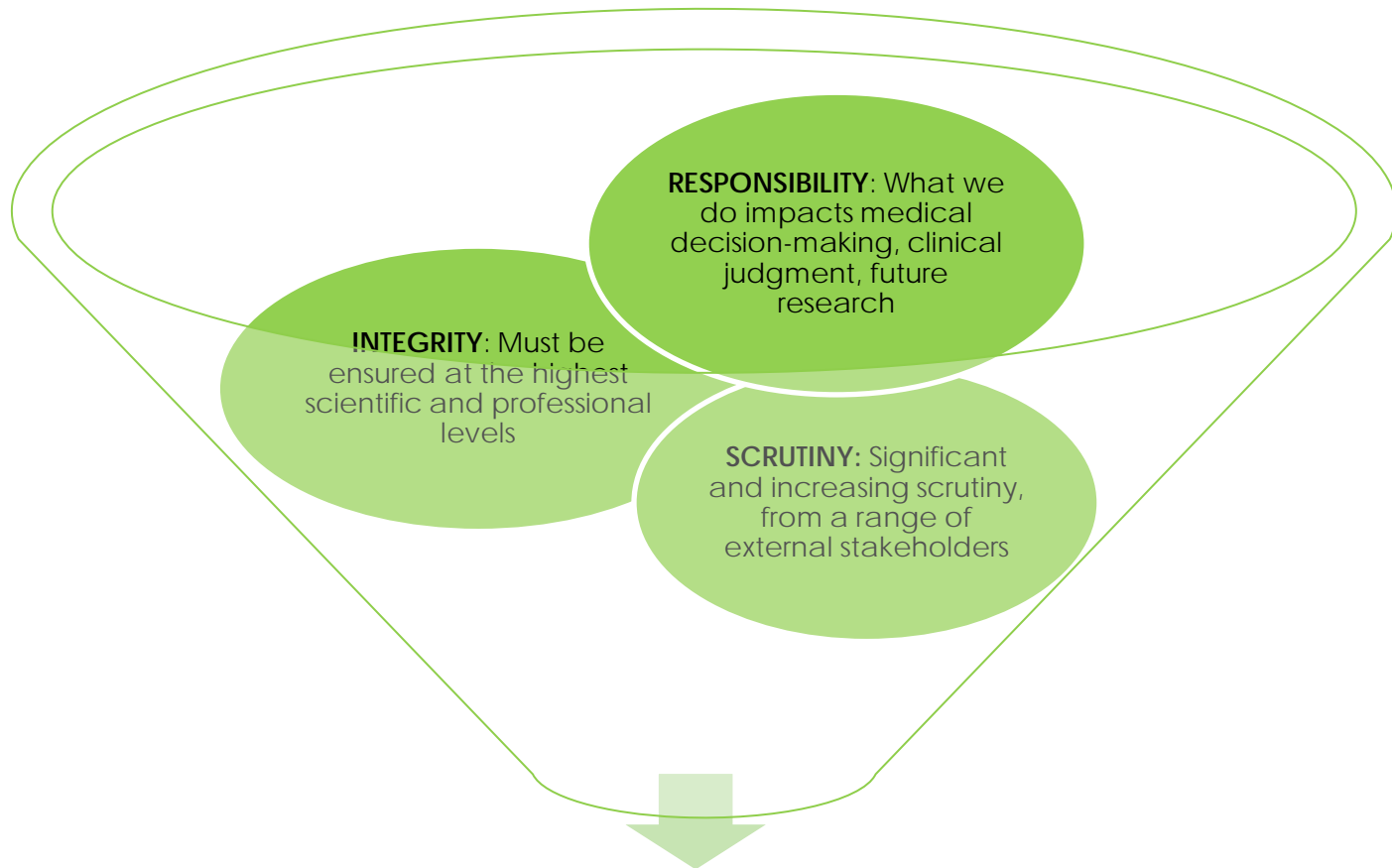
VALUE



ISMPP CERTIFIED MEDICAL PUBLICATION PROFESSIONAL™ PROGRAM

The Why, What, How, and When

The Why



CMPP: A formal, voluntary, professional certification program to promote adherence to the high standards of integrity and transparency required in this field

YOU CAN'T STEER A PUBLICATION PLAN
IF YOU CAN'T READ THE SIGNS



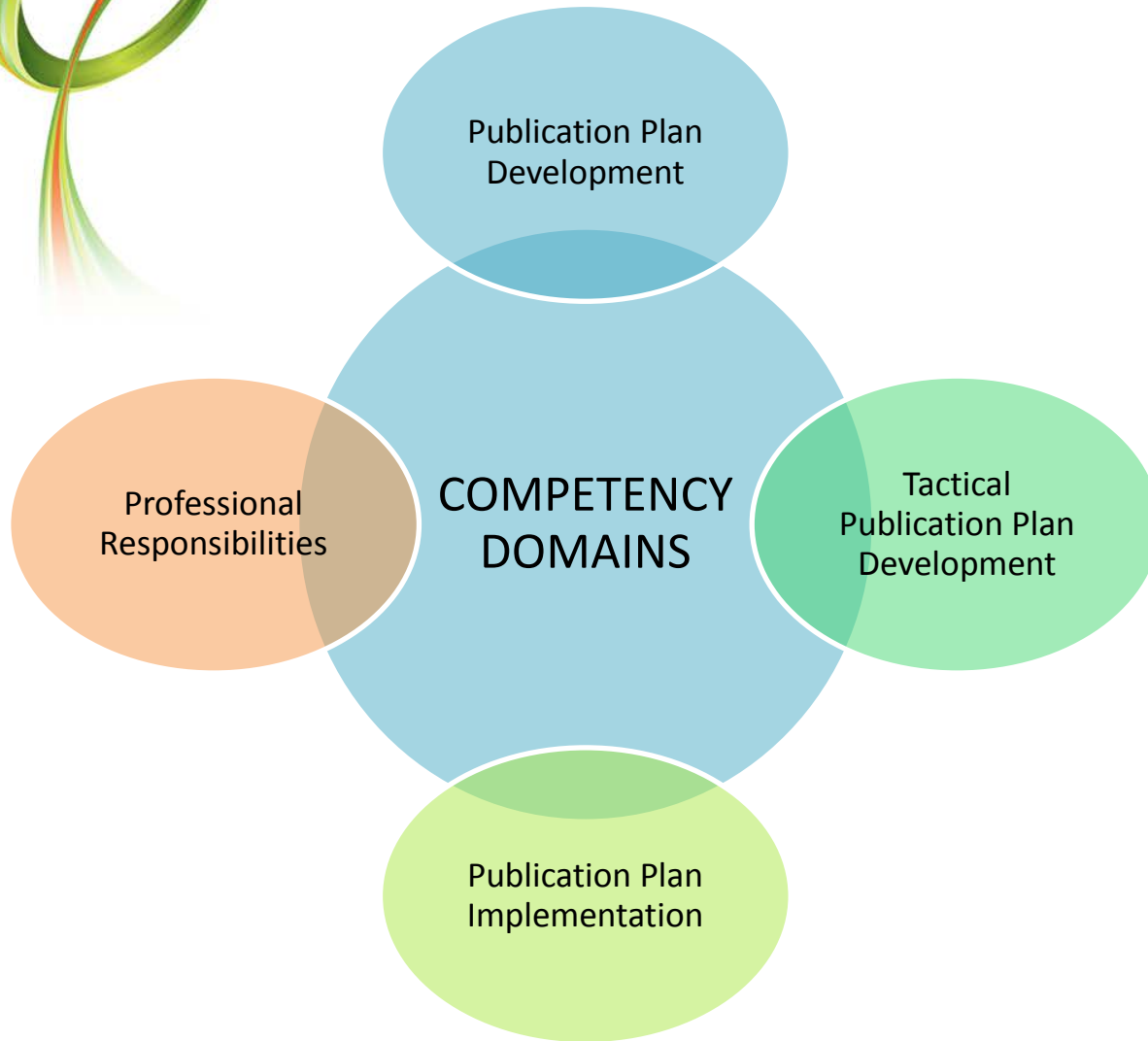


The What

The ISMPP CMPP™ Credential Certifies:

- ✓ **Expertise** as a medical publication professional
- ✓ **Proficiency** in good publication practices
- ✓ **Commitment** to ethical and transparent data dissemination standards
- ✓ **Leadership** in upholding and fostering integrity and excellence in medical publication

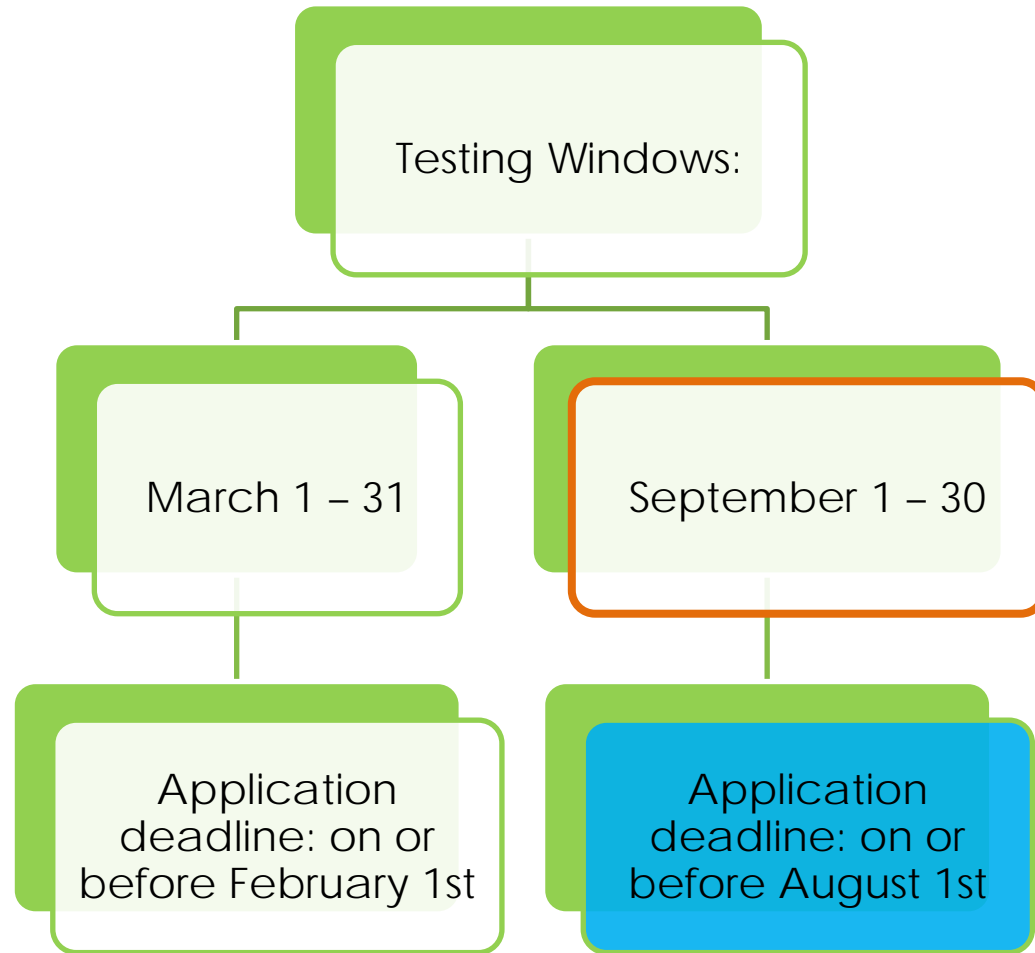
The How



- **WHAT:** 150-question, computer-based, multiple-choice exam that tests general knowledge across all relevant areas of medical publication planning and execution, including application of experience
- **WHEN:** Offered every March and September
- **WHERE:** Pearson VUE testing centers **worldwide**

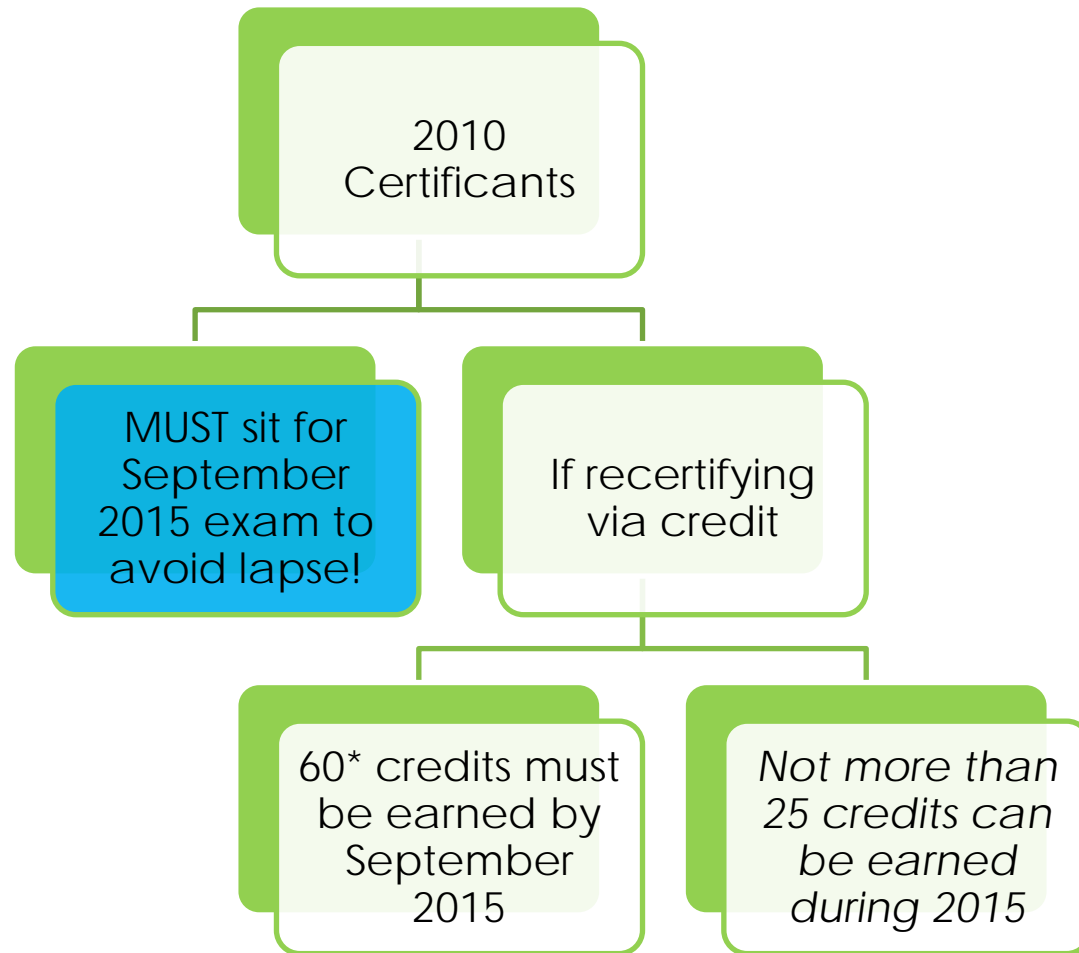


The When





Already Certified?



*Note: Prorated based on launch of recertification program in 2011

Recertification Methods

Recertification Methods

Choose 1

Continuing Education (CE)

Complete 75 CE credits (minimum)^a during the 5-year certification period.

- 10 CE credits (minimum) must be earned in each calendar year^b
- No more than 25 CE credits may remain to be earned in the final year^c

Regardless of the recertification method chosen, all certificants must meet the following requirements in order to maintain active certification status in good standing:

- Active employment/practice in the field (at least 3 years of active employment or practice in the field of medical publication during the 5-year certification period)
- Commitment to ethical standards
- Compliance with certification policies (including the payment of all recertification fees by the required due date)

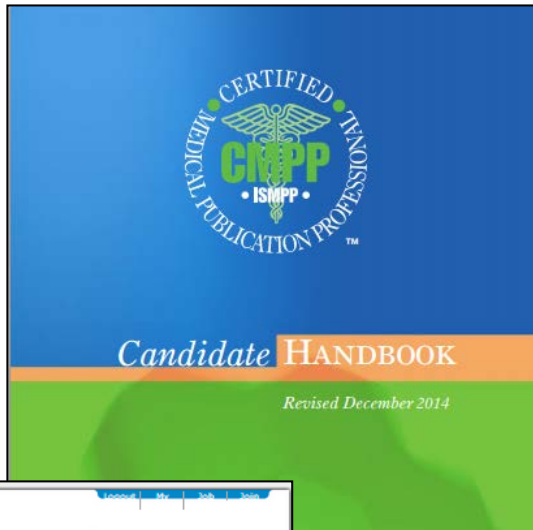
Certification Examination

Achieve a passing score on the CMPP Certification Examination during the final calendar year of the 5-year certification period. For example, if your certification expires in December 2015, you must take the exam no earlier than March 2015 and no later than September 2015 (currently 2 exams per year, March and September).

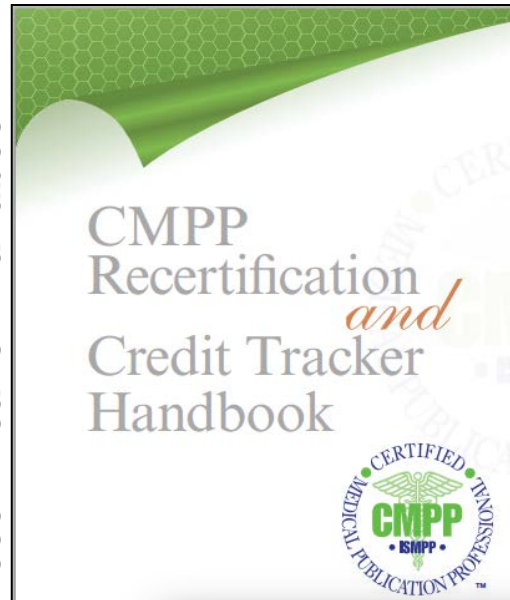
- Submit a certification exam application and signed Candidate Agreement and Release form (note: your exam application will serve as your Recertification Application)
- Continue to meet eligibility requirements
- Pay application and exam fees

Key Resources

Candidate Handbook



Recertification Handbook



Certification Examination Application

International Society for Medical Publication Professionals
Certified Medical Publication Professional Examination Application

Please note that this site will allow you to complete, sign and submit your CMPP Exam Application, an Agreement and Release Form, to ISMPP with your application fee. The application will not be processed including payment, however this system will allow you to leave the application and return as needed to submit. Please note if you choose to pay via check or bank wire (options provided on the application when payment has been received. Please refer to the CMPP Candidate Handbook for the detailed dead

PLEASE NOTE, ANY INCOMPLETE REQUIRED FIELDS WILL DELAY THE PROCESSING OF YOUR APPLICATION.
Fields in **bold** are required.

A. Personal Information

First Name Last Name Middle Initial

Gender • Male • Female

Date of Birth Mar 1

Organization (if relevant)

Address Line 1

Address Line 2

Address Line 3

City State/Province

Zip/Postal Code +4 (US Zip Codes Only)

Country/Region (outside North America) Country

Phone Mobile Phone (This is emergent)

Email Country where you plan to sit for the examination

Type of Company • Academia
• Biotechnology
• Communications Agency
• Device/Diagnostic
• Medical Writing
• Pharmaceutical
• Publisher
• Self-Employed
• Technology Provider
• Other

INTERNATIONAL SOCIETY FOR MEDICAL PUBLICATION PROFESSIONALS, INC. (ISMPP)
CERTIFICATION PROGRAM CODE OF CONDUCT

Introduction

The International Society for Medical Publication Professionals, Inc. (ISMPP) is a non-profit, professional association dedicated to: advancing the practice of medical publication planning and development; supporting medical publication professionals; and, promoting ethical medical publication practices. The ISMPP Certified Medical Publication Professional (CMPP) Certification Program (Certification Program) credentials medical publication professionals who have met the professional standards established by the ISMPP Certification Board.

The Certification Program Code of Conduct (Code) establishes the core ethical standards for the professional behavior of CMPP applicants and certificants. The Code is designed to provide enforceable standards of conduct. Conduct matters related to this Code will be reviewed and processed consistent with the Certification Program Conduct Case Procedures.

General Conduct Standards

CMPP applicants and certificants provide quality, professional services in a manner that promotes integrity and transparency, and reflects positively on the profession, consistent with accepted ethical and legal standards.

CMPP applicants and certificants pledge and agree to: act with integrity and transparency; practice with fairness and honesty; act consistent with established standards of professional conduct; accept responsibility for their actions; continually seek to enhance their professional capabilities; and encourage others to act in an appropriate professional manner, consistent with all ISMPP certification standards and the conduct principles set forth below.

Code of Conduct

CMPP Study Resources

The references listed below include critical source material to aid the CMPP candidate in preparation for the CMPP Certification Exam. It will be important for candidates to be familiar with the core critical references listed as they represent important go-to resources for publication professionals. Supplemental references are also provided for each of the four knowledge domains the exam covers – Publication Plan Development, Tactical Planning, Implementation, and Professional Responsibilities – to help candidates gain more insight into specific areas. Some of these source documents will be applicable and relevant to more than one domain. It's important to note that exam preparation should not be limited to the references contained in this list. For ISMPP members, the archived ISMPP U and Annual Meeting present topics as well as sign into the ISMPP U.

Critical Reference List

Committee on Publication Ethics. Guidelines on good publication and the Code of Conduct. Committee on Publication Ethics Web site. http://publicationethics.org/files/Code_of_conduct_for_journal_editors.pdf. Accessed October 28, 2008.

Preparation

The best way to working alongside

Blumsohn A. Scientific (mis?)conduct and correcting the scientific record: one investigator's perspective. International Society for Medical Publication Professionals Web Site. ISMPP U Webinar. Talk presented November 12, 2007.

Committee on Publication Ethics. Guidelines on good publication and the Code of Conduct. Committee on Publication Ethics Web site. http://publicationethics.org/files/Code_of_conduct_for_journal_editors.pdf. Accessed October 28, 2008.

Council of Science Editors. Conflicts of interest and the peer review process. Council of Science Editors Web site. http://www.councilscienceeditors.org/4146.aspx?index_id=73&pageid=2312. Accessed October 28, 2008.

Study Resources

Recertification Resources

Recertification Application

International Society for Medical Publication Professionals
Recertification Application

PLEASE NOTE: This site will allow you to complete, sign and submit your CMPP Recertification Application. As well as complete agreements and Release forms. To proceed with your application the application will not be processed until it is complete, including payment. However, the system will allow you to save the application and return as needed until you are ready to submit. Please note you should be able to check or print out copies of your application. Your application will be processed only after you complete the form. Please refer to the CMPP Recertification handbook for complete details and for information.

PLEASE NOTE: ANY INCOMPLETE REQUIRED FIELDS WILL DELAY THE PROCESSING OF YOUR APPLICATION.

Fields in bold are required.

A. Personal Information

First Name Last Name Gender Middle Initial

Gender

Date of Birth

Organization (if present)

Address Line 1

Address Line 2

Address Line 3

City State/Province Zip/Postal Code

Country (Region) Country

Phone

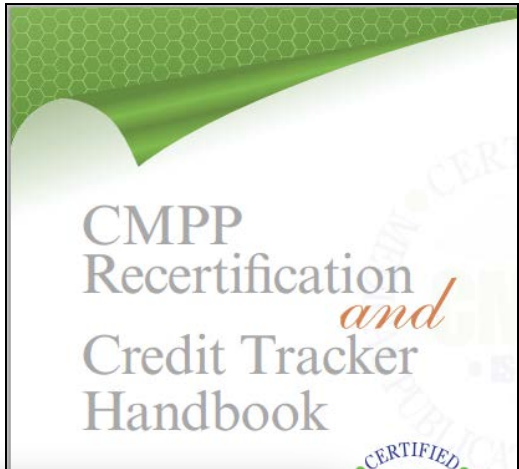
Mobile Phone (International Address only)

Country where you plan to sit for the examination (if applicable)

Email

Type of Company

- Academic
- Biotechnology
- Communications Agency
- Device/Diagnostic
- Health Writing
- Pharmaceutical
- Publisher
- Subscription
- Technology Provider
- Other



Recertification Handbook

Approved Activities List

ISMPP U Pre-Approved Courses				
The Sunshine Act	1	Professional Responsibilities	08/10/11	11IU1PRA
Discovering the Optimum Publication Vehicle	1	Tactical Plan Development	09/21/11	11IU1TDB
What editors look for in a clinically meaningful presentation of trial results in a manuscript	1	Publication Plan Implementation	12/14/11	11IU1PIC
Current Trends and Considerations for Pub Planning Professionals in Social Media with a Brief Review of the Draft FDA Guidance	1	Publication Plan Development	03/14/12	12IU1PDD
The Ins and Outs of Open Access - Practical Considerations for Publication Professionals	1	Publication Plan Implementation	05/21/12	12IU1PIE
Database and Record Retention to Assist Publication Planners	1	Publication Plan Implementation	06/27/12	12IU1PIF
Simplify Manuscript Submission and Processing: An Introduction to ORCID	1	Publication Plan Implementation	07/25/12	12IU1PIG
Challenging Cases in Publication Planning: Focus on Authorship	1	Publication Plan Implementation	11/07/12	12IU1PU
Anti-Bribery and Corruption Laws - What Medical Publication Professionals Need to Know	1	Professional Responsibilities	10/03/12	12IU1PRK
Evaluating the Impact of a Publication	1	Publication Plan Implementation	11/14/12	12IU1PIL
Is the Sun Shining on Medical Publications - An Update from the ISMPP Sunshine Act Task Force	1	Publication Plan Implementation	12/05/12	12IU1PIN

Credits

Add Credit | Programs |

Track	Course	Credit Type	Credits Authorization	Course Date	Submit Date	Status	Actions
Professional Responsibilities	Challenging Cases in Publication Planning: Focus Publication Development and Submission	Professional Responsibilities	1.00 13IU1PRQ	3/6/2013	4/15/2013	Approved	Approve Deny
Publication Plan Development	ISMPP U - Enhanced Data Sharing	Publication Plan Development	1.00 13IU1PDW	10/29/2013	10/29/2013	Approved	Approve Deny
Professional Responsibilities	What's New in Peer Review	Professional Responsibilities	1.00 13IU1PRV	9/18/2013	10/29/2013	Approved	Approve Deny
Professional Responsibilities	ISMPP U - The Sun is Shining Upon Us	Professional Responsibilities	1.00 13IU1SPRT	8/14/2013	10/29/2013	Approved	Approve Deny
Professional Responsibilities	Why Publication Professionals Do Need to Know About SPIRIT	Professional Responsibilities	1.00 13IU1PRU	8/20/2013	10/29/2013	Approved	Approve Deny
Publication Plan Development	The Big Data Picture	Publication Plan Development	0.50 13PP0SDC	10/15/2013	10/29/2013	Approved	Approve Deny
Tactical Plan Development	Update on Emerging Markets	Tactical Plan Development	0.50 13PP0STDB	10/15/2013	10/29/2013	Approved	Approve Deny
Professional	The Changing Publication Environment -	Professional	1.00 13E1582A	10/15/2013	10/29/2013	Approved	Approve Deny

ISMPP CMPP Credit Tracker



PSYCHOMETRICS

Psycho....what???



Psychometrics

“ **Psychometrics** is a **scientific discipline** concerned with the construction of assessment tools, measurement instruments, and formalized models that may serve to connect observable phenomena...Psychometric techniques are **widely used across the sciences**, and have found applications **in educational testing**, behavior genetics, sociology, political science, and neuroscience.” Denny Borsboom, PhD



The Goal in Testing – Validity and Reliability



Validity

- How well does the test measure what it claims to measure?
- A test is not simply “valid”; it is valid for a **specific purpose**



Reliability

- One of the most important elements of test quality
- Represents the consistency (reproducibility) of an examinee's performance on the test





Exam Development - Process

Item writing (Subject Matter Experts
– SMEs)

Item editing (editors)

Item review (SMEs)

Pilot testing/pretesting

Form assembly (based on blueprint)

- 4 domains



How is the Exam Administered?

- Administration
 - ISMPP collaborates with Professional Testing, Inc. (PTI), expert psychometricians who oversee testing process to ensure adherence to credentialing guidelines
- All items are stored in a computer using item banking software which tracks:
 - Area of the blueprint that the item matches
 - Who wrote the item
 - When it was reviewed
 - When it was last used
 - How many candidates answered it correctly



What are the Guidelines Used?

Guidelines for test development come from:

- American Psychological Association (APA)
- American Educational Research Association (AERA)
- National Council on Measurement in Education (NCME)



Post-Exam Analysis – What We Learn

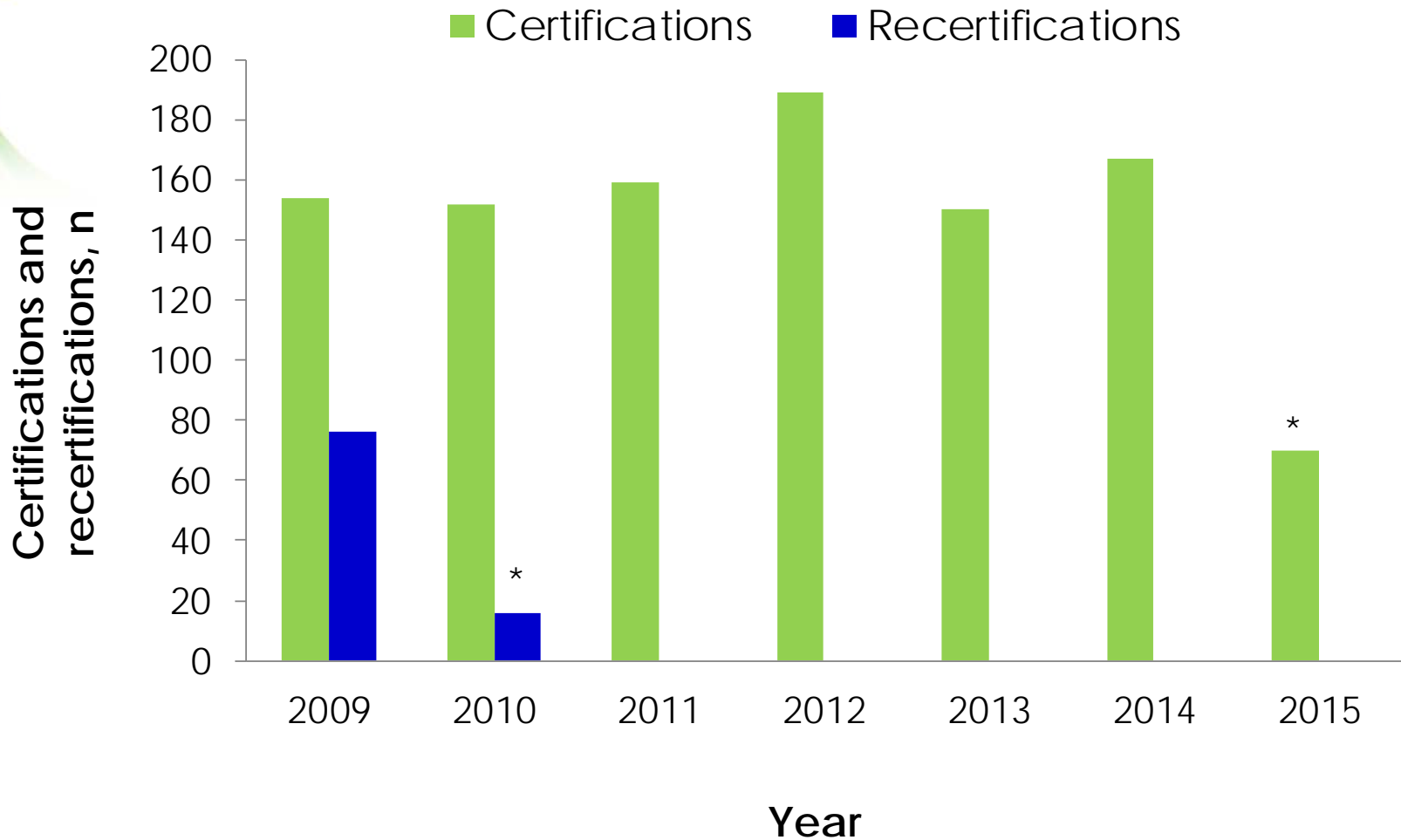
- The CMPP exam is not graded on curve
- Individual items reviewed for “discrimination”
 - Discrimination – a measure of how well an item is able to distinguish between examinees who are knowledgeable and those who are not
- Test equated
 - Compare results with past test results to determine difficulty and scoring
- Passing score determined
- Review post-exam results
 - Assess items – statistical analysis
 - Review candidate comments
 - SMEs make adjustments to items before reuse



IMPACT

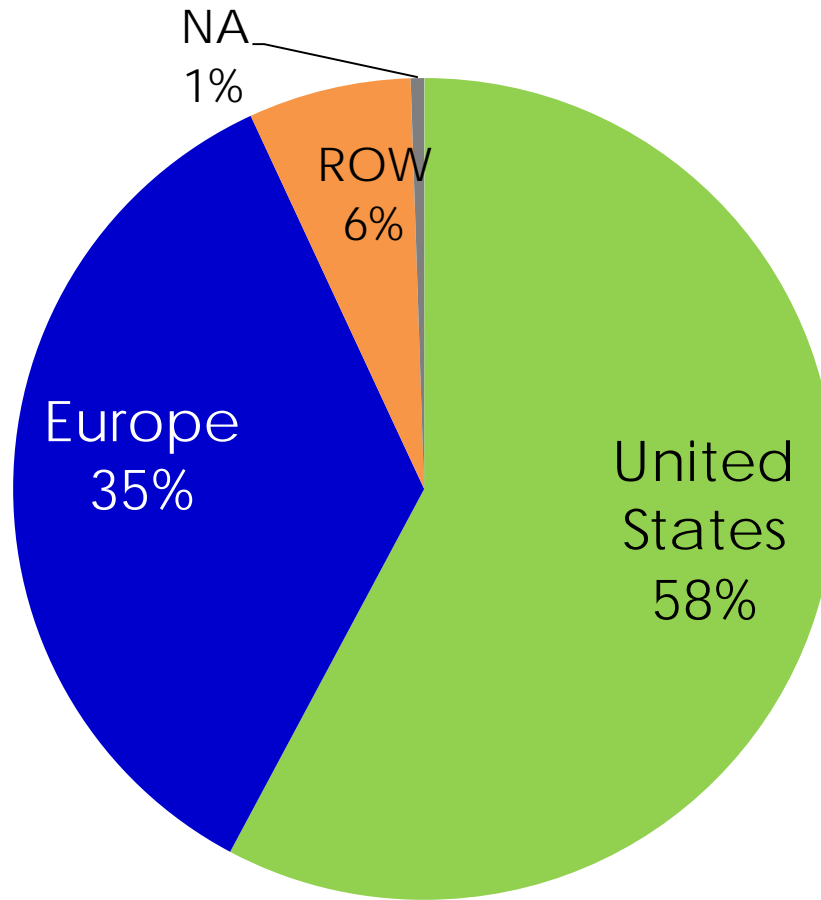
2009 - Present

ISMPP CMPP™ – Certifications and Recertifications Awarded by Year



* Incomplete data; based on March 2015 examination only

ISMPP CMPP™ Certificants by Region

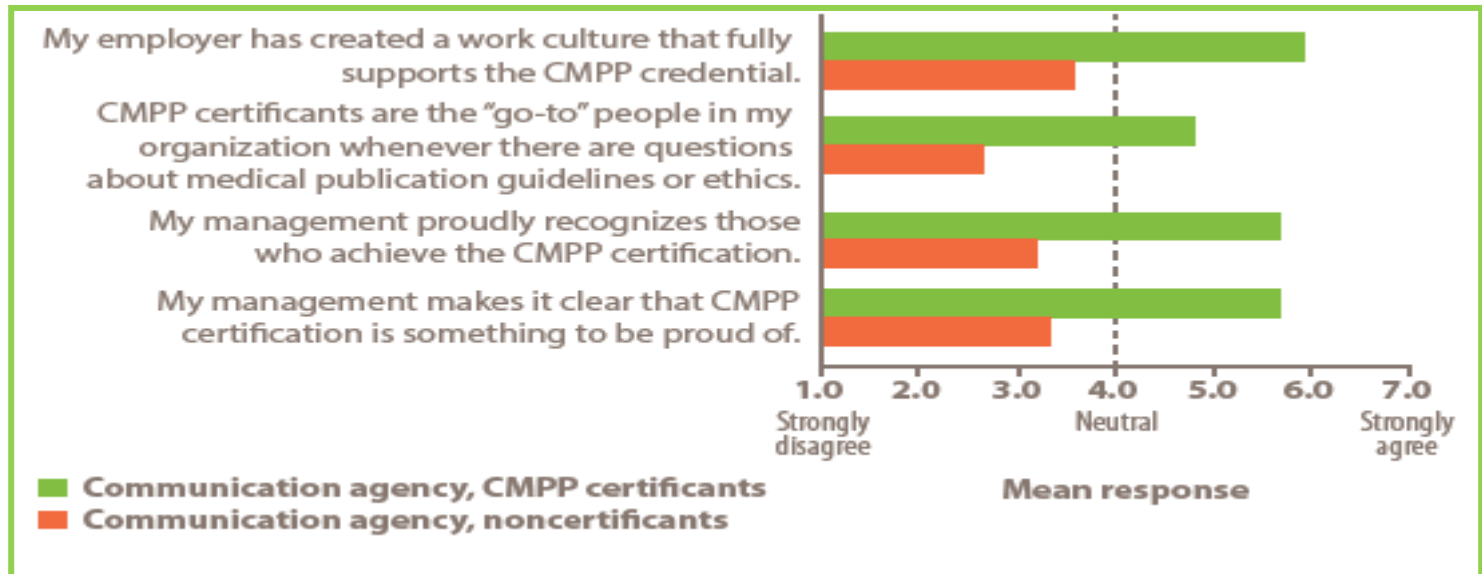


ROW - Rest of World

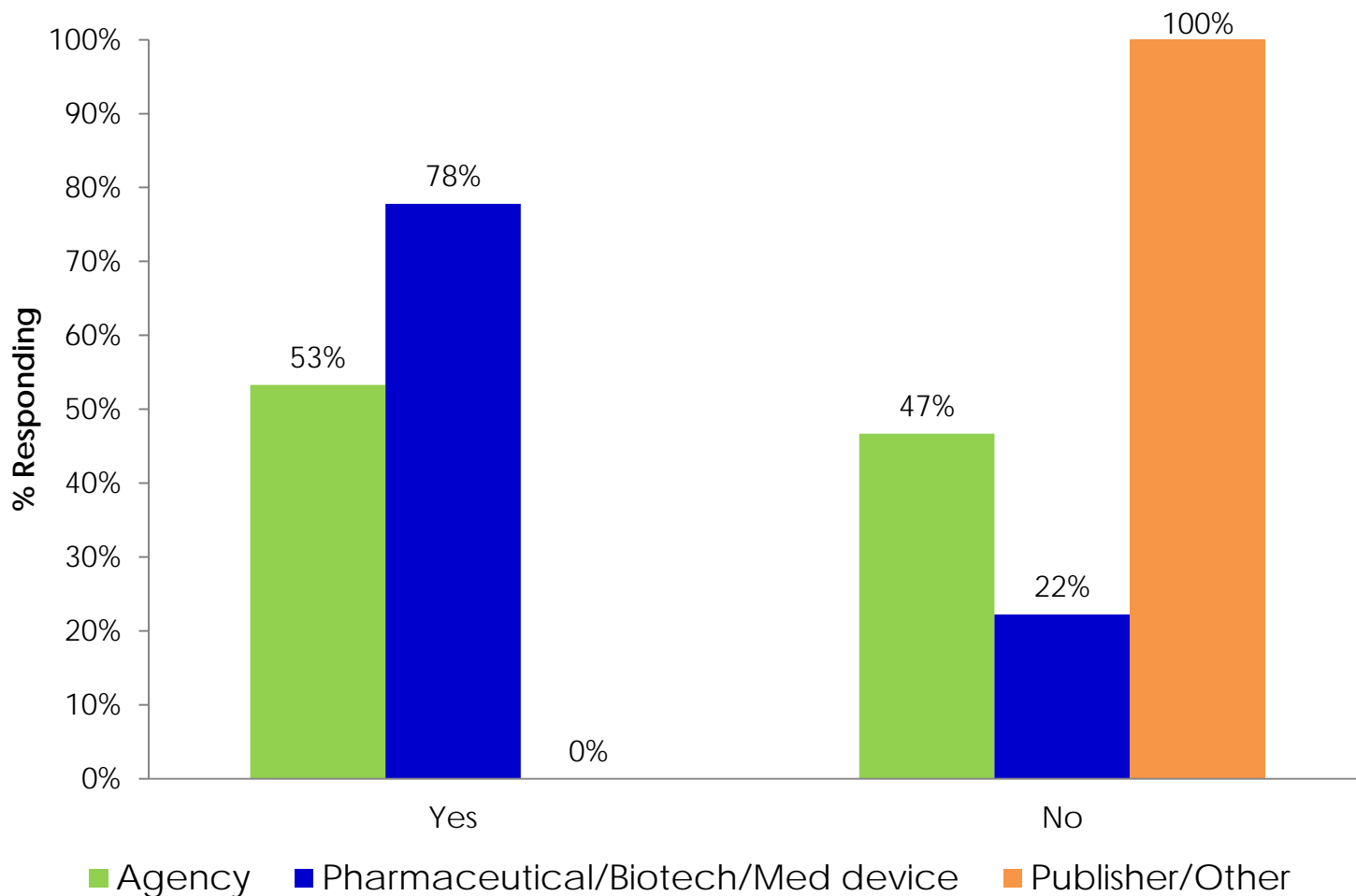
Workplace Culture and Management Views of ISMPP CMPP™ Credential Are Key Drivers of the Perceived Value

Workplace setting	Summed Likert scores		P value ^a
	CMPP certificants	Noncertificants	
Communication agency	110.9	77.5	<i>P</i> <.001
Pharmaceutical industry	96.4	95.3	NS
	<i>P</i> =.003 ^b	<i>P</i> =.015 ^b	

^aCMPP certificants vs noncertificants. ^bCommunication-agency setting vs pharmaceutical-industry setting.

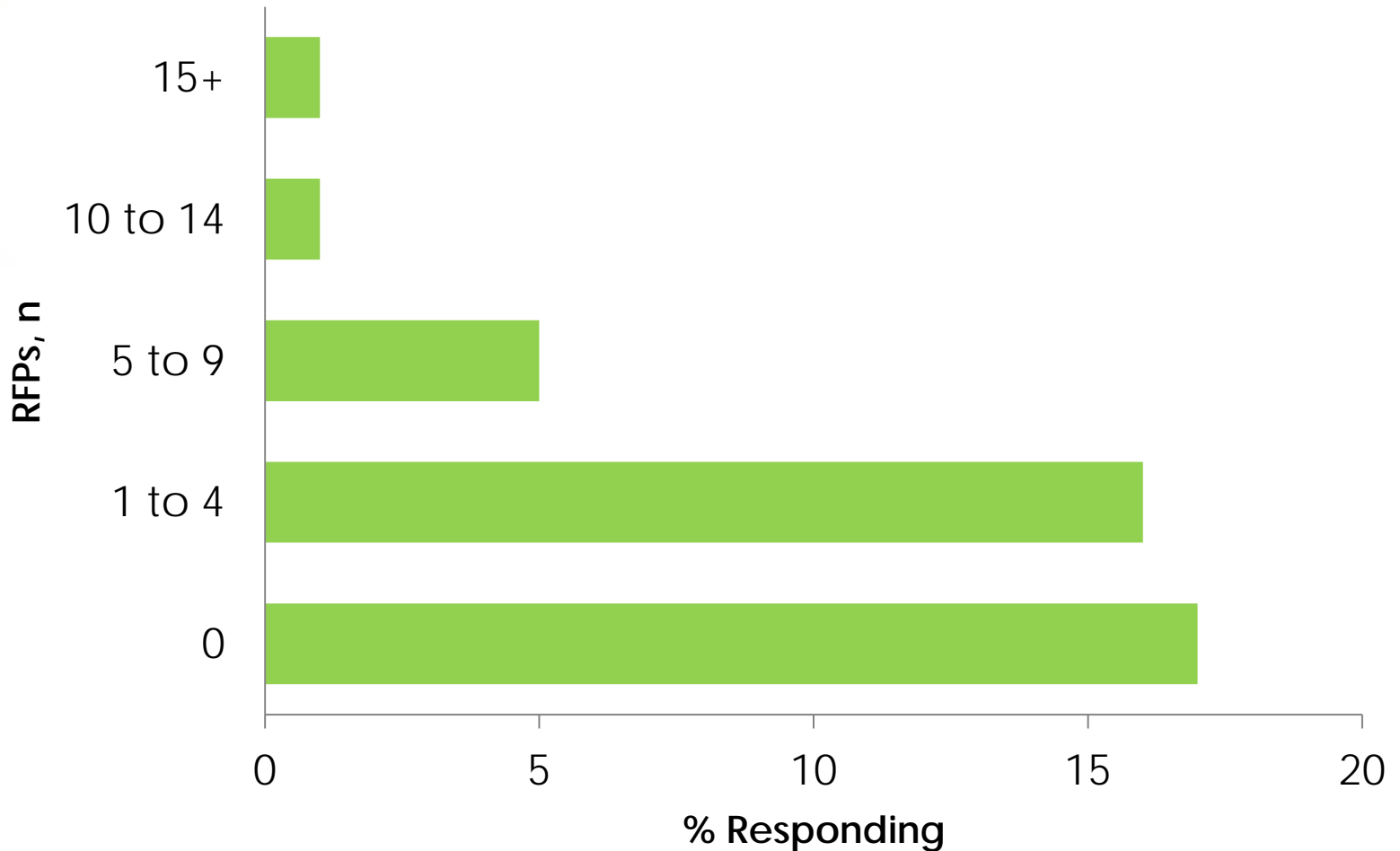


ISMPP CMPP™ Status Helped Secure New Position Among Members (Industry and Agency) Recently Switching Jobs



Q8: If you recently changed jobs, do you believe your ISMPP CMPP™ status helped you secure your new position?

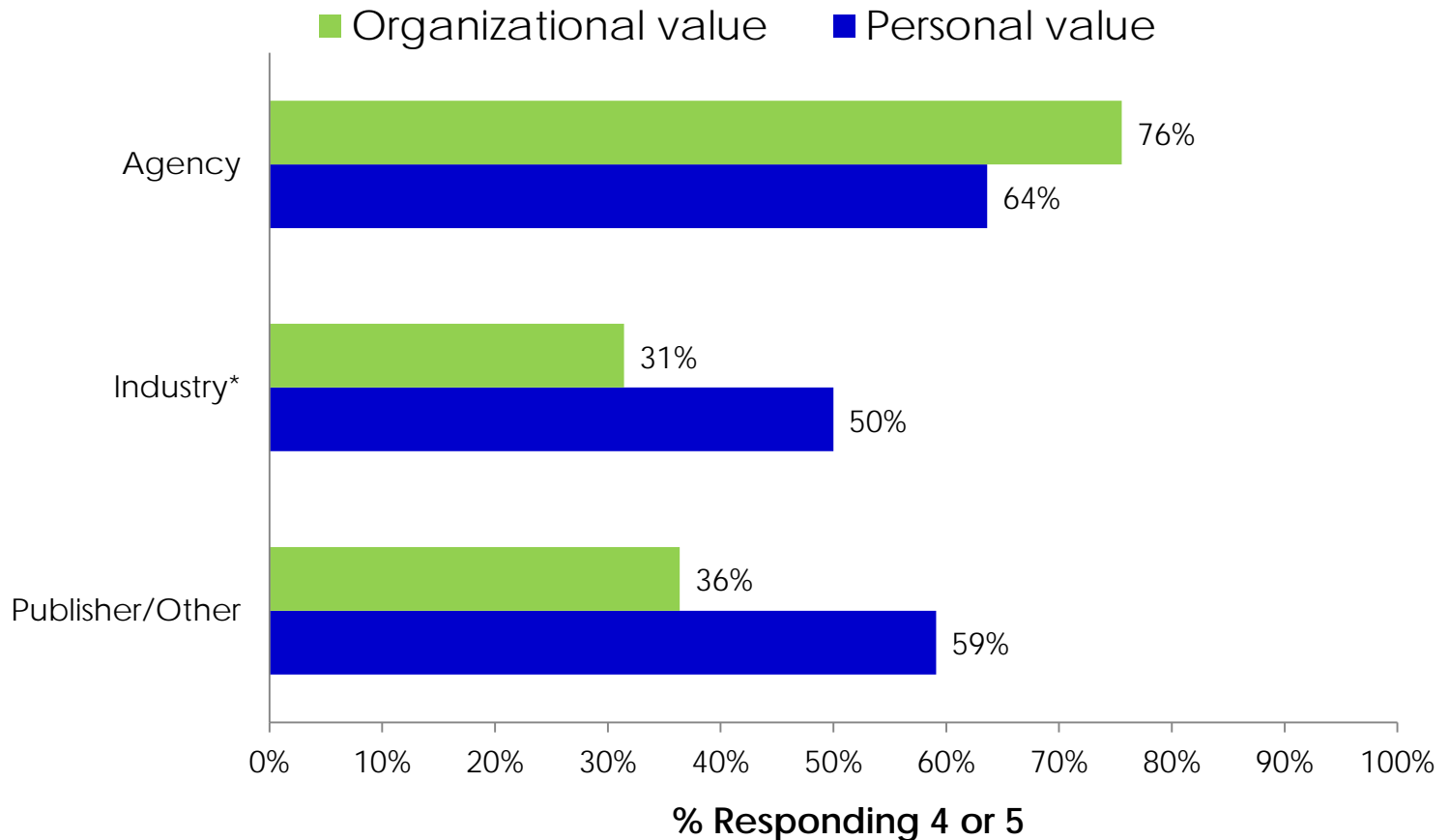
Over 2-Year Period, Agencies Received Between 66 and 143 RFPs That Required or Preferred ISMPP CMPP™ Credential



Agency
only,
n=51

Q5: In the past 2 years, how many requests for proposals (RFPs) received at your agency required or preferred that team members be ISMPP CMPP™ certified?

Both Organizational and Personal Value Were Rated Highest by Agency Staff Members

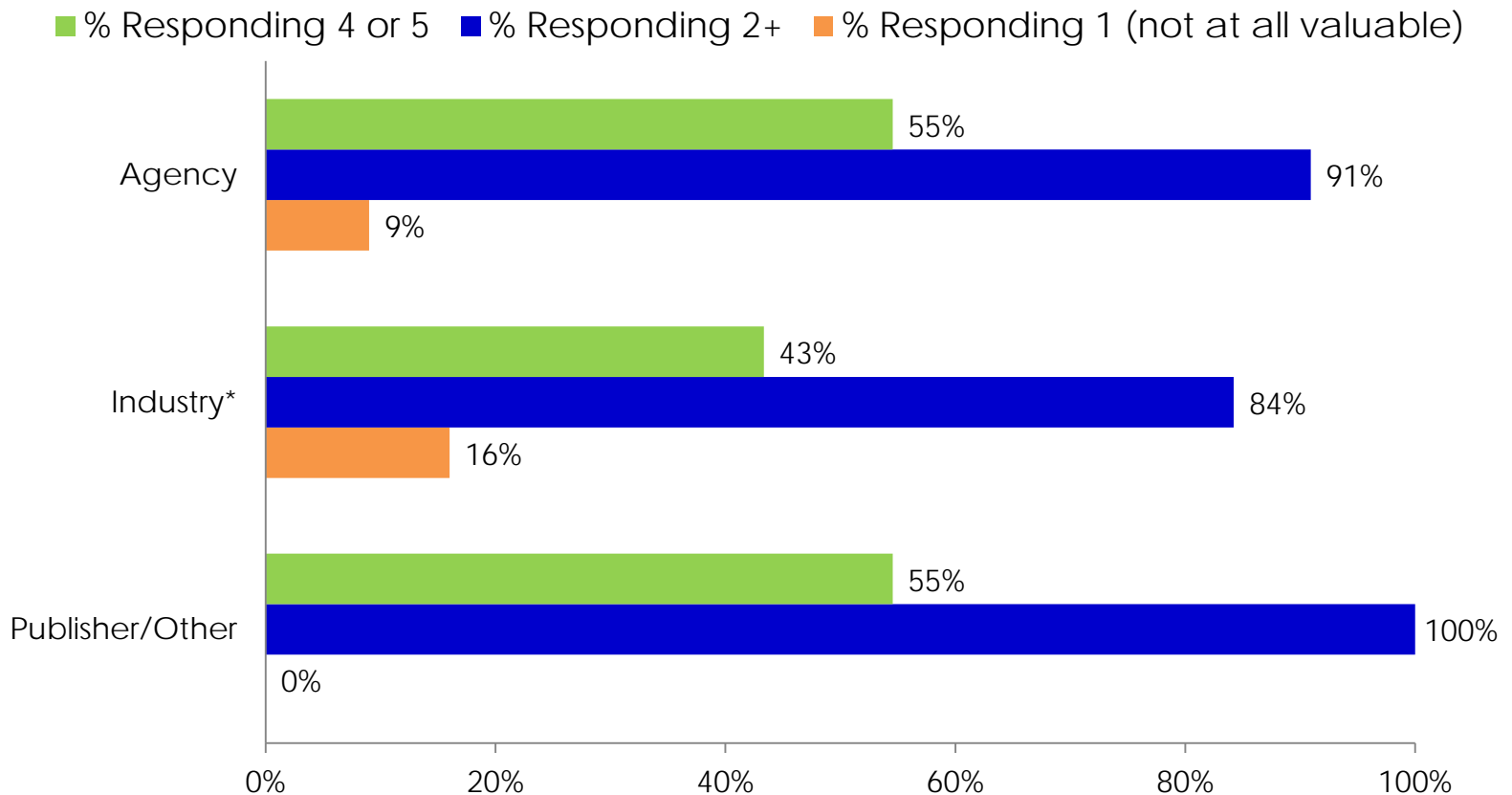


*Industry: pharmaceutical, biotechnology, and device company employees.

Q2: Please use a scale of 1 to 5 where 1 = not at all valuable and 5 = extremely valuable to indicate how valuable your organization considers the ISMPP CMPP™ certification to be.

Q9: Please use a scale of 1 to 5 where 1 = not at all valuable and 5 = extremely valuable to indicate how personally valuable you find the ISMPP CMPP™ credential to be.

Pursuit of Accreditation for the ISMPP CMPP™ Credential Will Add Further Value



*Industry: pharmaceutical, biotechnology, and device company employees.

Q10: Please use a scale of 1 to 5 where 1 = not at all valuable and 5 = extremely valuable or select "I do not know" to indicate whether, in your opinion, a formal external review (accreditation) of the ISMPP CMPP™ credential (through a globally/nationally recognized independent accreditation body) would increase the value of the ISMPP CMPP™ designation.



Summary

- The impact of pursuing, obtaining, and maintaining the ISMPP CMPP™ certification is
 - Increasing
 - Adding personal value
 - Adding organizational value
 - Playing a role in securing new positions
 - Leading to certification being requested or required in RFPs
- The pursuit of a nationally/internationally recognized oversight accreditation body will further enhance the value
- If you are a leader in your organization, your voice and support for the credential matters



**ADVOCATE FOR YOURSELF &
YOUR PROFESSION**



Why is CMPP important?

- Does it matter if:
 - The engineer who services your car or central heating system is not qualified?
 - The surgeon who operates on you is not qualified?
 - The publications lead who managed the plan and medical writer who drafted the papers are not “qualified”?
- Answer:
 - Yes it does!

So what does it mean to be “qualified” as a medical publication professional?

What does CMPP say about you?

- You are a professional
- Endorses your experience
- Shows what can be expected from you when you work as a medical publication professional
- You have made a commitment to high standards and ethics
- You stick out from the "crowd"
- Probably worth employing!



What people are saying about CMPP

"Being one of the few CMPPs in Japan, I was given a leadership role, not only within my organization, but in professional societies, too. It is serving me to further my career."

"All things being equal (rare) among two candidates, I would opt for the one with the CMPP"

"Having received the CMPP credential, I feel a little more confident in terms of doing my job as a medical writer and providing authors with advice in dealing with certain situations."

"I'm more inclined to believe a person with CMPP certification clearly understands the general expectations of one working in the field."

"The CMPP distinguishes candidates who have experience in this field and are committed to growing in the field."



Leadership

- Many ISMPP CMPP™ certificants have been leaders or key drivers behind research and educational initiatives in their organizations that focus on medical publication best practices
- We encourage you to view the following posters presented at ISMPP 2013 & 2015

Gertsen K, Chebli E, Davis AL, Nastasee SA, Zhang J, Moniz Reed D. *Got GPP skills? Skill-building initiative for publication professionals in pharmaceutical industry setting*. Poster presented at ISMPP US Meeting; April 2013; Baltimore, MD.

Atkinson B, Davis AL, Malieckal T, Nastasee SA, Pierotti S, Zhang J, Bhattacharya A. *Implementation of an educational program regarding best publication practices and the introduction of publication management software across a global organization*. Poster presented at ISMPP US Meeting; April 2013; Baltimore, MD.

Woolley KL, Dickson T, Seth A, Stretton S. *The Certified Medical Publication Professional (CMPP™) credential: more than a knowledge test?* Poster presented at ISMPP US Meeting; April 2015; Arlington, VA.

Valued by Organizations

Position requirements:

- Degree in marketing, communications, or biology
- 5 years of business, pharmaceutical, or medical communications experience
- 2-4 years of solid publication planning experience
- Knowledge and understanding of industry guidelines
- **CMPP status preferred**
- Proficiency in Microsoft Office applications
- Datavision[™] experience a plus

Education and Experience

- Bachelor degree (minimum), preferably in the health sciences or communications field; advanced degree or allied health degree a plus (PharmD, BSN, PhD, MS, RPh)
- 15 - 20 years of pharmaceutical and/or agency experience
- **Active ISMPP Certified Medical Publication Professional (CMPP)**
- Extensive experience estimating costs and developing budgets
- Prior supervisory experience and the ability to motivate others to attain goals
- Demonstrated leadership skills, both within the agency and with clients

for authors, sponsors and internal team members. The position requires a bachelor's degree or higher and 5+ years in publications, in-depth knowledge of GPP2 and ICMJE guidelines and the ability to maintain flexibility and foster teamwork in a fast-paced work environment. **CMPP desirable.**

A thorough knowledge of current regulations, guidelines, and compliance policies relating to medical publications is required. **An ISMPP Certified Medical Publication Professional[™] credential is preferred.**



How Can YOU Make the Most of Your ISMPP CMPP™ Credential?

1. Include the CMPP credential in your e-mail signature and on your business card
2. Showcase your credential on your CV or résumé
3. Highlight that you and/or your colleagues are credentialed in RFI/RFP responses
4. Become an official CMPP mentor to help others earn theirs
5. Recognize that you are now eligible for other ISMPP Committees and ISMPP jobs
6. Market yourself as a CMPP certificant
7. Wear your CMPP pin proudly
8. Tell your friends and colleagues!

Stop by **Booth #10** to learn even more about the CMPP credential



THANK YOU!!

Please ask us questions!

11TH ANNUAL MEETING OF ISMPP



**OPTIMIZING SCIENTIFIC VALUE:
SMART AND SYSTEMATIC APPROACHES
TO MEDICAL PUBLICATIONS**

April 27–29, 2015
Hyatt Regency Crystal City
Arlington, VA, USA

