



# COLLABORATING FOR ETHICAL AND EFFECTIVE PUBLICATION PRACTICES

## 2015 ASIA PACIFIC MEETINGS OF ISMPP

2015 August 30 • Beijing, China  
2015 September 2 • Tokyo, Japan

# WELCOME

Dear Colleagues,

Medical publications from the Asia Pacific region are increasing . . . and coming under intense scrutiny. How can we enhance the speed, quality, and influence of these publications? Proven and practical solutions will be provided at the Asia Pacific Meetings hosted by The International Society for Medical Publication Professionals (ISMPP). The theme of this year's Meetings is "**Collaborating for Ethical and Effective Publication Practices**" and the program is enclosed.

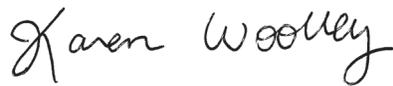
The faculty includes **international and regional leaders** from medical journals, academia, government, and the healthcare industry (medical affairs, clinical, and publication professionals). The program will offer small group workshops, roundtables, and facilitated Q&A sessions. There will be many opportunities for interaction and networking.

The Asia Pacific Meetings are ideal for individuals from medical affairs (pharma, biotech, and medical device); academia and government; clinical research; and for editors, publishers, and medical writers.

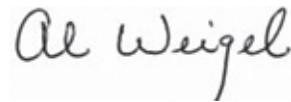
In addition to understanding the evolving medical publication and clinical trial landscape, you will gain insights into regional and international best practices. Most importantly, as the recognized professional non-profit association representing individuals responsible for medical publication planning, ISMPP will provide you with the unique opportunity to contribute to their future efforts in the Asia Pacific region.

We look forward to seeing you in Beijing or Tokyo!

Sincerely,



Professor Karen Woolley, BHMS (Ed) Hons PhD, ISMPP CMPP™  
武凯润 Wú Kǎi Rùn  
ISMPP Board of Trustees  
Chair, Asia Pacific Advisory Committee  
Program Co-Chair  
Division Lead, ProScribe - Envision Pharma Group  
Professor, University of Queensland, Brisbane, Australia



Mr. Alfred Weigel, MEd, ISMPP CMPP™  
ISMPP President and Chief Operating Officer  
Program Co-Chair

# ANNOUNCEMENT

ISMPP (International Society for Medical Publication Professionals) is the recognized professional non-profit association representing individuals responsible for medical publication planning and development. Our educational efforts are scientifically based and highly valued throughout the field and among all stakeholders involved in the publication of medical research. In the spirit of advocacy and outreach, we offer discounted membership options ensuring that all medical publication professionals can benefit from access to our educational platform. ISMPP'S mission is to advance the profession globally through:

- Enhanced integrity and transparency in medical publications
- Improved standards and best practices
- Education, advocacy, and professional collaborations

We are delighted to announce details for the 2015 Asia Pacific Meetings of ISMPP, which will be held at two locations: The Sofitel Wanda Hotel in Beijing, China, on 2015 August 30, and the Hilton Tokyo in Tokyo, Japan, on 2015 September 2.

The outstanding roster of faculty includes from academia, the government, non-profit associations, and from the pharmaceutical, medical publication and communications, and publishing industries. ISMPP hopes to attract a substantial number of delegates from the region to this inaugural Asia Pacific event, which represents a major milestone in ISMPP's strategic plans for the region and is consistent with the society's mission to advance the profession globally through education, advocacy, and professional collaboration.

This brochure covers information about the meeting program and venue, and provides details on how to register and on how to serve as an exhibitor and/or sponsor of what will be the premier meeting for publication professionals who work in the Asia Pacific region.

## BEIJING – 2015 August 30

### VENUE

#### Beijing, China

The 2015 Asia Pacific Meetings of ISMPP in China will be held at the Sofitel Wanda Beijing, located in the heart of the central business district and just 30 minutes from Beijing Capital International Airport via expressway.

#### Sofitel Wanda Beijing

93 Jianguo Road  
Tower C Wanda Plaza  
Chaoyang District  
100022 - BEIJING  
CHINA  
Phone: +86 10 8599 6666



## TOKYO – 2015 September 2

### VENUE

#### Tokyo, Japan

The 2015 Asia Pacific Meetings of ISMPP in Japan will be held at the Hilton Tokyo in Shinjuku, the most popular location in Tokyo, with easy access to JR Shinjuku Station and direct access to the Tokyo Metro.

#### Hilton Tokyo

6-6-2 Nishi-Shinjuku,  
Shinjuku-ku  
Tokyo 160 0023,  
JAPAN  
Phone: +81 (0)3 3344 5111



### REGISTRATION

Cost	~1,862 CNY (\$300 USD)
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### REGISTRATION

Cost	~36,300 JPY (\$300 USD)
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ISMPP has partnered with BMAP Global for China registration and payment processing.

# PROGRAM AGENDA

## 8:00-9:00 REGISTRATION

### 9:00-9:10 Welcome Remarks

Mr. Alfred Weigel, MEd, ISMPP CMPP™, Program Co-Chair and ISMPP President

### 9:10-9:15 International Welcome

Recorded presentation from the 11th Annual Meeting of ISMPP in Arlington, Virginia, USA

### 9:15-9:20 Morning Plenary

#### Introduction

Professor Karen Woolley, BHMS (Ed) Hons PhD, ISMPP CMPP™

Division Lead, ProScribe - Envision Pharma Group; Professor, University of Queensland, Brisbane, Australia

### 9:20-9:45 Keynote Address: Evidence-based insights, challenges, and opportunities for publications from the AP region

Ana Marušić, MD, PhD

Professor of Anatomy; Chair, Department of Research in Biomedicine and Health, University of Split, Croatia;

Editor in Chief, *Journal of Global Health*

#### Learning Objectives:

By the end of this session, attendees should be able to:

- Describe why results from high-quality research from the AP region should be shared internationally
- Identify evidence-based trends in AP research published in high-ranking international journals
- List the main concerns international editors have about publishing practices in the AP region and initiatives being undertaken to address these concerns
- Explain why different sectors (academia, publication professionals, sponsors, government, medical journals) need to collaborate to enhance ethical and effective publication practices

### 9:45-10:30 Plenary Panel Discussion - Understanding each other: A critical step toward publication success

#### Panellists:

- Professor Patrick Barron, Professor Emeritus Tokyo Medical University, Seoul National University 
- Mr. Antoine (Tony) Bocquet, MSS Director, Asia (excluding Greater China), Nature Publishing Group 
- Ms. Huili (Ella) Chen, MSc, Business Development Manager, China, *British Medical Journal* 
- Dr. Toshio Fujimoto, MD, MBA, Vice President, Medicines Development Unit Japan, Eli Lilly Japan K.K. 
- Ms. Mieko Hamana, ISMPP CMPP™, Associate Director, Planning and Administration, Medical Science, Medical Affairs, Japan, Astellas Pharma Inc 
- Mr. Ronnie Lin, MSc, ISMPP CMPP™ Medical Communications Mgr. Pharma Ops Medical, Sanofi China 
- Dr. James Mao, MD, Medical Director, China, Baxalta 
- Professor Ana Marušić, MD, PhD; Professor of Anatomy; Chair, Department of Research in Biomedicine and Health, University of Split, Croatia; Editor in Chief, *Journal of Global Health*
- Mr. Akihiko Matsubara, Managing Director, Japan Pharmaceutical Manufacturers Association (JPMA) 
- Professor Yasuo Ohashi, PhD, Professor Emeritus, University of Tokyo; Chief Director, Japan Clinical Research Support 
- Dr. Teresa Peña, PhD, Executive Director, Medical Publications, Bristol-Myers Squibb USA; Chair, ISMPP Board of Trustees
- Mr. Ping Sun, Researcher Institute of Scientific and Technical Information of China (ISTIC) 
- Dr. Li Yang, Department of Pharmacy, Peking University 3rd Hospital, Clinical Trial Center 
- Ms. Joanna Zhang, Regional Head, Medical Affairs North Asia, Takeda Beijing 

#### Learning Objectives:

By the end of this session, attendees should be able to:

- Recall actions that could be taken by different stakeholders to enhance ethical and effective publication practices
- Evaluate how actions taken by one stakeholder group might affect actions taken by other groups
- Recognize the benefits of sharing different perspectives to enhance mutual understanding and collaboration

  Flag indicates which meeting faculty will be attending, if not speaking in both locations.

10:30-11:00 MORNING BREAK

Visit exhibits and networking area

11:00-11:20 Ethical and effective publications from industry-funded studies: The Good Publication Practice 3 (GPP3) Guidelines

**Faculty:**

Dr. Teresa Peña, PhD, Executive Director, Medical Publications, Bristol-Myers Squibb USA; Chair, ISMPP Board of Trustees

**Learning Objectives:**

By the end of this session, attendees should be able to:

- Know how to access GPP3 and the accompanying materials, including the “GPP3 for authors” checklist
- Explain why GPP3 is relevant to all stakeholders involved with industry-sponsored presentations and publications
- List the main elements of GPP3 that are particularly important to the AP region
- Describe how a tool developed in the AP region could enhance author use of GPP3 globally

11:20-12:30 Achieving publication success through GPP3: Interactive roundtable discussions

Case studies selected based on “most important” issues identified from Leadership Summit and the matching GPP3 themes

**Learning Objectives:**

By the end of this session, attendees should be able to:

- Describe guidance from GPP3 on important publication issues in the AP region, particularly in terms of publication planning and working with medical writers
- Identify risk factors in the AP region for non-compliance with GPP3, particularly in terms of Medical Science Liaison and author interactions
- Propose how to use GPP3 to enhance success rates and speed in an ethical and effective manner

12:30-12:45 GROUP PHOTO

12:45-1:45 LUNCH

Visit exhibits and networking area

1:45-1:50 Afternoon Plenary  
Introduction

Professor Karen Woolley BHMS (Ed) Hons PhD, ISMPP CMPP™; ProScribe - Envision Pharma Group; Professor, University of Queensland, Brisbane, Australia

1:50-2:25 Plenary Part A: Clinical trials and publications from the AP: Past, present, and future

**Faculty:**

Professor Yasuo Ohashi, PhD, Professor Emeritus, University of Tokyo; Chief Director, Japan Clinical Research Support

**Learning Objectives:**

By the end of this session, attendees should be able to:

- Summarize major trends in clinical trial activity and publication rates in the AP region
- Propose how and why these trends may change in the next 5-10 years
- Evaluate how these changes may affect publication planning and practices in the AP region

2:25-2:45 Plenary Part B: Diagnosis of reasons authors don't publish: Systematic review of the evidence

**Faculty:**

Dr. Roberta W. Scherer, PhD, Senior Scientist, Johns Hopkins University

**Learning Objectives:**

By the end of this session, attendees should be able to:

- Recall the most common reasons authors do not publish
- Recall the most important reasons authors do not publish
- Recall the least common reasons authors do not publish (ie, not the major problems)
- Hypothesize how these evidence-based reasons for non-publication could be addressed

## PROGRAM AGENDA (CONTINUED)

**2:45-3:00** **Afternoon Workshop Begins**  
Collaborating to ensure ethical and effective publications – before, during, and after a clinical trial/research study

**Moderators/Contributors:**

- Dr. Alice Choi, PhD, ISMPP CMPP™, Global Head, Complete Medical Communications, UK
- Ms. Martine Docking, M.Com, Commercial Director, Asia Pacific, John Wiley and Sons, Wiley-Blackwell, Singapore
- Ms. Mieko Hamana, ISMPP CMPP™, Associate Director, Planning and Administration, Medical Science, Medical Affairs, Japan, Astellas Pharma Inc
- Ms. Takako Kojima, MA, Assistant Professor, Tokyo Medical University, Japan
- Ms. Yuko Kojima, Director, Asia Pacific Medical Communications, Eli Lilly China
- Dr. Teresa Peña, PhD, Executive Director, Medical Publications, Bristol-Myers Squibb USA; Chair, ISMPP Board of Trustees
- Mr. Kalyan Pulipaka, MSc, Scientific Editor, Novartis, India
- Ms. Catherine Rees, Director, Rata Communications Ltd, New Zealand
- Ms. Claire Tsai, PharmD, MBA, ISMPP CMPP™, Regional Manager, Established Products, Asia Pacific Strategic Marketing and Market Access, Johnson and Johnson
- Professor Karen Woolley, BHMS (Ed) Hons PhD, ISMPP CMPP™; ProScribe - Envision Pharma Group; Professor, University of Queensland, Brisbane, Australia

**Learning Objectives**

By the end of this session, attendees should be able to:

- Identify relevant resources that can be used before, during, and after a research study to help meet journal expectations
- Describe how publication planning can help minimize the risks of low and slow publication rates
- Apply practical tips before, during, and after a research study to enhance publication speed and success

**3:00-3:30** **AFTERNOON BREAK** Visit exhibits and networking area

**3:30-4:45** **Workshop Continues**  
Small group roundtables

**4:45-5:00** **Conclusions and Next Steps**  
Mr. Alfred Weigel, MEd, ISMPP CMPP™, Program Co-Chair and ISMPP President

**5:00-5:15** **Distribution of Certificates of Completion**  
ISMPP APAC and APET members

# THANK YOU

ISMPP expresses its sincere appreciation to the following as well as to all others who provided support for the Asia Pacific Meetings.

Neil Adams	Rebecca Lew
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Debaditya Das	Kalliopi Patrikis
Martine Docking	Michael Platt
Madhavi Dokku	Kalyan Pulipaka
Elvira D'Souza	Pinki Rajeev
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## ISMPP CORPORATE SPONSORS

ISMPP gratefully acknowledges the generous support of its Corporate Sponsors.

For more information on Corporate Sponsorship and the programs it makes possible, visit our website at [www.ismpp.org/ismpp-sponsors](http://www.ismpp.org/ismpp-sponsors).

ISMPP would like to thank McCann Complete Medical for their assistance in the design and development of various web and print materials for the 2015 Asia Pacific Meetings of ISMPP.

ISMPP also thanks its dedicated staff for their contributions to the Asia Pacific Meetings of ISMPP.

# THANK YOU

ISMPP would like to express its sincere appreciation to the Exhibitors and Sponsors of the inaugural Asia Pacific Meetings of ISMPP.

## CORPORATE MEETING SUPPORT

### DIAMOND LEVEL



### RUBY LEVEL



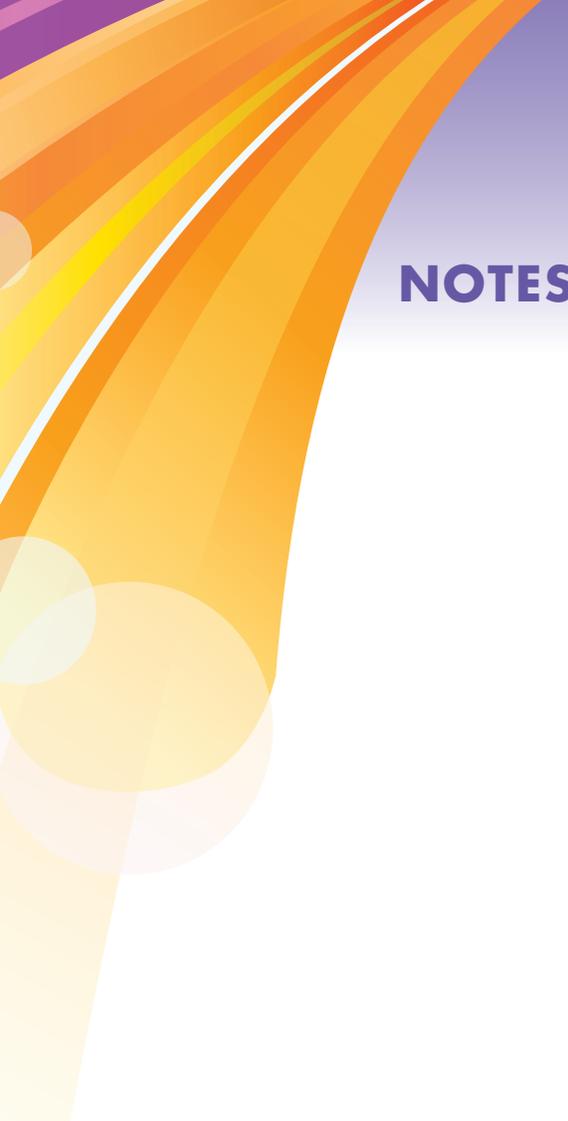
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# NOTES



# NOTES

# NOTES

