

13TH ANNUAL MEETING OF ISMPP



**GLOBAL PUBLICATION PRACTICES:  
ADVANCING ETHICS AND SCIENTIFIC INTEGRITY  
IN AN ERA OF DATA-SHARING**

May 1-3, 2017  
Gaylord National Resort & Convention Center  
National Harbor, MD, USA



## DEAR COLLEAGUES:

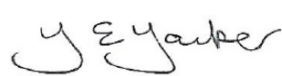
We are pleased to present our program for the **13th Annual Meeting of ISMPP, Global Publication Practices: Advancing Ethics & Scientific Integrity in an Era of Data-Sharing**. This year's theme and session topics highlight the ever-expanding area of data sharing. The debate about data sharing has shifted from "should we?" to "how do we?" This is a time when ethics and scientific integrity are even more critical as data sharing connects researchers more closely and global requirements begin to emerge.

Our aim of the 13th Annual Meeting of ISMPP is to:

- Understand recent developments in key areas such as data sharing, peer-review, and payer requirements
- Enable medical publication professionals to positively impact publication practices across global markets
- Extend learning opportunities on innovative ways to work smarter and faster at the speed of business

We have built upon the successes of our previous meetings by expanding highly interactive sessions such as the popular roundtables and the more recently introduced poster tours. This year's meeting aims to continue to allow you to personalize your learning and development. Each meeting day will feature a key note speaker and offer numerous networking opportunities.

On behalf of ISMPP's Board of Trustees, the 13th Annual Meeting Program Committee and the ISMPP staff, we wish you all a successful meeting!



**Yvonne E. Yarker, PhD, ISMPP CMPP™**  
Chair, ISMPP Board of Trustees (2016–2017)  
President, Medicite LLC



**Aruna Seth, PhD, ISMPP CMPP™**  
Chair, ISMPP Annual Program Committee  
Scientific Strategy Lead, Envision Pharma Group



**Angela Bickford, PhD**  
Vice-Chair, Annual Program Committee  
Publication Director, Publications and Disclosure Practices,  
GlaxoSmithKline

# PROGRAM AGENDA AT A GLANCE

## SUNDAY EVENING, APRIL 30

**7:00 PM – 8:30 PM** Welcome Reception

POSE Rooftop Lounge  
Gaylord National Resort & Convention Center

The Welcome Reception is  
generously sponsored by:



## MONDAY MORNING, MAY 1

**7:30 AM – 8:30 AM** Registration and Continental Breakfast

**8:30 AM – 10:00 AM** Pre-conference Workshops

**10:00 AM – 10:30 AM** Morning Break and Visit Exhibits

**10:30 AM – Noon** Pre-conference Workshops (continued)

**Noon – 1:30 PM** Lunch for Workshop Attendees and Faculty only

## MONDAY AFTERNOON, MAY 1

**1:30 PM – 1:40 PM** Welcome to the 13<sup>th</sup> Annual Meeting of ISMPP  
Opening Remarks

**Yvonne E. Yarker, PhD**, Chair, ISMPP Board of Trustees (2016-2017); President, Medicite LLC

### Year in Review

**1:40 PM – 1:55 PM**

Get ready for a sharp, “quick hits” presentation highlighting the major events that have shaped and/or stand to influence the world of medical publications since the last Annual Meeting. What a difference a year can make!

**Alice Choi, PhD, ISMPP CMPP™**, Global Head, Complete Medical Communications

**1:55 PM – 2:25 PM**

### Keynote

**Deborah A. Zarin, MD**, Director, ClinicalTrials.gov; Senior Scientist, National Institutes of Health

**Introduction: Karen Mittleman, PhD**, Head, Publications, Office of the Group CMO, Sanofi



## MONDAY AFTERNOON, MAY 1

2:25 PM – 3:15 PM



*This session was made possible by an educational grant from AlphaBioCom in honor of the late Mary Whitman.*



### Building a Roadmap for Responsible Data-Sharing

The debate about data sharing has shifted from “should we?” to “how do we?” This is a time when ethics and scientific integrity are even more critical as data sharing connects researchers more closely and global requirements begin to emerge. Despite the altruistic enthusiasm and requirements for data-sharing, collectors and analysts of data from clinical trials also face the legal requirement of protecting the privacy of trial participants. Proper acknowledgement of the original authors and ensuring that data is shared and used in an ethical manner are also key factors. This practical-based session will explore the operational challenges around data-sharing and present viewpoints on how to best achieve in a responsible, ethical manner.

#### Learning Objectives

- Gain an understanding of what various stakeholders have experienced thus far with respect to clinical trial publication, data sharing plans and providing access to supporting clinical trial data
- Discuss the challenges data-sharing presents from an operational and patient privacy perspective and discuss potential approaches

**Jennifer Van Ekelenburg**, Head, Clinical Governance and Data Transparency, Global Medical Governance, RD Global Medical, GlaxoSmithKline

**Robin Jenkins, MBA**, Head, Clinical Trial Data Sharing and Disclosure, Group Chief Medical Office, Sanofi

**Olivia Shopshear**, Director, Science and Regulatory Advocacy, PhRMA

**Deborah A. Zarin, MD**, Director, ClinicalTrials.gov; Senior Scientist, National Institutes of Health

**Moderator: Karen Mittleman, PhD**, Head, Publications, Office of the Group CMO, Sanofi

3:15 PM – 3:45 PM

### Afternoon Break and Visit Exhibits

**Choose from one of our traditional parallel sessions or a guided poster tour (participation limited)**

3:45 PM – 4:25 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. Each parallel session is being held twice to provide attendees with more opportunity to take advantage of today's topics.



### Survival of the Fittest: Maximizing Success in the Request for Proposal Process

**Annapolis 1 & 2**

The RFP process has evolved over the years with many pharma companies now using online submission systems such as Ariba and Emptoris to select publication agencies. Understanding the thought process when developing RFIs/RFPs will provide insights into what clients are looking for in the responses and how to tailor them accordingly. The session will provide guidance on best practice in on-line responses

#### Learning Objectives

- Better understand best practices in RFP responses
- Gain insights into different RFP processes organizations use and what they are looking for in agency responses
- Have the opportunity to discuss how online procurement systems might develop in the future including how the RFP process can be made more efficient

**Jessica Bowler, MBA**, Associate Director, Global Procurement, Pfizer Inc.

**Claudia English**, Global Category Manager, GMD Procurement, AstraZeneca

**Kirsten Parr, BSc (Hons), PGCE, ISMPP CMPP™**, Head of Client Services, Complete Medical Communications

**Moderator: Claudia Piano, ISMPP CMPP™**, EVP, General Manager, Complete Medical Communications

## MONDAY AFTERNOON, MAY 1

3:45 PM – 4:25 PM



### Perspectives on Training in the Asia Pacific Region

Annapolis 3 & 4

The importance of education in the Asia Pacific region is exemplified by the work of the ISMPP Asia-Pacific Education Task Force and good attendance at the ISMPP Asia-Pacific meetings in 2015. Training can take a number of forms – global to local, local to local, or self-directed; and in the world of publication planning, it can be used to educate pharmaceutical company publication professionals, medical communications specialists, journal publishers or authors. In the Asia-Pacific region, in particular, different perspectives and training needs are often expressed by these different stakeholder groups. The panel members will present short case studies specific to their region (Japan, China and India) and each will take on a particular aspect of training (such as local affiliate training, author training and medical writer training). A panel discussion will follow where audience members can obtain advice on any particular challenges they may face with their training needs in the Asia Pacific region.

#### Learning Objectives

- Learn how others are delivering training in the Asia Pacific region
- Gain insights on different perspectives in training challenges in the Asia Pacific region
- Obtain advice on current issues attendees may face in delivering training

**Yukti Bharwani, ELS**, Senior Managing Editor, Publication Support, Editage, Cactus Communications Pvt. Ltd

**Bhakti Kshatriya, PharmD**, Founder, Publication Practice Counsel™, Truposha, LLC

**Hironori Matsushima, PhD**, Medical Publication, Medical Capabilities, Japan Medical and Development, Bristol-Myers Squibb

**Moderator: Gary Burd, PhD**, Senior Vice President, Global Medical Director, Caudex



### Achieving Best Practice While Maintaining Ethics: Practical, Illustrative, Case-Based Approaches of Expedited Congress Presentations

Baltimore 1 & 2

Congress related activities & presentations can present unique challenges from both the pharma and agency perspective in both the planning & execution. We want to overcome these challenges in order to be successful with each deliverable while ensuring GPP3 guidelines are maintained. Case-based examples will be shared with suggested best practices however, the aim of this interactive and engaging session is to discuss real-life challenges faced by the ISMPP members & successful solutions.

#### Learning Objectives

- From both the pharma and agency perspectives, identify the most common congress related obstacles / challenges
- Understand ways to best approach these challenges to maintain ethics in publications

**Maura McGrail, ISMPP CMPP™**, Senior Account Director, Peloton Advantage

**Kim Tran, PharmD, ISMPP CMPP™**, Director, I-O Lung Global Publications and Scientific Content, Bristol-Myers Squibb

**Moderator: Diane Moniz Reed, PharmD, ISMPP CMPP™**, Group Director and Lead - Biomarker, Early Assets and Cross Tumor Publications and Scientific Content, Bristol-Myers Squibb

# MONDAY AFTERNOON, MAY 1

3:45 PM – 4:25 PM



## Guided Poster Tour - Theme: Digital Technology

Some of the richest Annual Meeting content is from member research. To further highlight these contributions to the medical publications space, we are offering an opportunity for an in-depth discussion on select posters centered around themes determined by the focus of this year's member-submitted research. Taking place in the poster galley, the tour will be led by a member of the 13<sup>th</sup> Annual Meeting of ISMPPP Abstract Committee. Poster authors will present and discuss their posters with tour participants. Tours will be limited in size in order to allow for a focused discussion and active participation.

### Featured Posters:

#### Surveying the evolving models of digital publishing: where does pharma fit?

*Christopher Winchester, Amy Williams, Lucy Robinson, Tim Koder, Christopher Rains and Richard Smith*

#### Do authors fully utilize opportunities to share supplementary information at conferences?

*Valerie Moss, Susanne Ulm, Talya Underwood, and Neil Venn*

#### Trends in audiovisual data dissemination formats by medical journals

*Michelle Rebello, Aparna Nori, Sarjana Atal, and Namita Bose*

4:25 PM – 4:30 PM

## Move to Next Session

4:30 PM – 5:10 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.



### Survival of the Fittest: Maximizing Success in the Request for Proposal Process (see description on page 4) Annapolis 1 & 2



### Perspectives on Training in the Asia Pacific Region (see description on page 5) Annapolis 3 & 4



### Achieving Best Practice While Maintaining Ethics: Practical, Illustrative, Case-Based Approaches of Expedited Congress Presentations (see description on page 5) Baltimore 1 & 2

5:10 PM – 5:15 PM

## Move to Next Session

5:15 PM – 5:45 PM



## Roundtable Session (Select topics will qualify for ISMPPP CMPPT™ credit)

- Approaches and Special Considerations for Pub Consultants
- Challenges With Review Manuscripts and Supplements
- Digital and Enhanced Media Options
- Emerging Markets: Challenges & Opportunities
- Evolving Role of Publication Professional **NEW!**
- Looking Ahead: Implications of EU Transparency Regulations **NEW!**
- Medical Device/Diagnostics Publications
- Patient Lay Summaries
- Patient Reported Outcomes
- Predatory Journals **NEW!**
- Publication Steering Committees – The Basics
- Third-to-Market (and beyond) Publications

This session was made possible by an educational grant from:



Synchrony Medical Communications had no role in the development of the content or selection of the moderators.

## MONDAY EVENING, MAY 1

5:45 PM – 6:45 PM



### ISMP Member Poster Presentation Assembly

In addition to member research three ISMP Committees will present their latest work, accomplishments and future activities. Representatives from each will be on-hand to engage in conversation and answer questions. Featured at this year's meeting will be:

- Global Transparency & Trends Committee
- AP Country Champions Event - India
- Ethics and Standards Committee

## TUESDAY MORNING, MAY 2

7:00 AM – 8:00 AM

### Registration and Continental Breakfast

8:00 AM – 8:05 AM

### Opening Remarks

**Aruna Seth, PhD, ISMP CMPPTM**, Chair, ISMP Annual Program Committee; Scientific Strategy Lead, Envision Pharma Group

8:05 AM – 8:35 AM



### Keynote

**Kay Dickersin, PhD**, Professor and Director, Center for Clinical Trials, Department of Epidemiology, Bloomberg School of Public Health, Johns Hopkins; Director, US Cochrane Center (USCC)

8:35 AM – 9:05 AM



### Council of Science Editors: Upholding Ethics and Integrity

The Council of Science Editors (CSE) is an international membership organization for editorial professionals dedicated to the responsible and effective communication of science.

**Patricia K Baskin, MS**, Executive Editor, *Neurology*<sup>®</sup> Journals; President, Council of Science Editors, *Neurology*<sup>®</sup> Editorial Office, American Academy of Neurology

9:05 AM – 10:00 AM



### Publishers Panel: Simplifying and Streamlining - Working Together to Improve the Quality of Medical Publications

This practical-oriented session will feature representation from major publishers and seek to dissect and work towards solutions for common 'pain points' in the manuscript submission and publishing process. A list of real-world examples will ground the discussion and offer insights into what publishers are doing to improve efficiencies. A goal of this discussion is to develop an ISMP Working Group to work towards tangible solutions.

#### Learning Objectives:

- Gain insight on what publishers are doing to improve efficiencies particularly associated with the manuscript submission process
- Understand how those submitting medical research and publishers can work together to develop best practices
- Gain insight on publisher's view on operationalizing data-sharing and disclosure practices

**Christopher Bauble**, Executive Publisher, Elsevier

**Caroline Halford**, Adis Publishing Manager, Adis | Springer Healthcare Ltd

**Elizabeth Knowles**, Associate Editorial Director, Taylor & Francis Group, an Informa business

**Moderator: Terry Materese**, Executive Publisher, Health and Medical Sciences, Elsevier

10:00 AM – 10:30 AM

### Morning Break and Visit Exhibits

## TUESDAY MORNING, MAY 2

10:30 AM – 11:10 AM

### 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. Each parallel session in this block is being held twice to provide attendees with more opportunity to take advantage of today's topics.



#### Got Skills? Professional Development for Early and Mid-Career Publication Professionals

Baltimore 1 & 2

This session will explore the opportunities and challenges in the professional development of early and mid-career medical publication professionals. The discussion will consider the various career paths open across industry, agency and publishing. What are the transferrable skills and personal attributes required for the different roles and different sectors? How can we ensure that we offer satisfying and challenging careers and promote professionalism and high standards within the medical publication field?

##### Learning Objectives

- Have a clear view of the various different career paths available for early and mid-level publication professionals
- Have shared best practice for developing medical publications professionals through their early to mid-career, including discussing the transition from academia to industry/agency/publishing
- Gain insight into which skills are/are not transferrable
- Have an understanding of the type of training and support needed for team members at this level

**Cecilia Matthews**, Director, Human Resources, MedImmune

**George Samman, PharmD**, Director of Operations, Publication Management Team, Pfizer

**Holly Tomlin, MPH**, Medical Writing Senior Manager, Global Medical Writing-Nephrology, Amgen Inc.

**Moderator: Renu Juneja, PhD**, Head of Medical Communications, MedImmune



#### Prospects and Challenges in Using Patient-Reported Outcomes

Annapolis 3 & 4

Patient-reported outcome (PRO) measures are now often included in clinical trials. Understanding how PROs are used in drug development and patient care will improve strategies (1) to publish PRO results and (2) for integration of PRO studies and results in publication plans. This session will discuss PROs and how to optimize their use in medical publication planning.

##### Learning Objectives

- Understand why patient-reported outcomes (PROs) are measured and how they are used in drug development and patient care
- Evaluate which PRO studies and results are useful for publication and what type of publication is appropriate
- Be able to integrate PRO studies and results in a publication plan

**Brian Falcone, PhD**, Executive Vice President, Oxford PharmaGenesis

**Moderator/Faculty: Richard White, MA, PhD**, Commercial Director, Oxford PharmaGenesis



## TUESDAY MORNING, MAY 2

10:30 AM – 11:10 AM



### Assessing Publication Impact in an Online World

Annapolis 1 & 2

The internet has changed the way scientific information is accessed, disseminated and consumed. In order to understand the impact of scientific publications in the digital age, it is important to know what appropriate metrics are available and how they can be utilized. This session aims to update the attendees on currently available alternate metrics (altmetrics) of measuring the impact of publications and how they can be applied to publication planning. The diverse faculty will present viewpoints from different stakeholders in an interactive session.

#### Learning Objectives

- Gain an understanding of what alternative metrics are currently available
- Learn how alternative metrics provide insight into the impact of publications
- Learn how to incorporate these novel metrics into the publication planning process

**Steven G. Rizk, PharmD, JD, ISMPP CMPP™**, Group Leader, Scientific Communications Excellence Global Product Development Medical Affairs (PDMA), Genentech

**Sara Rouhi**, Director, Business Development, Altmetric

**Moderator/Faculty: Paul Lane, PhD, ISMPP CMPP™**, Director of Social Media and Web-based Information at Envision Pharma Group

11:10 AM – 11:15 AM

### Move to Next Session

11:15 AM – 11:55 AM

### Choose from one of our traditional parallel sessions or a guided poster tour (participation limited)

#### 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.



### Got Skills? Professional Development for Senior-Level Publication Professionals

Baltimore 1 & 2

This session will provide an exploration of the opportunities and challenges in moving on and/or up from a Senior-Level Publication Professional role. The discussion will consider the various career alternatives open across industry, agency and publishing and beyond. What are the transferrable skills and personal attributes required for the different roles and different sectors? And what are the opportunities beyond medical publications?

#### Learning Objectives

- Better understand options for the career progression of senior-level publications professionals (eg, Global Head of Pubs/Scientific Director a& beyond)
- Have the opportunity to question those who have made transitions at this level in order to understand the challenges and opportunities
- Learn from Recruitment specialists what skills, experience and personal attributes they look for and value when placing senior level roles

**Jason Gardner, PhD, ISMPP CMPP™**, Brand Publication Director, Complete Medical Communications

**Rosie J Lynch, RPh, ISMPP CMPP™**, President, MedVal

**Cecilia Matthews**, Director, Human Resources, MedImmune

**Teresa L. Peña, PhD, CQE**, Head Medical Capabilities - Markets, Bristol-Myers Squibb

**Moderator:** Renu Juneja, PhD, Head of Medical Communications, MedImmune

## TUESDAY MORNING, MAY 2



**Prospects and Challenges in Using Patient-Reported Outcomes (see description on page 9)**

**Annapolis 3 & 4**



**Assessing Publication Impact in an Online World (see description on page 9)**

**Annapolis 1 & 2**

### **Guided Poster Tour - Theme: Metrics**

Some of the richest Annual Meeting content is from member research. To further highlight these contributions to the medical publications space, we are offering an opportunity for an in-depth discussion on select posters centered around themes determined by the focus of this year's member-submitted research. Taking place in the poster galley, the tour will be led by a member of the 13<sup>th</sup> Annual Meeting of ISMP Abstract Committee. Poster authors will present and discuss their posters with tour participants. Tours will be limited in size in order to allow for a focused discussion and active participation.

#### **Featured Posters:**

**Metrics of success for medical publication plans: results of a global survey**

*Kim Pepitone, Mieko Hamana, Daniel Portsmouth, Dikran Toroser and Sandeep Kamat*

**Monitoring the social-media footprint of newly published articles to assess short-term impact**

*Jürgen Wiehn, David Gothard and Eric Southam*

**Integrating Measures of Journal Impact Provides Additional Insights in Scientific Literature Gap Analyses**

*Chelsea Higgins, Anne Horner, Lesley Wassef-Birosik, Joseph Wellington, Melanie Cross, and Samantha D'lorio*

**11:55 AM – 12:00 PM Move to Lunch**

## TUESDAY AFTERNOON, MAY 2

**12:00 PM – 1:00 PM Lunch**

**1:00 PM – 1:30 PM Member Oral Presentations**



***Commitment to data sharing by pharmaceutical companies: the evolving environment***

*Antonia Panayi, PhD, ISMP CMPP™, Publications Lead, Neuroscience, Shire International GmbH*

***Data sharing and the role of the publication professional***

*Susan A. Nastasee, MS, ISMP CMPP™, Publication Advisor, Publication Policy and Education, Medical Capabilities, Bristol-Myers Squibb*

## TUESDAY AFTERNOON, MAY 2

1:30 PM – 2:00 PM

### ISMPP Business Meeting – For All ISMPP Members!

The ISMPP Business Meeting is an opportunity to hear about the Society's accomplishments this year and plans for the coming year. Financials will be discussed along with an announcement of the new Board of Trustee members. Poster winners will also be announced – don't miss a chance to congratulate your fellow colleagues and be "in the know" about ISMPP's efforts to support its members.

**Juliana K. Clark, PharmD, Chair, ISMPP Board of Trustees (2017-2018);** Executive Director, Global Medical Writing, Global Medical Affairs, Amgen Inc.

**Bhakti Kshatriya, PharmD,** Founder, Publication Practice Counsel™, Truposha, LLC

**George Samman, PharmD, Treasurer, ISMPP Board of Trustees (2016-2017);** Director of Operations, Publication Management Team, Pfizer

**Al Weigel, MEd, ISMPP CMPP™,** President & CEO, International Society for Medical Publication Professionals

**Yvonne E. Yarker, PhD, ISMPP CMPP™, Chair, ISMPP Board of Trustees (2016-2017);** President, Medicite LLC

2:00 PM – 2:30 PM

### Operationalizing Big Data: CancerLinQ Discovery™



Real-world data provide opportunities to address clinical questions and develop hypotheses outside the confines of randomized, clinical trials. The benefits of real-world data include the ability to study populations underrepresented in clinical trials, assess treatment patterns and compliance, and detect rare adverse events (Sherman RE et al, *N Engl J Med* 2016). CancerLinQ is a big data, health technology platform developed by the American Society of Clinical Oncology, the world's leading professional society for physicians who care for people with cancer, to create a learning health system in oncology. CancerLinQ Discovery™ is an extension of CancerLinQ's quality improvement focused database, derived from aggregated and de-identified structured data elements sourced from electronic health records of participating practices, which is then enhanced by natural language processing technology and human data curation. CancerLinQ Discovery™ is designed to support the development and execution of hypothesis-based research using real world data. The session will define CancerLinQ and its mission to develop and refine a database that researchers can employ in a variety of settings to advance oncology research. It will describe how a professional medical society and a pharmaceutical company created a successful collaboration with the common goal of improving cancer care by aggregating massive amounts of clinical data and employing advanced analytics. It will also discuss the additional planning engagement required from medical publication planners to ensure timely publication of outputs from the platform. Collaborations such as this will hopefully become more common in the future. Applying the learnings from the CancerLinQ experience may speed and facilitate these interactions.

#### Learning Objectives

- Understand the mission, principles and nature of CancerLinQ and the CancerLinQ Discovery™ platform
- Describe some of the challenges in extracting relevant outcomes data from unstructured clinical documents to inform both clinical quality improvement and the generation of new research hypotheses
- Anticipate the unique challenges for medical planning professionals in working with a large informatics platform
- Extrapolate the principles of a successful collaboration between a medical association and pharmaceutical company to other disease settings.

**Robert S. Miller, MD, FACP, FASCO,** Vice President and Medical Director, CancerLinQ, American Society of Clinical Oncology

**Stephen Valerio, MS, ISMPP CMPP™,** Therapeutic Area Director, Oncology Scientific Publications, AstraZeneca

## TUESDAY AFTERNOON, MAY 2

2:30 PM – 3:00 PM

Afternoon Break and Visit Exhibits

3:00 PM – 4:00 PM

### Dissecting Journal Peer Review



Peer review is an essential component of scientific publishing and serves as a mechanism to assess the scientific integrity and quality of research. Within the scientific community, peer review confers credibility to the research that has been conducted and published. There are various models of peer review utilized by journal publishers. The traditional model of peer review has been undergoing increased criticisms with concerns including potential bias, poor quality of review, inefficiencies, and lack of transparency. The panel will discuss the current efforts of journal publishers to address these concerns, the advantages and challenges to each model/approach, and potential strategies to improve transparency and recognizing the contribution of peer reviewers.

#### Learning Objectives

- Understand various models of journal peer review, including advantages and challenges of each model/approach
- Understand the concerns with traditional peer-review models and current challenges from authors' perspective
- Recognize the current efforts of journal publishers to address these concerns, including the role of independent peer review, publishing of peer review reports, etc.
- Discuss potential strategies to further improve transparency and efficiencies

**Patricia K Baskin, MS**, Executive Editor, *Neurology*<sup>®</sup> Journals; President, Council of Science Editors, *Neurology*<sup>®</sup> Editorial Office, American Academy of Neurology

**José Merino, MD, MPhil**, US Research Editor, *BMJ*

**Sonia A. Schweers, PharmD, ISMPP CMPP<sup>™</sup>**, Associate Director, Global Publication Practices Monitor, Bristol-Myers Squibb

**Moderator: Bhakti Kshatriya, PharmD**, Founder, Publication Practice Counsel<sup>™</sup>, Truposha, LLC

4:00 PM – 4:05 PM

Move to Next Session

## TUESDAY AFTERNOON, MAY 2

4:05 PM – 4:45PM

Choose from one of our traditional parallel sessions or a guided poster tour (participation limited)

### Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 30-minute interactive exchange with faculty in a smaller group setting.



#### Understanding ISMPP CMPP™ Exam Requirements and the Recertification Process: Your Questions Answered

Annapolis 1 & 2

The Certified Medical Publication Professional (CMPP) Program serves as a hallmark of ISMPP's mission to advance the medical publication profession and drive integrity and transparency through education and advocacy. In 2016 the CMPP Program blueprint was refreshed via a rigorous review to ensure that the knowledge, skills, and abilities the program measures remain current and relevant. A key facet of the new blueprint taking effect in 2017 are the changes to the subject area domains that form the foundation for the examination, including addition of a new domain focused on evolving trends related to the medical publication profession. The CMPP Recertification policy also underwent a revision in 2016, shifting to a shorter 3-year cycle starting with the March 2017 certificant class and simplifying the credit requirements for all existing CMPPs. This session will address common questions pertaining to the CMPP exam and recertification, highlighting resources available to candidates and offering practical advice designed to encourage active engagement in continuing education (CE) activities that allow for ongoing professional development and help to further ethical publication practices

#### Learning Objectives:

- List the main subject areas tested in the CMPP examination
- Understand the requirements to maintain certification, including recertification cycles, minimum credit hours, and documentation
- Be knowledgeable about recent developments and resources within the CMPP credential program

**Rachel Sherman, PhD, ISMPP CMPP™**, Head, Fishawack Indicia Ltd, Fishawack Group of Companies

**Beth Whann, EL, ISMPP CMPP™**, Associate Director, Publications Management, Pfizer; Trustee, 2016-2017 Certification Board

**Moderator: Sharon Willis, ISMPP CMPP™**, Director, Credentialing, ISMPP



#### Systematic Reviews, Meta-Analyses, and Mixed Treatment Comparisons: Challenges and Best Practices, in Analysis Interpretation, and Communication

Annapolis 3 & 4

Among the most valuable tools in guiding evidence-based medicine are meta-analysis and mixed treatment comparison (MTC) analysis. This is particularly true in complex treatment paradigms, where there are many available therapies and most studies only compare 2 approaches. The foundation of both is a systematic review of RCTs, followed by meta-analysis to summarize multiple RCT quantitative outputs, then MTC to enable indirect comparisons between medical interventions. However, there are many potential stumbling blocks in this process, including the quality of analysis inputs from initial systematic review, and assumptions of similarity, homogeneity and consistency in meta-analysis and MTC. In this session, our panel will use a case study to illustrate the medical and statistical considerations in designing a systematic review and meta-analysis, with a focus on avoiding pitfalls in analysis, interpretation, and communication of these datasets to ensure unbiased objective outputs.

#### Learning Objectives:

- Understand the clinical considerations leading to the proposal to undertake a systematic review, meta-analysis, and publication
- Understand the process and limitations of conducting a systematic review and the theoretical foundation of meta and MTC analysis, and how to critically assess outputs
- Understand good practices for conducting and communicating meta and MTC analysis

**Yi Han, PhD, EVP**, HEOR and Market Access, Cello Health Communications

**Eric Y. Wong, PhD, MBA, ISMPP CMPP™**, Associate Director, Publications, Janssen Scientific Affairs

**Moderator/Faculty: Jason McDonough, PhD, ISMPP CMPP™**, SVP, Medical Strategy, Cello Health Communications



### Permission Granted? The Ins and Outs of Copyrights

Baltimore 1 & 2

Most of us encounter copyright considerations in our daily work. There are rules governing the sharing of copyrighted material, including with colleagues, clients, vendors, review committees, advisors, or authors. Permissions must be obtained (and sometimes paid for) to use copyrighted material in our presentations, publications, and other communications. Decisions on public disclosure of research or clinical activities may be based on the intended use of the content. In this session we explore topics including: types of copyright licenses (commercial, non-commercial, regional, global) and copyright ownership; practical considerations for sharing materials, obtaining permissions to reuse or adapt material, and managing content presented at congresses; common copyright misconceptions surrounding digital, online, public domain, and open access content; and the development of company-based best practices for managing copyright considerations.

#### Learning Objectives

- Understand the types of copyright licenses and the general rules surrounding use of materials
- Recognize copyright considerations specific to the type of media, including written and digital content and content from scientific congress presentations
- Be able to consider appropriate approaches to managing copyright considerations within their work and their own institutions.

**Liz Bilodeau**, Senior Client Engagement Manager, Copyright Clearance Center

**Miriam Gitler, PhD, ELS**, Director, Medical Communications, Publications Operations, MedImmune

**Moderator: Sharon Suntag, MS**, Medical Director, QuintilesIMS

### Guided Poster Tour - Theme: Professional Issues

Some of the richest Annual Meeting content is from member research. To further highlight these contributions to the medical publications space, we are offering an opportunity for an in-depth discussion on select posters centered around themes determined by the focus of this year's member-submitted research. Taking place in the poster galley, the tour will be led by a member of the 13th Annual Meeting of ISMPP Abstract Committee. Poster authors will present and discuss their posters with tour participants. Tours will be limited in size in order to allow for a focused discussion and active participation.

#### Featured Posters:

##### The cost of rejection

*Nicole Draghi, Lindsay Kier, Laura Hibbler, Chloe Enever, Kimberly Mark, and Gary Burd*

##### Challenges and opportunities for improvement in publication planning: a survey of publication professionals

*Sue Currie, Kristina Hernandez, Peter Simon, William Fazzone, Marlene Mascioli, Michele Patton, Kristen Oeltjen-Bruns, Luis Perez, and Debra Wolinsky*

##### Analysis of Responses to the Data Sharing Proposal of the International Committee of Medical Journal Editors (ICMJE)

*Lori Smette, Mahta Nili, Micah Robinson, Ali Hassan, Jon Nilsen, James O'Kelly and Dikran Toroser*

4:45 PM – 4:50 PM

Move to Next Session

4:50 PM – 5:50 PM



### Roundtable Session (Select topics will qualify for ISMPP CMPPT™ credit)

- Best Practice Interacting With Authors
- Challenges in Interpreting Publication Guidelines- ICMJE and Beyond
- Copyrights
- Doing More With Less – Managing Resources and Budgets
- Ethics/Compliance
- Future of Publishing – New Models of Peer Review
- Industry-Agency Relationship- Working as a True Team
- Patients and Publications – Current Topics and Trends
- Scientific Contributions of Medical Writers - Do We Need To Be More Transparent? **NEW!**
- Scientific Platforms **NEW!**
- Social Media and Medical Publications

This session was made possible by an educational grant from:



Synchrony Medical Communications had no role in the development of the content or selection of the moderators.

## TUESDAY EVENING, MAY 2

6:00 PM – 7:30 PM

### Annual Evening Networking Reception

Join us at Rosa Mexicano, a short walk from the Gaylord, for an enjoyable evening with friends and colleagues.

## WEDNESDAY MORNING, MAY 3

7:00 AM - 8:00 AM

### Registration and Continental Breakfast

8:00 AM – 8:05 AM

### Opening Remarks

**Juli Clark, PharmD, Chair, ISMPP Board of Trustees (2017-2018);** Executive Director, Global Medical Writing, Global Medical Affairs, Amgen Inc.

8:05 AM – 8:30 AM

### Keynote

#### **Snatched from the Headlines! Establishing and Defending Pharmaceutical Value Based on Evidence (and What a Publication Professional Should Know)**

Establishing and defending the value of an intervention based on the triad of clinical, economic, and patient-reported outcomes is no longer optional. It's an essential basis for market access to ensure an intervention is considered by major payers and decision-makers. What market forces have occurred that makes assessment of drug product value essential, how do we do it, and why is it important to do it right? This Keynote Address will take cases from the current headlines to showcase current approaches to health economic assessment of medical interventions, and describe the essential components to value assessment that are important to publication professionals.

#### **Learning Objectives**

- Understand the various definitions of healthcare value and review market forces that have made this issue increasingly important to clinicians, payers, industry, and technology assessment groups
- Review ways to demonstrate value, based on clinical evidence and health economic methodology
- Understand how pricing and value may be related, and review the challenges inherent in this relationship
- Describe the basic concepts of health economics assessment that are essential to Publication Professionals when developing communication tools that describe healthcare value

**Patti Peeples, RPh, PhD,** Founder and CEO, HealthEconomics.Com, Principal Researcher, HE Institute

8:30 AM – 9:10 AM

### **Communicating Value to Payers, Physicians and Patients: HEOR Panel Discussion**

Communicating Value to payers, physicians and patients is essential in today's healthcare environment. Health economics and outcomes research (HEOR) has been the fastest-growing function in the pharmaceutical industry for a decade or more. Medical publication professionals are seeing publication plans increasingly populated by HEOR studies – particularly post-launch. Join us for this interactive panel with representation from industry, agency and a leading journal to discuss the role of HEOR in today's environment with an emphasis on publications.

#### **Learning Objectives:**

- Understand the challenges with HEOR study publications for medical publication professionals
- Gain insight on how well industry is utilizing RWE and CER for market access
- Understand what organizations should be doing to benchmark their HEOR activities

**Riad Dirani, PhD,** VP, Global Health Economics and Outcomes Research (GHEOR), Teva Pharmaceuticals

**Jeffrey Frimpter, MPH,** Principal, Integrative Life Sciences

**Robert Navarro, PharmD,** Clinical Professor, Department of Pharmaceutical Outcomes and Policy, University of Florida College of Pharmacy

**Richard White, MA, PhD,** Commercial Director, Oxford PharmaGenesis

**Moderator: Patti Peeples, RPh, PhD,** Founder and CEO, HealthEconomics.Com, Principal Researcher, HE Institute

9:10 AM – 9:15 AM

### **Move to Next Session**

## WEDNESDAY MORNING, MAY 3

9:15 AM – 9:45 AM

Choose from one of our traditional parallel sessions or a guided poster tour (participation limited)

### Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 30-minute interactive exchange with faculty in a smaller group setting. Each parallel session is being held twice to provide attendees with more opportunity to take advantage of today's topics.



### HEOR Data in Healthcare Decision-Making: Focus on Payers

Annapolis 1 & 2

This session will be an extension of the HEOR panel discussion with a detailed discussion on payers and emphasize approaches to developing publications and other forms of evidence most useful for decision-makers.

#### Learning Objectives:

- Be able to describe the types of information considered when making formulary and/or health system-based decisions
- Understand how decisions are made when there is a lack of optimal data
- Understand ways to make publications and other forms of evidence most useful for decision-makers

**Robert Navarro, PharmD**, Clinical Professor, Department of Pharmaceutical Outcomes and Policy, University of Florida College of Pharmacy

**Moderator: Eline Hanekamp, PhD, ISMPP CMPP™**, Program Director, Excerpta Medica



### Industry Collaboration: Success Factors in Licensing Partnerships

Annapolis 3 & 4

Joint partnerships between pharmaceutical/device companies or pharmaceutical/device companies and academic institutions are becoming commonplace. Partnerships are inherently complex and create challenges for even the most seasoned publication professional. This session will share two case studies; one involving a successful partnership; and one where the partnership was terminated prematurely. Each case study will feature two scenarios where you will learn practical guidance on the importance of establishing common ways of working, managing relationships, and conflict resolution

#### Learning objectives

- Be exposed to two types of co-promotional arrangements between pharmaceutical companies and their respective complexities
- Better understand common challenges of publication planning and execution in partnerships and how you can influence outcomes
- Learn about critical success factors that will lead to developing strong partnerships

**Robert Boothroyd, PharmD**, Associate Director, Global Medical Affairs Scientific Communications - Hematology/Oncology, Novartis

**Lynne Gordon, MPH, ISMPP CMPP™**, Director, Medical Affairs, Theravance

**Moderator: Angela Bickford, ISMPP CMPP™**, Director, Publication Disclosure and Practices, GlaxoSmithKline



## WEDNESDAY MORNING, MAY 3



### Medical Publications In A Digital World: Opportunities and Execution

Baltimore 1 & 2

New technology is significantly disrupting the world of scholarly communication. The way physicians access and consume clinical information is changing rapidly, and journal publishers are rising to the challenge, offering innovative solutions around interactive and mixed-media content, adaptive content, and social networking. In this session, we will investigate what the digital revolution means for publications professionals, from new opportunities for content to understanding how scholars navigate this evolving publications ecosystem. We will explore the new opportunities that it provides with a focus on understanding what readers actually want and the practical issues in delivering it.

#### Learning objectives

- Discover how readers engage with digital publications, and what they want from them.
- Understand how readers find articles, and how discoverability can be enhanced
- Learn the trends in technologies that will shape publications in the future

**Brian Jenkins**, Executive Multimedia Editor, Elsevier

**Gavin Sharrock**, ISMPP CMPP™, Business Development Director, Society Services Team, Wiley

**Moderator: Tom Rees**, MSc, PhD, ISMPP CMPP™, Scientific Strategy Advisor, PAREXEL ACCESS

### Guided Poster Tour - Theme: Industry Trends

Some of the richest Annual Meeting content is from member research. To further highlight these contributions to the medical publications space, we are offering an opportunity for an in-depth discussion on select posters centered around themes determined by the focus of this year's member-submitted research. Taking place in the poster galley, the tour will be led by a member of the 13th Annual Meeting of ISMPP Abstract Committee. Poster authors will present and discuss their posters with tour participants. Tours will be limited in size in order to allow for a focused discussion and active participation.

#### Featured Posters:

##### Patients read peer-reviewed medical publications

*Anna Georgieva, Michelle McNamara, Niina Nuottamo, Akvile Lukose, Nikki Moreland, and Saskia Bijvank*

##### Effective management of multiple publication plans with overlapping timelines: A case study

*Claire A. Daniele, Sameera Kongara, Mike Smith and Shannon Winters*

##### Publication trends for case series and case reports in oncology

*Todd Parker, Anthony Hutchinson, and Paul Cao*

9:45 AM – 9:50 AM

Move to Next Session

9:50 AM – 10:20 AM

### Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 30-minute interactive exchange with faculty in a smaller group setting. Each parallel session is being held twice to provide attendees with more opportunity to take advantage of today's topics.



### HEOR Data in Healthcare Decision-Making: Focus on Payers (see description on page 16)

Annapolis 1 & 2



**Industry Collaboration: Success Factors in Licensing Partnerships (see description on page 16)**

**Annapolis 3 & 4**



**Medical Publications In A Digital World: Opportunities and Execution (see description on page 17)**

**Baltimore 1 & 2**

**10:20 AM – 10:50 AM**

**Morning Break and Visit Exhibits**

**10:50 AM – 11:00 AM**

**Exhibitor Prize Drawing - To be held in the Exhibit Hall**

**11:00 AM – 11:05 AM**

**Move to Next Session**

**11:05 AM – 11:35 AM**

**Member Oral Presentations**



***Impact of integrated publication planning and execution on efficiency and output in China***

**Samantha Rose, ISMPP CMPPTM**, Publication Specialist, Markets, Bristol-Myers Squibb

***The importance of patient-targeted publication summaries: results from a large patient survey***

**Akville Lukose, MSc**, Associate Medical Publications Manager, Excerpta Medica

**11:35 AM – 12:15 PM**

**Smarter and Stronger: How CIAs Have Strengthened the Medical Publication Profession**

Since ISMPP's inception more than 10 years ago, the medical publications profession has seen many advances in the development of professional guidelines and ethical standards governing best practice for industry-sponsored publications. However, there has been very little government regulation or guidance issued to clarify what government regulators consider appropriate practice from a regulatory and legal perspective.

Some insights into US Government regulators' expectations for publications best practice may be gained through analysis of the requirements contained within Corporate Integrity Agreements (CIAs) set up between the US Government and various pharmaceutical companies over the past decade. Such analysis can help publications professionals to better navigate the legal and regulatory 'grey zones' encountered within our profession.

Join us for this interactive, engaging session where the benefits and potential limitations of CIAs will be debated with an emphasis on how we have all emerged smarter and stronger as result.

**Learning objectives:**

- Understand the implications of CIAs for the medical publications profession, including how CIAs have contributed to elements of best practice such as GPP3
- Gain practical advice on how companies should approach the establishment of systems and safeguards
- Appreciate the lessons that CIAs can impart on all medical publication professionals

**Jon Druhan, PhD**, Global Publications Director, CVMD, AstraZeneca

**Marion Enie**, Envision Operational Excellence Lead, Envision Pharma Group

**Carolyn M Hustad, PhD**, Executive Director, Global Scientific and Medical Publications, Merck & Co., Inc

## WEDNESDAY AFTERNOON, MAY 3

12:15 PM – 12:45 PM

### Keynote

#### Update on Healthcare Reforms' Impact on Publications: It's Going to Be Huge!!!!

Join us for the closing keynote to get current political environment and anticipated changes on the healthcare front, what to be watching for, and key issues that could potentially affect medical publications.

#### Learning objectives:

- Understand the current and anticipated future healthcare environment
- Gain knowledge on key issues and regulations that could potentially affect medical publications

**Thomas Sullivan**, President, Rockpointe Corporation; Editor, *Policy and Medicine*, Founder, Association of Clinical Researchers and Educators

12:45 PM

#### Closing Remarks: The Year Ahead for ISMPP

**Al Weigel, MEd, ISMPP CMPP™**, President & CEO, ISMPP

12:45 PM – 1:00 PM

#### Box lunch for Workshop participants

1:00 PM – 2:30 PM

#### Post-conference Workshops

2:30 PM – 3:00 PM

#### Afternoon Break

3:00 PM – 4:30 PM

#### Post-conference Workshops (continued)

4:30 PM

#### Conference Adjourns

## GET THE MOST OUT OF THE 13TH ANNUAL MEETING OF ISMPP!



ISMPP will be "Tweeting" in real time from the meeting. Hear about exciting events as they happen! Follow ISMPP on Twitter (@ISMPP). Remember to use #ISMPP when Tweeting and re-Tweeting!



Join our group on Facebook for the latest society and meeting-related announcements.



Be sure to check out ISMPP's meeting highlights on our YouTube channel!

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# 13TH ANNUAL MEETING OF ISMPP POSTER PRESENTATIONS

## Quality and Transparency Category

### #1 Analysis of Responses to the Data Sharing Proposal of the International Committee of Medical Journal Editors (ICMJE)

*Lori Smette, Mahta Nili, Micah Robinson, Ali Hassan, Jon Nilsen, James O'Kelly and Dikran Toroser*

### #2 Data sharing trends and integrity in the era of open science: a qualitative analysis of journals in top-ranked therapeutic areas

*Ananya Chikramane, Lakshmi Venkatraman, Vivek Khanna and Sudip Sinha*

### #3 Development and reporting of research reporting guidelines – who and what is missing?

*Serina Stretton, Lauri Arnstein, and Karen L. Woolley*

### #4 Ethical standards in reporting research from retrospective observational studies based on databases - using anonymous and personally unidentifiable data

*Shinzo Hiroi, Akihito Uda, Izumi Mishiro, Aya Tokaji, Tomomi Takeshima, and Kosuke Iwasaki*

### #5 Implementation of an authorship algorithm for industry-sponsored clinical trials at Celgene: a case study

*Gina Fusaro and Robert Matheis*

### #6 Lack Of Publishing Guidance On Unplanned Analyses In The Age Of Transparency

*Matthew J. Booth, Tomas Rees and Sheelah Smith*

### #7 Professional medical writing support (PMWS) and the reporting quality of randomized controlled trial (RCT) abstracts among high-impact general medical journals

*Ira Mills, Catherine Sheard, Meredith Hays, Kevin Douglas, Christopher C. Winchester and William T. Gattrell*

### #8 Patient centricity in medical publications: a unique patient case report

*Ira Mills and Ide Mills*

## Metrics & Measurements Category

### #9 Integrating Measures of Journal Impact Provides Additional Insights in Scientific Literature Gap Analyses

*Chelsea Higgins, Anne Homer, Lesley Wassef-Birosik, Joseph Wellington, Melanie Cross and Samantha D'Iorio*

### #10 An analysis of online commentary to publications with industry and academic authors

*Jason McDonough, Alaina Mitsch, Katie Gersh, Kimberly Brooks, and Nina Kennard*

### #11 Field-Weighted Citation Index (FWCI) and Mendeley provide informative metrics for evaluating publication uptake

*Abha Chandra*

### #12 Metrics of success for medical publication plans: results of a global survey

*Kim Pepitone, Mieko Hamana, Daniel Portsmouth, Dikran Toroser and Sandeep Kamat*

### #13 The impact of review articles: A citation analysis

*Anita Schmid, Gina Fusaro, and Vrunda Patel*

### #14 Open access status and number of citations in the peer-reviewed hemophilia literature

*Anna Abt, Jessica Monteith and Jim Loss*

### #15 Monitoring the social-media footprint of newly published articles to assess short-term impact

*Jürgen Wiehn, David Gothard and Eric Southam*

Indicates inclusion in Guided Poster Tour

# 13TH ANNUAL MEETING OF ISMPP POSTER PRESENTATIONS

## Professional Issues & Industry Trends Category

### #16 Challenges and opportunities for improvement in publication planning: a survey of publication professionals

*Sue Currie, Kristina Hernandez, Peter Simon, William Fazzino, Marlene Mascioli, Michele Patton, Kristen Oeltjen-Bruns, Luis Perez and Debra Wolinsky*

### #17 Effective management of multiple publication plans with overlapping timelines: A case study

*Claire A. Daniele, Sameera Kongara, Mike Smith and Shannon Winters*

### #18 Comparison of total direct costs of health economics and outcomes research (HEOR) publication services provided by HEOR research companies versus medical communication agencies

*Jean Williams and Mindy Chen*

### #19 Involvement of medical writers in the development of health economic and outcomes research publications in inflammatory bowel disease – a systematic literature review

*Shailesh Desai, Gina D'Angelo, Antonia Panayi, Slavka Baronikova, Gemma Carter, Obaro Evarherhe, Kim Wager, Richard White*

### #20 The evolving use of Publication Steering Committees (PSCs)

*Brian Scheckner, Kenneth Pomerantz and Michael Mandola*

### #21 Journal word count specifications – a comparison of actual word counts versus submission guidelines

*Kate Jesien, Hannah Lederman, Marife Arancillo, Laura Yee and Sarah Funderburk*

### #22 The cost of rejection

*Nicole Draghi, Lindsay Kier, Laura Hibbler, Chloe Enever, Kimberly Mark and Gary Burd*

### #23 Publication trends for case series and case reports in oncology

*Todd Parker, Anthony Hutchinson and Paul Cao*

### #24 Medical communications exposure and education among medical, nursing, and pharmacy students

*Rachel Brown, Sarah Rogado, Muhammad Iqbal, Jennifer Kent and Rozena Varghese*

### #25 Patient and disease registry publications: an online survey of medical publication professionals

*Michael Craig, Jürgen Wiehn and Anne Descours*

### #26 Strategies for selecting appropriate journals for narrative review articles

*Meryl Gersh, Mike Smith and Shannon Winters*

### #27 Successful execution of publication planning with an academic research organization

*Shannon Winters, Meryl Gersh and Laura Grip*

### #28 Involving patients as reviewers during publication development?

*Niina Nuottamo, Michelle McNamara, Saskia Bijvank, Akvile Lukose, Nikki Moreland and Anna Georgieva*

### #29 Patients read peer-reviewed medical publications

*Anna Georgieva, Michelle McNamara, Niina Nuottamo, Akvile Lukose, Nikki Moreland and Saskia Bijvank*

Indicates inclusion in Guided Poster Tour

# 13TH ANNUAL MEETING OF ISMPP POSTER PRESENTATIONS

## Tools & Technology Category

### #30 Publication-derived digital features: reaping the FRUITS of publication labor?

*Hester van Lier, Anna Georgieva, Helen Fowler, Neil Adams, Neil Skolnik, Patricia Fonseca, Robert Matheis and Stella Wang*

### #31 Do authors fully utilize opportunities to share supplementary information at conferences?

*Valerie Moss, Susanne Ulm, Talya Underwood, and Neil Venn*

### #32 All "MeSh"ed up: The limitations of indexing in MedLine and the impact on literature searches

*Piyali Dhar-Chowdhury, Gina Fusaro, Vrunda Patel, and Padmini Tandavakrishna*

### #33 Congress and journal selection in a digital and patient-centric era – hasten slowly?

*Tania Dickson, Thao Le, Sue Sutch and Karen L. Woolley*

### #34 Surveying The Evolving Models Of Digital Publishing: Where Does Pharma Fit?

*Amy Williams, Christopher Winchester, Lucy Robinson, Tim Koder, Christopher Rains and Richard Smith*

### #35 Trends in digital access to congress presentations: what can we learn from 4 years of download data?

*Fran Young, Jürgen Wiehn, David Gothard, Eric Southam, Christopher Winchester, Paul Farrow and Christopher Rains*

### #36 Digital advances in scientific publications: experiences and perceptions of ISMPP members

*Maura K. McGrail, Linda Avallone, Elizabeth S. Cecere, Kristen R. Clark, Chad Williamson and Victoria E. Blasberg*

### #37 Trends in audiovisual data dissemination formats by medical journals

*Michelle Rebello, Apama Nori, Sarjana Atal, and Namita Bose*

Indicates inclusion in Guided Poster Tour

## Recertification Credit Information for ISMPP CMPPs™

Many of this year's presentations and workshops qualify for recertification credits. Look for the CMPP recertification credit icon throughout this brochure to identify qualifying sessions.

### Speakers

Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a suitable replacement will be made.

### Disclaimer

The opinions of the faculty do not necessarily reflect those of the companies they represent or ISMPP.

### Special Thanks

On behalf of ISMPP, we would like to express our sincere appreciation to the Program, Abstract, and Global Workshop Committees as well as those who provided meeting support, for an outstanding 13th Annual Meeting.

#### Program Committee

**Aruna Seth (Chair)**

**Angela Bickford (Vice Chair)**

Gary Burd

Meghan Corsetto

Ruggero Galici

Jim Gurr

Eline Hanekamp

Renu Juneja

Bhakti Kshatriya

Courtney Leo

Terry Materese

Cheryl McCoy

Ira Mills

Kirsten Parr

Monica Ramchandani

Karen Spach

Sharon Suntag

Julie Thomas

Lana Vegman

#### Abstract Committee

**Bhakti Kshatriya (Chair)**

Jim Gurr

Courtney Leo

Kirsten Parr

Sharon Suntag

#### Global Workshop Committee

Vicki Blasberg

Harry Ma

Monika Poelzmann

Donna Simcoe

Kanaka Sridharan

**ISMPP would like to thank its dedicated staff for their contributions to the 13th Annual Meeting of ISMPP and also acknowledge the contributions from the Creative Department at Cello Health Communications for graphic support and project coordination of all design pieces associated with the meeting.**



# WORKSHOP OFFERINGS

<b>PRE-CONFERENCE WORKSHOPS</b> Monday, May 1 • 8:30 AM - Noon	<b>POST-CONFERENCE WORKSHOPS</b> Wednesday, May 3 1:00 PM - 4:30 PM
Advanced Publication Planning	Advanced Publication Planning
Authorship Best Practices*	HEOR: What Constitutes a Good Health Outcomes Manuscript?
Challenges & Implications of Publications in Emerging Markets*	How to Integrate Digital Advances Into your Publication Strategy
Global Publication Planning: Issues & Challenges	Publication Planning & Management at Smaller Companies
How to Integrate Digital Advances Into your Publication Strategy	Social Media and Medical Publications*
Introductory Publication Planning	<b>*NEW THIS YEAR!</b>
Publications Reporting Data from RWE Studies*	
Successful Publication Steering Committees	

# WORKSHOP DESCRIPTIONS

## Advanced Publication Planning: A Research-based Approach to Bringing your Publication Plan to the Next Level (Monday and Wednesday)

Predominantly interactive, with participants sharing techniques and strategies to develop and execute a comprehensive, credible, and ethical publication plan. Participants will learn new techniques for refining and documenting their plans and examine the challenges increasingly facing publication professionals.

### Learning Objectives:

- Understand contemporary challenges that may affect strategic publication planning
- Discover the key steps to work with authors and journals according to current Good Publication Practices (GPP)
- Share best practices and effective tools for publication planning

**Namit Ghildyal, PhD**, Associate Director, Medical Writing, Janssen

**William Glass, PhD**, Sr. Director, Publications, Allergan

**Keith H. Goldman, MA**, Director, External Scientific Communications, Medical Aesthetics and Dermatology, Allergan



## NEW THIS YEAR!

### Authorship Best Practices (Monday)

Real-world case studies will be invoked to demonstrate and provide a forum for identifying and resolving common areas of authorship disputes. Participants will learn to devise strategies to engage and educate authors in the importance of following applicable authorship guidance, such as that provided by GPP3.

### Learning Objectives:

- Explore “tried and true” methods for mediating authorship disputes while ensuring adherence to Good Publication Practice
- Compare approaches for effectively educating investigators and external authors as to mandatory authorship guidelines

**Lisa Baker, PhD, ISMPP CMPP™**, Freelance Medical Writer

**Ann L. Davis, MPH, ISMPP CMPP™**, Medical Publications Consultant

## NEW THIS YEAR!

### Challenges and Implications of Publication Planning in Emerging Markets (Monday)

Pharmaceutical companies are increasingly focusing on emerging markets, such as Asia Pacific and Latin America, as locations for the conduct of clinical trials as well as new drug launches. Increased industry presence in these regions has implications for the management of global publication plans as well as for the planning of publications at the regional and local levels. Participants will use pre-selected case studies as a starting point to explore challenges that arise in developing publication plans for these developing reasons.

#### Learning Objectives:

- Understand how to form teams with local stakeholders and support local champions in fostering publication practice
- Apply updated publication management skills and principles to local and regional teams

**Yukti Bharwani, ELS**, Senior Managing Editor, Publication Support, Editage, Cactus Communications Pvt. Ltd.

**Tania Dickson, PhD**, Team Lead, Proscribe, Envision Pharma Group

**Kanaka Sridharan, MS, RPh**, Senior Scientific Director, Prime Global

### Global Publication Planning: Issues and Challenges (Monday)

Challenges associated with good publication practice intensify when working with multiple regions, where different perspectives on publication timing or regulatory directives apply. Differences in launch timings, specific indications, audiences, and even time zones can play a role in complicating the publication process. In this interactive workshop, publication professionals responsible for global publication plans will learn strategies to meet these challenges as concepts such as of transparency and patient data disclosure increasingly evolve globally.

#### Learning Objectives:

- Understand the guidelines and considerations affecting publications in major world markets
- Identify the stakeholders of global publication plans
- Be conversant in the issues affecting global publication planning and tactical execution

**Anna Georgieva, MD, PhD, ISMPP CMPP™**, Program Director, Excerpta Medica

**Antonia Panayi, PhD, ISMPP CMPP™**, Publications Lead, Neuroscience, Shire International GmbH



## HEOR: What Constitutes a Good Health Outcomes Manuscript? (Wednesday)

In this highly interactive workshop aimed at non-HEOR experts otherwise proficient in medical publication planning, participants will learn about the factors that contribute to high-quality HEOR manuscripts and acquire insight into effective interpretation and communication of HEOR data. Basic vocabulary and the elements of a good HEOR publication will be discussed, and the CHEERs (Consolidated Health Economics Reporting Standard :2013) checklist will be featured briefly.

### Learning Objectives:

- Identify the components of a high-quality HEOR manuscript
- Be familiar with health outcomes trends

**Tracy Bunting-Early, PhD, ISMPP CMPP™**, Publication Lead, Evidence Generation, AstraZeneca

**Eric Wittbrodt, PharmD**, Director, Health Economics and Outcomes Research, AstraZeneca



## How to Integrate Digital Advances into Your Publication Strategy: Planning, Rollout, and Metrics (Monday and Wednesday)

Explore emerging efforts by leading journals to utilize multimedia and social media to enhance the educational value of scientific publications. Participants will review the latest innovations from prominent medical publishers and assess obstacles and practicalities that have limited the adoption of such new media opportunities to date. Perspectives from publishers, pharma and agencies will be presented in the form of case-studies.

### Learning Objectives:

- Understand the range of enhanced digital content opportunities available
- Be equipped with cost-effective approaches to the development of enhanced content
- Appreciate the value and application of alternative metrics, and how these can supplement traditional measures of publication effectiveness

**Hilary Carson**, Director of Business Development, Omnicom/Adelphi Communications

**Brian Jenkins**, Executive Multimedia Editor, Elsevier

**Jane Nunn, PhD, ISMPP CMPP™**, Head of Operations, Complete HealthVizion

**Justin Sodano**, VP, Creative Services, Peloton Advantage, LLC



## Introductory Publication Planning: The Best of the Basics for New Publication Planning Professionals (Monday)

Experience an interactive and instructional introduction to the process of publication planning, with presentations targeted toward newer publication professionals. This workshop includes information on the history of the profession and on good publication practices, with a focus on GPP3. Explore the components of a publication plan, including authorship, publication steering committees, journal selection, and more.

### Learning Objectives:

- Understand the value and goals of effective publication planning to authors and publication planners
- Identify the major components of a tactical publication plan
- Be familiar with publication planning terminology and good publication practices
- Appreciate the importance and benefits of a collaborative team environment

**Gregory Bezkorovainy, MA, ISMPP CMPP™**, Vice President, Scientific Services, Adelphi Communications

**Rhonda Croxton, PhD**, Senior VP, Clinical Content and Editorial Services, Complete Healthcare Communications, Inc.

**Brian Jenkins**, Executive Multimedia Editor, Elsevier

**Carol Sanes-Miller, MS**, Publication Lead, Immunology, Shire

## Publication Planning and Management at Smaller Pharmaceutical/Biotechnology Companies (Wednesday)

At smaller companies, publication managers may be faced with generating a new publication function to integrate publication processes and guidelines into the existing company structure. They may have limited budgets and/or resources and may need to perform multiple functions beyond publication management. The publication manager may also be required to establish new processes and policies with cross-functional agreement and demonstrate the internal value of ethical publication practices and medical writing support. This workshop will consist of didactic and interactive sessions discussing the challenges of publication management at smaller pharmaceutical or biotechnology companies.

### Learning Objectives:

- Explore relevant best practices for management of publication teams at smaller firms
- Understand the need for significant cross-functional involvement in small pharma companies

**Kelly Reith, MBA, MS**, Sr. Director, Publications and Scientific Communications, Incyte

**Donna Simcoe, MS, MBA, ISMPP CMPP™**, Medical Publication Consultant, Simcoe Consultants, Inc.

**Mindy Yang, PharmD**, Director, Medical Communication and Publications, NPS Pharmaceuticals



## NEW THIS YEAR!

## Publications Reporting Data from Real-World Evidence Studies (Monday)

Although clinical trials usually exclude participation of those not meeting precisely defined criteria, real-world evidence uses observational data, including medical records, claims information, and patient feedback to determine how health care professionals use medicines in diverse settings and how patients use them outside of a controlled environment. Attendees will come to appreciate how real world observation offers valuable insight not obtainable via randomized controlled studies. In this workshop, participants explore the similarities and differences of planning and developing publications that report results of real-world studies vs management of traditional publications.

### Learning Objectives:

- Differentiate between processes for developing publications based on RWE observational studies vs traditional clinical trials
- Identify essential components of successful RWE publications

**Ed Kimball, PhD**, Medical Writing Consultant, RWE

**Christopher Pericone, PhD**, Associate Director, RWE Design and Analytics, Janssen Scientific Affairs

## NEW THIS YEAR!

### Social Media and Medical Publications (Wednesday)

Increasingly, pharmaceutical companies are turning to social media to target specific audiences about their products, not just in the marketing realm but for the purposes of enhancing scientific articles that report clinical study findings. This interactive workshop will investigate this relatively new trend and its implications for the field of medical publications. What are the benefits as far as reaching and increasing readership, and what are the challenges, especially related to the need to remain compliant with publication policies and best practice? Attendees will be encouraged to share their own work experiences with integrating social media into their publication processes.

#### Learning Objectives:

- Discover new ways publication teams are incorporating social media into their plans and processes
- Recognize how publication professionals can utilize social media to foster broad understanding of publication impact in different audiences

**Ira Mills, PhD**, Senior Scientific Specialist, PAREXEL

**Tom Rees, PhD, ISMPP CMPP™**, Scientific Strategy Advisor, PAREXEL International

### Successful Publications Steering Committees: Practice Pearls from Biopharmaceutical, and Agency Perspectives (Monday)

Publication Steering committees (PSCs) foster increased transparency, engagement from investigators, and consistency regarding data sharing and disclosure. PSCs also optimize data output and publications from clinical trials and increase the impact of these data on the academic and health care communities by reaching the most appropriate audiences. Surveys of the ISMPP membership reveal that the use of PSCs is still limited. In this workshop, participants will learn about and discuss the essentials of successful PSC conception, formation, development, and execution.

#### Learning Objectives:

- Understand the purpose, benefit, and role of a PSC in publication planning and execution from sponsor and agency perspectives
- Describe and understand key tactics for establishing and conducting successful PSCs

**Morgan Hill, PhD, ISMPP CMPP™**, Scientific Director, Infusion/Ashfield

**Kenneth Pomerantz, PhD**, Senior Director Global Scientific Communications, Alexion

**Rebecca Rozich, PhD**, Vice President, Medical & Scientific Services, StemScientific/Ashfield

**Brian Scheckner, PhD, ISMPP CMPP™**, Director, Medical Communications, Jazz Pharmaceuticals



**WE LOOK FORWARD TO SEEING YOU IN MARYLAND!**

