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The Authors’ Submission Toolkit: A Practical Guide to Getting Your Research Published

Medical Publishing Insights and Practices Initiative

April 21st, 2010
Introductions

Presenters
- LaVerne Mooney, DrPH, Pfizer
- Robert Enck, MD, *The American Journal of Hospice and Palliative Medicine*
- Ann Murphy, PhD, *The Oncologist*
- Jay Magrann, *Current Medical Research & Opinion*

Q&A Panelists
- Bernadette Mansi, GlaxoSmithKline
- Juli Clark, PharmD, Amgen
- Leighton Chipperfield, Elsevier

**Moderator:** Al Weigel, ISMPP
Agenda

Introduction
- Overview & Panel Introductions
- MPIP Initiative Background
- Authors’ Submission Toolkit: Rationale and Structure
  - Al Weigel
  - LaVerne Mooney
  - Robert Enck

Authors’ Toolkit Section Highlights
  - Ann Murphy & Jay Magrann

Q&A Session
  - Working Group Members

Wrap-Up
  - Al Weigel
MPIP Initiative Background

LaVerne Mooney, DrPH
Director, Publications Management, Pfizer
To develop a culture of mutual respect, understanding and trust between journals and pharma that will support more transparent and effective dissemination of results from industry-sponsored trials.
Objectives

- Understand issues and challenges in publishing industry-sponsored research
- Identify potential solutions to increase transparency and trust
- Promote more effective partnership between sponsors and journals to raise standards in medical publishing and expand access to data
Organization

Co-Sponsors

AMGEN  AstraZeneca

gsk  GlaxoSmithKline  Pfizer

Project Management

LEERINK SWANN
Since its inception, the MPIP has engaged editors and publishers from 35+ organizations.
MPIP Accomplishments

- Identified issues and challenges perceived as barriers to transparency and trust by journals

- Collaborated with journals to identify and implement solutions to enhance mutual understanding and improve medical publishing standards

- Demonstrated industry’s commitment to transparency and restoring trust
Completed Activities, 2008 – 2009

**Editor-Publisher Roundtables**  
- 25 U.S. and E.U. editors / publishers
- Discussed key challenges for pharma-sponsored studies
- Output presented at 2009 ISMPP annual meeting
- Findings informed planning for journal-pharma workshop

**Joint Journal-Pharma Workshop**  
Sept. 2009
- 15 U.S. and E.U. editors / publishers, plus co-sponsor representatives
- Explored shared concerns and potential solutions
- Brainstormed actionable next steps
- Peer-reviewed article on workshop output accepted by *IJCP*
Workshop Topics

- Increased manuscript volume
  - Trends in industry submissions
  - Journals’ resource constraints
  - Sponsors’ challenges

- Innovative solutions to handling increased volume

- Streamlining the submission process

- Charting the way forward for the MPIP
Proposed Solutions

- Streamlining the submission process
  - Help reduce the editorial and administrative burden on authors, journals, and reviewers, especially as submission volumes continue to rise

- Promoting journal-industry collaboration to identify “best practices”
  - Provide additional clarity for industry-sponsored research, an area where medical publication practices and guidelines are undergoing frequent refinement and evolution

*The Authors’ Submission Toolkit was identified as a key next step coming out of the follow-up workshop.*
MPIP Plans in 2010

- Facilitate development of the Authors’ Submission Toolkit
- Disseminate the authors’ toolkit to promote best practices among authors, sponsors, and editors / publishers
- Continue journal outreach to enhance cooperation with industry
- Expand industry involvement in MPIP activities

To provide suggestions for the MPIP initiative, please contact Frank David at Leerink Swann:

Phone: 617.918.4038
E-mail: Frank.David@leerink.com
The Authors’ Submission Toolkit: Rationale and Structure

Robert Enck, MD
Editor-in-Chief, The American Journal of Hospice and Palliative Medicine
Purpose

The Authors’ Submission Toolkit was created to:

- Facilitate dynamic discussions between authors and journal editors
- Facilitate dissemination of good research that needs publishing but may be awkward to place
- Summarize tips and best practices on journal selection and demystify “black box” aspects of submission, peer review and transparency requirements
- Combine insights from journals and industry through a uniquely collaborative process
Educating Authors

- Authors* and journals can benefit from collegial and open dialogue during the manuscript preparation and submission process
- Authors’ Submission Toolkit provides a comprehensive overview of best practices
- “Demystifying” journals’ editorial policies can help authors navigate the journey to publication

* and medical writers, publication planners
Authors, medical writers, and publication planners may struggle to find the appropriate “home” for some types of work, e.g., early phase industry-sponsored studies.

Authors’ Submission Toolkit aims to ensure that:

- Manuscript submissions are better targeted and more effective for authors, sponsors, and journals
- Research findings reach the most suitable audiences
Combining Insights

- Developed through unique collaboration between MPIP co-sponsors, journal editors, and publishers

- Reflects perspectives of both journals and industry on how to raise standards in publishing industry-sponsored studies

- Should help to increase trust between journal editors and the teams who produce industry sponsored research: industry investigators, authors, publication planners and medical writers
Intended Use

- **Authors**: “How to” guide for getting research published

- **Journals**: Resource to supplement journals’ existing instructions to authors

- **Industry**: Best practices that can be recommended to authors to maximize likelihood of acceptance
Impact

✓ Aid in streamlining journal selection and submission
✓ Enable open communication between authors, journals, and industry
✓ Provide support for policies encouraging greater transparency
The Authors’ Submission Toolkit: Section Highlights

Ann Murphy, PhD
Managing Editor, The Oncologist

Jay Magrann
Publisher, Current Medical Research & Opinion
Structure

- Compilation of “best practices” walking through the stages of planning, preparation, and submission

- Reflects perspectives from a unique collaboration between journals and industry

- Intended for all authors of medical research publications and provides valuable resources on how to navigate the manuscript preparation and submission process

- Particular focus on industry-sponsored research
Working Group Members

- Leighton Chipperfield, Elsevier
- Leslie Citrome, MD, PhD, *The International Journal of Clinical Practice*
- Juli Clark, PharmD, Amgen
- Frank S. David, MD, PhD, Leerink Swann
- Robert Enck, MD, *The American Journal of Hospice and Palliative Medicine*
- Michelle Evangelista, Leerink Swann
- John Gonzalez, AstraZeneca
- Trish Groves, MRCPsych, *BMJ*
- Jay Magrann, *Current Medical Research & Opinion*
- Bernadette Mansi, GlaxoSmithKline
- Charles Miller, GlaxoSmithKline
- LaVerne Mooney, PharmD, Pfizer
- Ann Murphy, PhD, *The Oncologist*
- John Shelton, PhD, *The Journal of Clinical Psychiatry*
- Philip Walson, MD, *Clinical Therapeutics*
- Al Weigel, International Society for Medical Publication Professionals
Submission Flowchart

1. Before the Study and Writing Begin
2. Journal Selection
3. Pre-submission Inquiries
4. Manuscript Preparation
5. Cover Letters
6. Review, Revision, and Re-Submission

Acceptance & Publication

Repeat selection and submission process if necessary
Before the Study and Writing Begin

Topics Covered

- **What should I be aware of prior to beginning a study?**
  - Journals’ instructions to authors
  - Study design resources

- **What should I be aware of after completing a study?**
  - Determining authorship and contributorship
  - Understanding conflict of interest disclosures

- **What do I need to know about the publication plan?**
  - Determining when it can be used
  - Identifying key questions to ask about it
Journal Selection

Topics Covered

- **What are the important questions to consider as I begin my journal search?**
  - Answering key questions to provide “guideposts” for journal selection

- **How do I compile a list of potential journals?**
  - Identifying strategies for selecting the right journal
  - Understanding best practices for researching journals

- **How do I identify my top choices?**
  - Clarifying strategies for narrowing a long list of journals to one top choice
3 Pre-Submission Inquiries

Topics Covered

- **Why is a pre-submission inquiry important?**
  - Understanding the value and benefits of submitting a pre-submission inquiry

- **How do I complete a pre-submission inquiry?**
  - Clarifying situations where it may be appropriate to submit a pre-submission inquiry
  - Understanding how to complete a pre-submission inquiry
  - Summarizing “best practices” for completing a pre-submission inquiry
4 Manuscript Preparation

Topics Covered

- What are important considerations for manuscript preparations?
  - Clarifying priorities when beginning to prepare a manuscript

- What are best practices for each section of the manuscript?
  - Avoiding common pitfalls
  - Ensuring adherence to journal instructions

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Topics Covered

- **What are the key elements of a good cover letter?**
  - Identifying key points of information to convey
  - Employing a cover letter template that includes recommendations from Working Group editors / publishers
Review, Revision, and Re-Submission

Topics Covered

- *How does the review process work?*
  - Clarifying the rationale and organization of the review process from an editors’ perspective

- *What are best practices in revision and re-submission?*
  - Understanding useful strategies for dealing with revision and re-submission

- *What should I do if my submission is rejected?*
  - Distinguishing between situations where it may be appropriate to appeal and when to re-submit
Q&A Panel

Al Weigel
Immediate Past President, ISMPP
MPIP Resources

**Being distributed at the ISMPP meeting**

- MPIP 2009 Roundtable Report
  - In press in the *International Journal of Clinical Practice*

**Coming soon**

- Authors’ Submission Toolkit Publication
  - Under revision at *Current Medical Research & Opinion*
- MPIP landing page – [www.MPIP-initiative.org](http://www.MPIP-initiative.org)
  - Anticipated launch in a few weeks
  - Check back for more useful resources and updates