2014 EUROPEAN MEETING OF ISMPP

A NEW ERA IN GLOBAL MEDICAL PUBLICATIONS

International Society for Medical Publication Professionals

21-22 JANUARY 2014 | ST PAUL'S - 200 ALDERSGATE | LONDON, UK

PRELIMINARY

PROGRAMME AGENDA

Dear Colleagues:

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

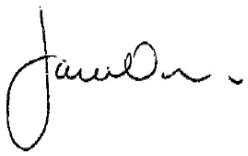
So how do we navigate in this exciting new era? The 2014 European Meeting of ISMPP will assemble key players to discuss the issues and provide you with the tools you need to enter the global stage, engage stakeholders, comply with new guidelines and policies, and explore new publication possibilities.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

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

ISMPP's Board of Trustees, European Meeting Programme Committee, and staff **WELCOME** you to this important global event; we cannot wait to see you in London!

Sincerely,

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



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

PROGRAMME AGENDA

Tuesday, 21 January 2014

MORNING

9:00–10:00 — **Registration and Continental Breakfast**

10:00–10:15 — **Welcome to the 2014 European Meeting of ISMPP**

Jane Nunn, PhD, ISMPP CMPP™
Chair, European Meeting Programme Committee

10:15–11:45 — **2013: The year the sun shone on medical publications**

This session qualifies for 1.5 CMPP Recertification Credits

In Chinese astrology, 2013 was the year of the snake; for medical publication professionals, it was the year of the Sunshine Act. The Act's intent was to "shine a light" on all financial payments by Pharma to US-licensed physicians, but there has been confusion about its interpretation, differing legal analyses, and debate on how the Act would affect the profession. For publication professionals, the key issue is whether the provision of medical writing or editorial services constitutes a transfer of value and is therefore reportable. Following a brief summary of the year's developments, three industry representatives will discuss how their organizations have interpreted and implemented the Sunshine Act requirements.

The year's other big issue was the continued debate on data transparency. Critics claim that over half of all trials go unreported and that the literature is biased in favour of the publication of positive results. Whatever the real statistics show, the AllTrials campaign asks that all clinical studies be registered and results published. Commentators such as Ben Goldacre claim that better access to the data is essential for practitioners to make informed decisions about medicines. Others voice concerns that mandatory disclosure risks patient privacy, constitutes inappropriate use of human data, and impedes drug discovery. Regardless, existing strong support for improved transparency suggests that the era of data sharing is a certainty. This session will feature an overview of these issues from three different perspectives: industry, the medical community, and journal publishing. To conclude, the panel will reflect on the highs and lows of 2013, share their thoughts on the impact of these developments in 2014 and beyond, and address audience questions.

Learning objectives:

- To understand the key developments in 2013 that impacted medical publications professionals in industry, agencies and journals
- To recognize the significance of developments in financial and data transparency in 2013 and understand their potential impact on the profession in 2014 and beyond

Moderator:
Alice Choi, MSc, MPH, PhD, ISMPP CMPP™
Global Head, Complete Medical Communications, Macclesfield, UK

Presenters:
Finbarr Cotter, MD, PhD
Professor of Experimental Haematology, Barts and the London School of Medicine; Editor, British Journal of Haematology, London

Lorna Fay
Chair, ISMPP Board of Trustees (2013-2014); Senior Director, Publications Management Team, Pfizer

Gillian Hill, MRPharmS
Publications Operations Lead, AstraZeneca, Macclesfield, UK

Rebecca Lawrence, PhD
Managing Director, F1000 Research Ltd., London

Tatyana Poplazarova, MS, MBE
Director of Scientific and Public Disclosure
GlaxoSmithKline Biologicals, Belgium

11.45–12:15	**ISMPP update**
	Meet **Al Weigel**, ISMPP President and COO Publications Primer – **Tim Day**, *Chair*, ISMPP *Sponsorship & Benefits Committee* CMPP Code of Conduct – **Angela Cairns, ISMPP CMPP™** *ISMPP Credentialing Committee*
AFTERNOON	
12:15–13:15	**Lunch**
13:15–13:45	**Oral presentations** *Why do some manuscripts lag? An analysis of factors associated with delivery timelines* **Tom Rees, PhD**, PAREXEL International, Worthing, UK *A survey of current practices in encore abstract submissions from industry-sponsored study data* **Antonia Panayi, PhD,** Shire, Eysins, Switzerland
13:45–14:45	**Keynote presentation** **John Clare** *Communications Expert/Media Consultant, CEO, Lion's Den Communications*
14:45–15:15	**Afternoon break and visit exhibits**
15:15–16:45	**Global publications: Opening the door to Asia-Pacific** Publication practices for industry-sponsored trials are well established in Europe and the USA, and information is readily available to healthcare professionals (HCPs) in these regions. Asia-Pacific is an incredibly large and vibrant region of great importance for industry. Many challenges, including variations in culture, language, treatment regimens and policies, are faced by those involved in global publications who wish to ensure that data reaches HCPs who need access to the information. Managing these challenges must be done with respect and with a focus on the publication's purpose and its value to HCPs. In this session, panellists will share their experiences as to how best to manage publications in this region. Panellists include representatives from industry (a publication specialist and a medical director), a journal publisher, and a medical writing agency employee, who will seek to address the following questions: How do you reach Asia-Pacific audiences? In what language should publications be written? What is the impact of trials conducted locally and the resulting variation in treatment regimens on publications? Which journals and meetings are appropriate for different types of data? How do you work effectively with Asia-Pacific authors? How should global publication policies be applied in Asia-Pacific countries? What is the role of medical writers? How do we best reach Asia-Pacific audiences? **Learning Objectives:** • To gain an understanding of the cultural environment in which publications are generated in the Asia Pacific region • To understand the circumstances under which data should be published in an international or local journal • To learn how global publication policy and GPP may be applied in Asia Pacific countries **Panellists:** **Stephen Cameron, MSc, DPhil** *Chair/CEO, Nucleus Holdings, London*

This session qualifies for 1.5 CMPP Recertification Credits

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

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

Matt Wadyka, ISMPP CMPP™
Publications Group Leader, Genentech, Inc., San Francisco, USA

16:45–17:00 **Closing remarks**

EVENING

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

Wednesday, 22 January 2014

MORNING

8:00-9:00 **Registration and Continental Breakfast**

9:00–10:15 **Looking beyond branded pharmaceuticals: Biosimilars, devices and nutraceuticals**

CMPP recertification credit currently under review

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

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

Learning objectives:

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

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

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

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

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

Larry Hirsch, MD
Worldwide Vice President, Medical Affairs, Becton Dickinson
Franklin Lakes, New Jersey, USA

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

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

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

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

This session qualifies for 1.5 CMPP Recertification Credits

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

Learning objectives:

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

Moderators:
Keith Veitch PhD
Owner, keithveitch Communications, Amsterdam, The Netherlands

Steven Walker, MD
Medical Director, Bioscript Group, London

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

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

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

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

Christine Oesterling, MD, MRCGP
GP Principle, London, UK

Mark Silvey
Director, Adelphi Access, Bollington, UK

	Emma Thomas *Senior Manager, Scientific Publications, AMGEN (Europe) Zug, Switzerland* **Julie Van Onselen** *JVO Consultancy, Oxford, UK* **Representative from NICE, TBC**
AFTERNOON	
12:15–13:15	**Lunch**
13:15–13:55	**Head to head: Should industry be involved in narrative reviews?** Studies have demonstrated that healthcare professionals, particularly those in a primary care setting, find it challenging to keep abreast of the medical literature. Many physicians rely on synthesised informational resources to access new developments in primary research, not only to obtain a summary of the key results but also to gain interpretation, context and application in their day-to-day practice. Narrative review articles funded by industry traditionally have been a channel for industry to communicate new developments. In recent years, however, concerns have been raised about industry involvement in narrative review publications that could be subject to "cherry-picking" or biased interpretation. As a result, fewer such articles have been published in recent years. In what will be a lively and engaging session, expert faculty will debate whether there is a place for industry funded narrative reviews and, if so, what best-practice standards might be required to overcome the current ethical challenges. *This session qualifies for 0.5 CMPP Recertification Credit* **Learning objectives:** • To recognize the ethical challenges that surround industry sponsorship of narrative reviews • To understand the perspectives of those who believe that there is a place for industry in narrative reviews and those who believe that this is not appropriate • To gain insight into the best-practice initiatives that are in place to date ***Panellists:*** **David Carroll** *Medical Student, Queen's University, Belfast, UK* **Additional panellists to be announced**
13:55–14:00	**Poster presentation awards**
14:00–14:30	**Afternoon break and visit exhibits**
14:30–14:40	**Exhibitor Passport Raffle**

14:40–16:00

A digital future for publications

This session qualifies for 1.5 CMPP Recertification Credits

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

Learning objectives:

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

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

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

Panellists:
Catherine Arnaudeau-Bégard, PhD
Director & Global Head, Scientific Public Disclosure, UCB Pharma Brussels, Belgium

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

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

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

16:00–16:10 **Conference adjourns**

Poster Presentations at the 2014 European Meeting of ISMPP

Title and First Author

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

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

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

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

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

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

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

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

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

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

THE VENUE

etc.venues, St. Paul's 200 Aldersgate, is centrally located near St. Paul's Cathedral and the Museum of London. For directions to the meeting ***click here***

ACCOMMODATIONS

To find a hotel near the meeting venue, ***click here***

REGISTRATION

To register for the meeting, ***click here***

Non-member Registrants:

Please note there is an additional administrative fee incurred when registering, which entitles you to a complimentary year of membership in ISMPP. If you desire, you will have the opportunity to opt out of the membership during the registration process.

REGISTRATION FEES

	Tuesday, 21 January General Session Full Day	Wednesday, 22 January General Session Full Day
Thru 1 December*	**£330◆**	**£330◆**
2 December – 10 January	**£345◆**	**£345◆**
On-site**	**£360◆**	**£360◆**

◆Please note all fees will be charged in the equivalent amount in US Dollars.

*Early bird pricing
**On-site registration; administrative fees apply

2014 European Meeting of ISMPP Exhibitors and Sponsors

ISMPP would like to express its sincere appreciation to the exhibitors and sponsors of the 2014 European Meeting of ISMPP.

Sponsorship Opportunities Remain!

Although the exhibit stands are sold out, many exciting sponsorships remain. If interested in becoming a sponsor of the 2014 European Meeting of ISMPP, please contact **exh-spon@ismpp.org** or telephone +1 914 618 4453.

To learn more and view the prospectus, visit **http://www.ismpp.org/exhibits-a-sponsorships**

WE LOOK FORWARD TO WELCOMING YOU TO LONDON!