2014 European Meeting of ISMPP: A New Era in Global Medical Publications
ISMPP UPDATE
EVOLVING BENCHMARKS AND BEST PRACTICE FOR MEDICAL PUBLICATION PROFESSIONALS

AI Weigel, MEd, ISMPP CMPP™
ISMPP President and COO
ISMPP Membership Growth by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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</thead>
<tbody>
<tr>
<td>2006</td>
<td>322</td>
</tr>
<tr>
<td>2007</td>
<td>584</td>
</tr>
<tr>
<td>2008</td>
<td>710</td>
</tr>
<tr>
<td>2009</td>
<td>895</td>
</tr>
<tr>
<td>2010</td>
<td>1003</td>
</tr>
<tr>
<td>2011</td>
<td>1035</td>
</tr>
<tr>
<td>2012</td>
<td>1013</td>
</tr>
<tr>
<td>2013</td>
<td>1331</td>
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Current Membership Geographic Breakdown

Membership Geography

- North America: 67%
- UK: 21%
- All other Europe: 8%
- APAC: 4%
Rationale for New Role

• More concentrated focus on organizational leadership, strategy development, external affairs, and organizational management
• More visible "external face" for ISMPP
• Continuous and recognized leadership
• Increased organizational collaboration
• Reduced role strain on volunteer Board of Trustees
Evolving Benchmarks and Best Practices: A Few Comments

- Data Driven Publication Plans
- Commitment to primary end-point study publications
- Increase in non-English language authors
- ICMJE Guidelines – 4th criterion
- Publication of clinical data in Open Access journals
- Journals sponsoring Author podcasts
- GPP2 use and recognition
Updates/New Areas of ISMPP Focus:
Good publication practice for communicating company sponsored medical research (GPP)

- Latest GPP update:
  - Initiated by ISMPP in mid-2013
  - International Steering Committee formed in November 2013
  - Reviewers applied to an open invitation sent to a wide international range of interested parties
  - Anticipated development during Q2, 2014
Updates/New Areas of ISMPP Focus:
Asia Pacific Advisory Committee

- Asia Pacific Educational Taskforce
  - 4 Webinars to be conducted in 2014

- Leadership Summit Meetings
  - Multiple countries
  - Collaboration Theme (academics, editors, publishers, sponsors, publication professionals)
Updates/New Areas of ISMPP Focus:
Membership & Industry Benefits

- Daily Newsfeed
- Expanded ISMPP University Webinars
  - Asia Pacific
  - Specialty Topics (eg, Sunshine Act)
- Increased Coalition and Advocacy Activities
- Expanded Social Media Platforms
  - Institute and continue social media conversations on critical topics
Updates/New Areas of ISMPP Focus:
Membership & Industry Benefits

• Establish Glossary of Industry Terms
  – Standardized/Consistent usage of publication planning verbiage

  – 1st two modules released Spring 2013
  – Balance of Handbook completed
  – Value of Publications Section (eg, access to data, publication/presentation timing, etc.)
  – Tactics Section (eg, abstracts, posters, manuscripts)
Thank You!
ISMPP PUBLICATIONS PRIMER: ADVANCING THE UNDERSTANDING OF MEDICAL PUBLICATIONS

Tim Day
Chair, ISMPP Sponsorship and Benefits Committee; Innovative Strategic Communications, LLC, Stamford, Connecticut, USA
• To learn more about the Publications Primer, please visit the dedicated table in the exhibits area.

• All comments and suggestions are welcome and appreciated.
The ISMPP Publication Primer (Primer) is being developed based upon a core need that has been identified within the greater medical publications industry:

- There is currently no single location where an interested party can obtain a solid overview of medical publications & publication planning
- The Primer is being developed to address this issue/opportunity
The Primer is being created as an on-line document which will reside on the ISMPP web site.

The document will only be available to ISMPP members.

- The goal is to cultivate the Primer as a “living asset” for the ISMPP.

The Primer is NOT being developed to convey everything you would ever need to know about medical publications.

- It has been conceived as a 10,000 foot / 3,000 meter view of the publications arena.
• The primary goal is to provide users with a solid overview

• The ISMPP is in no way attempting to “re-create the wheel”
  • The document will contain some original content
  • The majority of the information will be sourced from / linked to existing materials and assets
  • These include industry guidelines, ISMPP generated materials, and other elements developed by professional organizations & groups
The endeavor is being undertaken to provide information to a target group of audiences, all of whom have one point in common: they are new to the world of publications.

Target audiences include, but are not limited to:

- Academics
- Industry staff / management
- Agency staff / management
- Medical students and post grads
- Medical writers / editors
ISMPP PUBLICATIONS PRIMER: GAME PLAN

- The Sponsorship & Benefits Committee began working on the Primer concept in September 2013
- Baseline / core structure of the Primer is in place
- Additional volunteers have been engaged to assemble, write, edit and review the content and structure of the Primer
  - Active development to begin following 2014 EU Meeting
- Draft to be previewed at Annual Meeting in April / Wash DC
CERTIFICATION PROGRAM
CODE OF CONDUCT

Angela Cairns, ISMPP CMPP™
ISMPP Credentialling Committee;
KnowledgePoint360 Group, Macclesfield, UK
ISMPP has developed a Code of Conduct that outlines appropriate professional behaviour of CMPP applicants and certificants.
WHY DID ISMPP DEVELOP A CERTIFICATION PROGRAM CODE OF CONDUCT?

- ISMPP core value – promotion of ethical and transparent publication practices
- Certification Program Code of Conduct establishes the core ethical standards for professional behaviour
- CMPP applicants and certificants are ambassadors for ethical standards
DIFFERENCE BETWEEN ISMPP CODE OF ETHICS AND CERTIFICATION PROGRAM CODE OF CONDUCT

• ISMPP Code of Ethics
  • A voluntary, professional resource for ISMPP members

• Certification Program Code of Conduct
  • Developed specifically for CMPP applicants and certificants
  • Formalises the obligation to work to acceptable standards of professional ethics and practices
  • Accountable and enforceable
CERTIFICATION PROGRAM CODE OF CONDUCT

REQUIREMENTS

• Act with integrity and transparency
• Uniformly apply established standards of professional conduct
• Accept responsibility for one’s actions
• Continually seek to enhance one’s professional capabilities
• Practice with fairness and honesty
• Demonstrate and set standards for others to follow
WHAT IS INCLUDED IN THE CODE OF CONDUCT?

• The certification standards and ethical/legal principles set forth in the Code are divided into 4 sections:
  • Professional standards and requirements related to medical publications practice
  • Performance of professional services
  • Compliance with ISMPP policies and rules
  • Disclosure of conflicts of interest and avoiding any appearance of impropriety
How is the code of conduct enforced?

- ISMPP has developed Conduct Case Procedures for handling any complaints regarding the professional conduct of CMPP applicants and certificants.
- Includes a structured appeals process.
COMMUNICATION AND ROLL-OUT OF THE CODE OF CONDUCT

- The Code of Conduct will be distributed by ISMPP in February to all CMPPs and March exam applicants for electronic review and signature.
- It will be made available on the website at the same time, along with the Conduct Case Procedures.
- For future applicants, the Code of Conduct will be included in the CMPP examination application in place of the Code of Ethics.