

# A PRACTICAL APPROACH TO ENCORES IN THE ASIA-PACIFIC REGION

Thursday, October 30<sup>th</sup> 2014

**Moderator:** Tim Collinson, BSc, ISMPP CMPP™

**Speaker:** Bruce Shao, MD

**Speaker:** Balaji Ganesan, MS



# THANK YOU TO ALL ATTENDEES... WHEREVER YOU MAY BE!

Ni hao

Chao

Konnichi wa

Kia ora

Lei hou

Selamat siang

Selamat tengahari

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Kumasta kayo

Hello

Namaste

Sawatdee kah

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- International certification
  - ISMPP Certified Medical Publication Professional (CMPP™)
    - Next application deadline = 1 February 2015
    - Testing centres = 62 in Asia-Pacific region!
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アジア太平洋地域の専門家の皆様に ISMPP への参加を強くお勧めする 10 の理由

# APET 2014 WEBINARS TO-DATE...

Audio and slide presentations available in ISMPP Member Center  
(Asia-Pacific ISMPP U Archive):

- ***Lost in Translation: Local Publication Challenges in Asia-Pacific*** (August 2014)
- ***How to Develop an SCI Manuscript: Tips from a Journal Editor and a Medical Writer*** (June 2014)

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# SPEAKERS

## Balaji Ganesan

- 4 years in pharma: Regional Strategic Medical Communications Associate, Bristol-Myers Squibb, Australia
  - Medical communication across Asia-Pacific (including China, India, Japan, Korea)
  - Devised and implemented checklist addressing challenges in developing an encore
- Currently, Client Solutions & Strategy Manager, APAC Press, Australia
- Advanced Masters in Biotechnology Business Management
- Bachelor's degree in Biomedical Engineering and Business Administration
- ISMPP Asia-Pacific Education Taskforce member

# SPEAKERS

## Bruce Shao

- 6 years' medical editing experience (Ruijin Hospital / Shanghai Jiaotong University School of Medicine)
- Currently, Strategic Medical Communications Manager, Bristol-Myers Squibb, China
  - Development and delivery of medical communications for China
- MD from Shanghai Second Medical University, and Professional Qualification Certificate of National Publication
- Partnership with Shanghai Society for Scientific & Technical Periodicals to guide principles and good practice for scientific publications in China
- ISMPP Asia-Pacific Education Taskforce member

# MODERATOR

## Tim Collinson

- >19 years' medical writing and editorial management experience in global medical communications and pharma, in the UK, USA and Canada
- Currently, Senior Director, Editorial Services, Fishawack Communications, San Francisco
- ISMPP Communications Committee member
- ISMPP Asia-Pacific Education Taskforce member
- Certified Medical Publication Professional (CMPP)<sup>™</sup>
- Honours degree in Physiology/Pharmacology with Health Studies

# A PRACTICAL APPROACH TO ENCORES IN THE ASIA-PACIFIC REGION

**Tim Collinson**, BSc (hons), ISMPP CMPP™

Fishawack Communications, San Francisco, USA



# DISCLOSURE

- I am a full-time employee of Fishawack Communications
- I am a member of ISMPP and serve on the ISMPP Asia-Pacific Education Taskforce and ISMPP Communications Committee
- The opinions expressed in this presentation are the personal views of the speaker and do not represent the views of his employer nor of ISMPP



# SESSION BACKGROUND

- Divided opinion on 'encores' to disseminate data in different regions and/or to different audiences
- Approaches to encore abstract submissions differ among authors and between global regions
- Until clearer guidance is formulated, the scientific community must rely on best practice underpinned by:
  - Better understanding of how encore submissions are defined, and their rationale
  - Good Publication Practice considerations / guidelines
  - Regional congress guidance



Source: <http://www.freeimages.com>

# BACKGROUND (CONTD)

- Encore abstracts, a topic of previous ISMPP educational initiatives in the context of broader publications planning and survey results
  - May 2013 (Global Publication Planning: Global to Local – Managing Encore Abstracts). *Available in ISMPP U Archives*
  - **Today's focus:** reflect on best practice for encore abstract submission, with focus on Asia-Pacific, and practical approaches and considerations for this region



Source: <http://www.freeimages.com>

# TODAY'S OBJECTIVES

At the end of this session, you should be able to:

- Understand when encore abstract submissions in the Asia-Pacific region are appropriate; their rationale; and nuances in terminology and definitions
- Apply best practice in determining authorship and presenters
- Identify and comply with copyright constraints, e.g. translation and reproduction of content for Asia-Pacific local meetings



# AUDIENCE QUESTION



- Have you ever been involved in submitting an encore abstract?
- A. Yes
- B. No
- C. I'm not sure – it depends how 'encore' is defined
- D. I don't know. What is an encore abstract?

# QUESTIONS TO THE FACULTY

- To ask a question, please type your query into the 'Q&A' chat box at the bottom left of your screen (only the moderator will see who asked the question)
- Question and answer session at the end. We will attempt to answer all questions within the available time



Source: <http://www.freeimages.com>



# A PRACTICAL APPROACH TO ENCORES IN THE ASIA-PACIFIC REGION

**Balaji Ganesan, MS**

Client Solutions & Strategy Manager

APAC Press



# DISCLOSURES

- I work full-time for APAC Press focusing on medical communications and publications in the Asia-Pacific region
- I am a member of the ISMPP Asia-Pacific Education Taskforce
- The opinions expressed in this presentation are my personal views and do not represent the views of the employer nor of ISMPP

# WHAT IS AN ENCORE?

- An encore occurs when data (e.g. abstract / presentation / poster) previously presented at an earlier congress are reproduced exactly for submission to a different congress

# CAN THE CONTENT CHANGE IN AN ENCORE?

**No!**

- The content, including author list, should remain unchanged, with modifications limited to meet congress requirements
- Changes permitted are restricted to
  - formatting
  - translation
  - author order
  - word count

# AUDIENCE QUESTION

- Have you ever encored an abstract?

A. Yes

B. No

C. I'm still not sure





# WHY DO WE ENCORE?

- First presentation of data is not always accessible to all relevant audiences or in required languages
- HCPs may be unable to attend global congresses, but are very interested in learning about the latest scientific developments pertinent to their therapeutic area

Please note: an encore is different from a **REPURPOSED** abstract

- A repurposed abstract is the use of a previously presented dataset with additional or new data, new analyses, and/or new interpretations of data
- In short, these are BASICALLY new publications and are not covered in this presentation

# ASK YOURSELF SOME BASIC QUESTIONS BEFORE YOU GET STARTED

## Is an encore the right approach?

- Consider the following:
  - Are these data relevant to local HCPs?
  - Who is my target audience (e.g. specialists, GPs, other HCPs) ?
  - What are the appropriate congresses?
  - Will these congresses allow encores?
    - You may need to call the congress and explain the concept

# AUDIENCE QUESTION

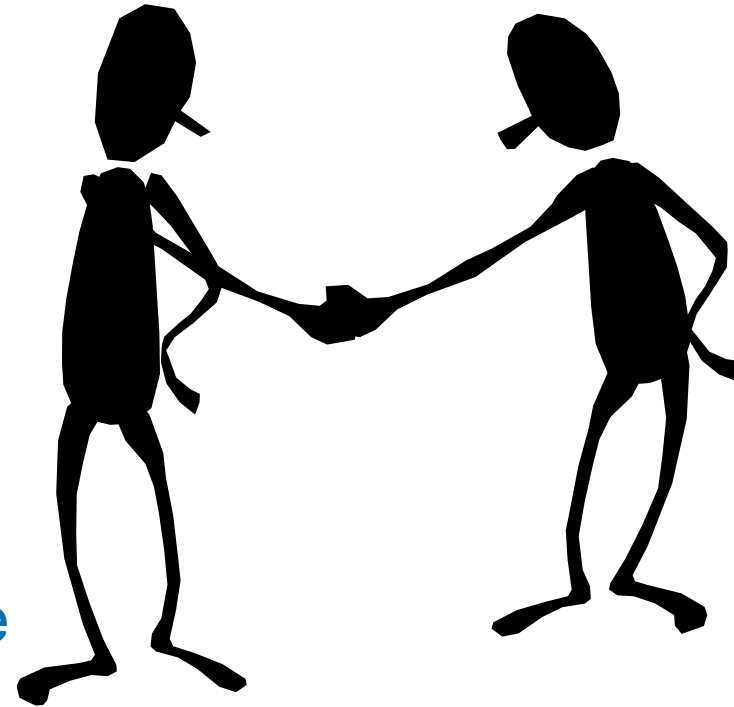


- What permissions do I need to encore the abstract?
  - A. All original authors
  - B. Copyright holder
  - C. Target congress
  - D. A and B only
  - E. All of the above

# CRITICAL CONSIDERATIONS

## Authorship requirements

- All original abstract authors must agree to an encore presentation
- You may not add a new author to an encore
- It is possible to drop an author if the author requests that his or her name be removed
- In some cases, changes to order of authors permitted (e.g. if the 1st author must be the presenter)



# CRITICAL CONSIDERATIONS

## What is copyright?

According to Wikipedia\*,

- “a copyright is a law that gives the owner of a written document... or other creative work, the right to decide what other people can do with it.”
- “Because of copyright, a work can only be copied if the owner of the copyright gives permission.”
- “When someone copies or edits a work that is protected under copyright without permission, the owner may sue for the value of the violation.”
- “In more serious cases, a person who copies a work that is protected under copyright could be arrested, fined or even go to prison.”



\*Definition accessed 28Oct 2014 from [www.simple.wikipedia.org/wiki/copyright](http://www.simple.wikipedia.org/wiki/copyright)



# CRITICAL CONSIDERATIONS

## Obtaining copyright permission

- Who owns the copyright?
  - The authors?
  - The original congress?
  - The journal?
- Identify the copyright holder and formally request permission to encore (this must be done and approved in writing)
- In some cases, the copyright holder may charge a fee
- Allow sufficient time to obtain copyright permission and process any payments



\*Definition accessed 28Oct 2014 from [www.simple.wikipedia.org/wiki/copyright](http://www.simple.wikipedia.org/wiki/copyright)

# CRITICAL CONSIDERATIONS

## Understanding congress requirements

- Congress may not accept previously published data
- Congress may not accept abstracts submitted by or supported by industry
- You may need to call and speak to someone at the target congress to get permission to submit an encore
- Start early and plan ahead for challenges



# FOLLOW GUIDELINES AND INDUSTRY PROCEDURES

- Familiarize yourself with your institution's / company's approach and policies regarding encores
- Follow international publication guidelines for authorship and encores
- Refer to congress guidelines

***From GPP2:*** Congress guidelines should be followed for presentations that describe study results that have been pre-sented at an earlier congress. We recommend that, at the time of submission, authors disclose whether the same results will have already been presented at the time of the congress.

- *Click to access GPP2 ref and ICMJE guidelines: <http://www.ismpp.org/gpp2>*
- *Guidelines in Chinese and Japanese are available on the ISMPP website*

# BE TENACIOUS!

- Start early
- Make sure the target congress allows encores
- Plan ahead
- Get all of your permissions done and dusted
- Allow enough time for translation, if necessary
- Don't give up!! Try, try, and try again !!
- Good luck!

# Thank you!

Please contact me with any questions:

[Balaji.Ganesan@apacpress.com](mailto:Balaji.Ganesan@apacpress.com)



# AUDIENCE QUESTION



- What is your view on encore presentation of data?
  - A. If the findings are important, presenting exactly the same data at more than one congress should be unrestricted
  - B. Encore submissions/presentations should be open to anyone holding the original authors' permission and satisfying ICMJE authorship criteria
  - C. Encores are superfluous; findings presented more than once should be accompanied by additional data or subanalyses – and therefore, by definition, be a new submission

# AUDIENCE QUESTION



- Does your institution/company have any policies or procedures that provide guidance on submitting encore abstracts?
- A. Yes
- B. Yes, but they are inadequate
- C. None
- D. Encore data presentation not permitted by my organisation

# A PRACTICAL APPROACH TO ENCORES IN THE ASIA-PACIFIC REGION

**Bruce Shao, MD**

Manager, Strategic Medical Communications  
Bristol-Myers Squibb

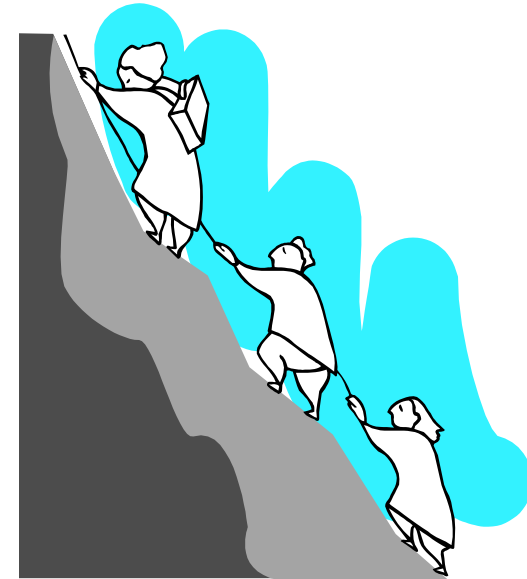


# DISCLOSURES

- I am a full-time employee of Bristol-Myers Squibb focusing on publications and medical education in China
- I am a member of the ISMPP Asia-Pacific Education Taskforce
- The opinions expressed in this presentation are the personal views of the speaker and do not represent the views of the employer

# ASIA-PACIFIC ENCORE CHALLENGES

- The target congress will NOT ACCEPT encore presentations (i.e. data previously presented at another congress)
- The submission deadline of local congress occurs before the notification date for the original abstract
- Who can present the encore, if authors are not available or a local language presenter is required?
- The original poster is accepted as an oral presentation, can we add a new figure or include back-up slides while we are reformatting as an oral presentation?





# PREPARATION BEFORE ENCORE

## **Situation Analysis**

- Literature (weekly lit analysis, monthly lit alert)
- Treatment Guidelines
- Advisory Board Feedback

## **Publication Objectives**

- Alliance Strategic Imperatives
- Unmet Medical Needs / Educational Needs

## **Target Audiences**

- Health Care Professionals

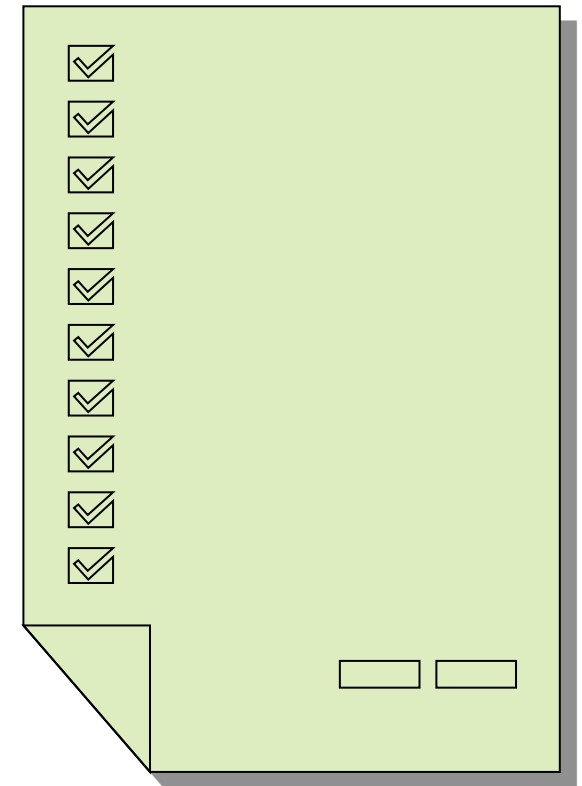
## **Available Resources**

- Local Medical Plan /Global Publication Plan
- Congresses' Websites



# ENCORE ABSTRACT DOCUMENTATION

- Central document that captures all the information required for encore abstract
  - Simple yes/no checklist to assist the process
  - Additional required information:
    - ✓ Scientific rationale/educational need
    - ✓ Congress rules pertaining to presenters
    - ✓ Copyright and permissions
    - ✓ Budgetary approvals

A light green rectangular document with a folded bottom-left corner. Along the left edge, there is a vertical column of 12 checkboxes, all of which are marked with a checkmark. In the bottom right corner of the document, there are two small, empty rectangular boxes.

# FINAL CHECKLIST BEFORE SUBMISSION

- Has permission to submit an encore abstract been obtained from all authors of the original abstract?
- Has permission to submit been obtained from original congress?
- Will the encore abstract be presented in local language?
- Will the target congress allow someone other than an author to present the encore poster/presentation on behalf of the authors?
- Does the target congress require the presenter to be at the poster for a certain time period?



# CASE SCENARIO #1



The screenshot displays the website for the 25th Great Wall International Congress of Cardiology, Asia Pacific Heart Congress 2014. The navigation bar includes links for Home, About Congress, Scientific Program, Registration, Call for Abstract, and Exhibition & Sponsors. The 'Call for Abstract' section is active, showing the 'Guideline for Submission'.

**Guideline for Submission**

1. Content: All papers should be in the form of abstracts and the content should be true, accurate, scientific, up-to-date, contain no confidential or personal information nor controversy over authorship. The manuscripts could be in English or Chinese and English abstracts shall contain no Chinese characters.
2. All abstracts should have a title, authors' name, organization and text with no tables, figures or graphs. The abstract length should be between 600 and 1,200 Chinese characters for Chinese abstract and between 1,200 to 2,500 characters for English abstract. The abstract should be informative as possible, and structured by using the following headings: a) Objective b) Methods c) Results (data should be addressed) d) Conclusion
3. All abstracts must be submitted with accurate personal information to ensure that notification of acceptance/rejection will be sent to the corresponding author in a timely manner. Submissions must be made under author's full name.
4. Please ensure the accuracy of author's name and organization before you click 'Submit'. Authors are fully responsible for their own submission. Please keep a copy of your submission.
5. Paper modification or withdrawal for any reason should be done via e-mail or telephone within 7 days upon receiving the notification. Notification will be sent via email and the list is made available on our congress website.
6. Abstracts that have been accepted cannot be modified or withdrawn. Please log on to the event website [www.gw-icc.org](http://www.gw-icc.org) to submit your abstract.
7. English accepted papers will be published in the JACC (JF 14.086) Supplement and can be searched online (see <http://www.sciencedirect.com/science/journal/S07351097>).

**Key Dates**

- April 30, 2014 Submission Deadline
- August 20, 2014 Pre-registration Deadline

Each abstract submission should pay for US\$300 by bank transfer to GW-ICC account which will be used for the abstract review work. For the submitter who has not paid successfully and send back the remittance slip to [secretariat@gw-icc.org](mailto:secretariat@gw-icc.org) before April 30, the submitted abstract will not be reviewed.

**Payment Method**

Chinese Heart Federation Limited  
Bank of China Hong Kong  
Jordan Road Branch  
Hong Kong  
A/C numbers:  
012-681-00052033 (HKD)  
012-681-92074810 (USD)  
012-681-92074823 (CNY)  
Swift Code: BKCH904KXXX

If you have any questions about submitting an abstract for presentation at GW-ICC & APHC 2014, please contact our Congress Secretariat

**AME Science and Education Building, Peoples Hospital of Peking University, No. 11 South Street, Xizhimen, Beijing, China (100046)**  
Tel: 86-10-88324720 / 88381733-8009  
Fax: 86-10-88324720 / 88381733-8009  
E-mail: [secretariat@gw-icc.org](mailto:secretariat@gw-icc.org)

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Tel: 86-10-88324720 / 88381733-8009  
Fax: 86-10-88381733-8003 E-mail: [secretariat@gw-icc.org](mailto:secretariat@gw-icc.org)

**IMPORTANT DATES**

Congress Dates	Pre-Registration Period	Abstract Submission Period
16 - 19 Oct 2014	1 May - 20 Aug 2014	1 Jan - 30 April 2014

- A. The target congress only allow submission of data which have not been presented at another congress
- B. The submission deadline of the local congress is before the notification date of the original abstract OR you have a narrow window of time to develop an encore

## CASE SCENARIO #2



- The congress that I hope to submit an encore to conducts its meeting in the local language. Am I allowed to translate the original abstract into local language?

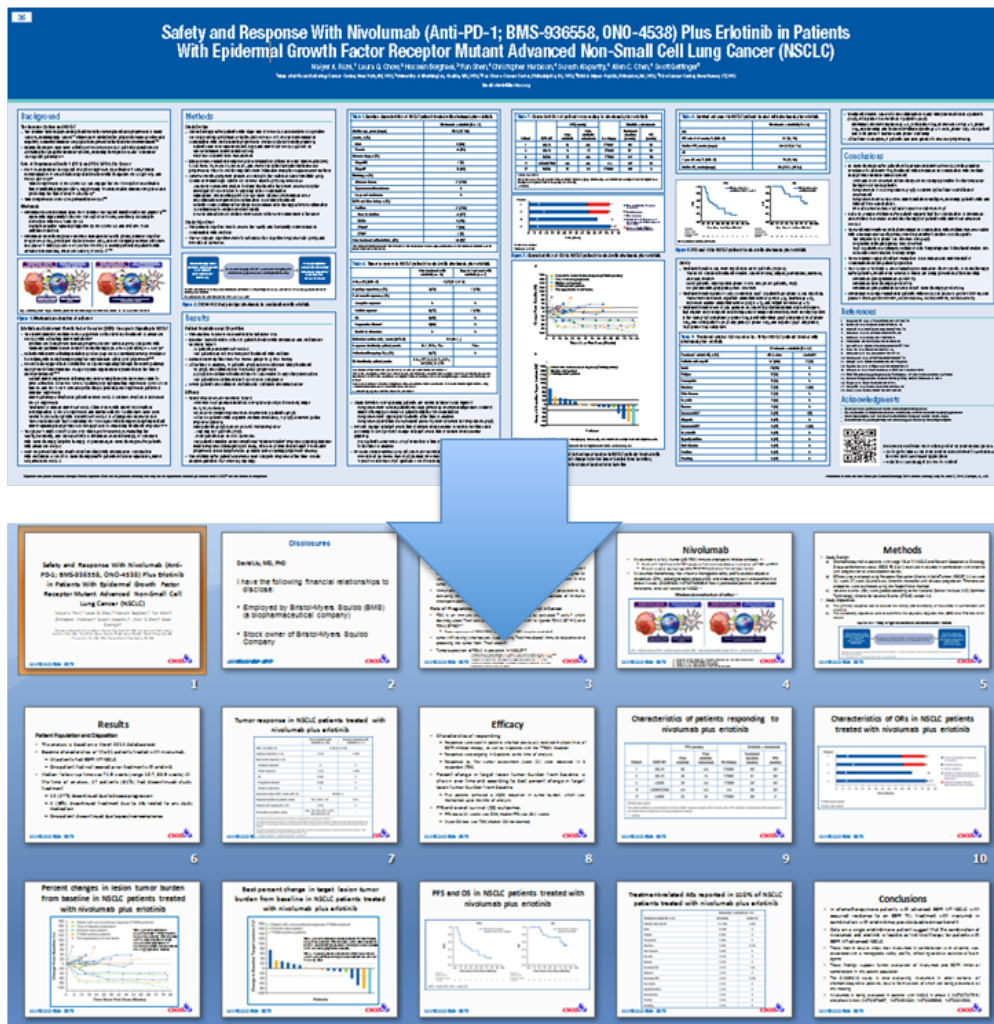
# CASE SCENARIO #3



- Our team would like to do an encore presentation at a local meeting of sub-analysis data presented at a prior meeting. We would like to do the encore in the local language.
  - Who can be the author of this encore presentation?
  - Does the presenter at the local meeting have to be the same presenter from the original meeting?



# CASE SCENARIO #4



- Our team is developing an encore presentation of a poster, however, for the local congress, it is accepted as an oral presentation
  - Would it be permissible to add a new figure or back up slides while we are reformatting as an oral presentation?

Permission has been obtained from original authors to use the poster and slides for educational purposes



# CASE SCENARIO ANSWERS

- **Scenario #1:**
  - A. You may need to find the contact information of the congress secretariat and send an email or call someone at the congress. Explain what an encore is and why you want submit one. You need to get permission to submit an encore.
  - B. Some local congresses post the information of abstract requirements on the website just two or three months before the congress. They may extend the submission date if not enough abstracts are received. Check with the secretariat early.

# CASE SCENARIO ANSWERS

- **Scenario #2**: Yes, changes to the original abstract to accommodate translation to a local language are permitted.
- Translations must be done through a proper process to make sure the translated version is identical to the original version
- Make sure that English version and translation are equivalent
  - Local team to ensure accuracy of data/content in translated document

# CASE SCENARIO ANSWERS

- **Scenario #3**: The presenter at the local meeting can be another author who is listed on the original presentation. Additional authors cannot be added to the encore presentation who were not listed on the original presentation since they were not involved in the development of the presentation and therefore would not meet authorship criteria. This emphasizes the importance of planning ahead with your teams!

# CASE SCENARIO ANSWERS

- **Scenario #4**: No, this would not constitute an encore presentation. Just as an abstract that is submitted as an encore must maintain the integrity of the original in terms of the data presented, so must the subsequent presentation from that abstract
- Reformatting the original poster to conform to the format of an oral presentation is allowable
- Pay attention to presentation time limit

# PRACTICAL TIPS

- Align with the team **early**
- Identify prioritized local congresses **early**
- Start requests **early**
  - Understand the need for permissions from all authors
  - Obtained permission from copyright holders
- Always keep in touch with local congress secretariat / abstract review committee
- Check local congress website regularly (biweekly / monthly)
- Be persistent; DO NOT give up when difficulties occur





# THANK YOU!



(<http://bestfreewallpapers.info>)

- The way to good publication practice is like climbing the Great Wall
- It is a long and winding road, but the rewards of seeing your work published at the end are worth the effort

Julie Newman, Bruce Shao. Introducing Good Publications Practices in China: A case study in nuance and know-how. 9th Annual Meeting of ISMPP/ Baltimore, MD, April 29-May 1, 2013.



# AUDIENCE QUESTION



- In your opinion, in which circumstances is it acceptable to present the same dataset at more than one congress?
- A. There should be no constraints
- B. Previously presented in another country and/or another language
- C. Previously presented to a different specialist audience (regardless of congress location)
- D. Submitting to a global conference, following local/national presentation, or vice versa
- E. Answers B and C
- F. Answers C and D

# RESOURCES

- GPP2 guidelines available at: <http://www.ismpp.org/gpp2>
- ICMJE recommendations available at: <http://www.icmje.org/recommendations/>

Guidelines in  
Chinese and  
Japanese are  
available on the  
ISMPP website

# QUESTIONS?



Credit: Duke-NUS 2007



# UPCOMING ISMPP U

- Asia-Pacific Education Taskforce, panel discussion: ***GPP3 in the AP: We CAN get there from here!***
  - Dr Anita JAIN (BMJ India Editor)
  - Assistant Professor Takako KOJIMA (Tokyo Medical University)
  - Professor Karen WOOLLEY (ISMPP Asia-Pacific Advisory Committee Chair)
- **Date:** Tuesday December 9, 2014
- **Time:**
  - UK: 6AM
  - India: 10:30AM
  - China: 1:00PM
  - Japan & Korea: 2:00PM
  - Australia: 3:00PM
  - US (East): 1:00AM (Monday 8 Dec)



THANKS TO...

## **ISMPP's Asia-Pacific Education Taskforce**

**THANK YOU!**

Julie Newman (Chair), Tim Collinson, Balaji Ganesan,  
Rebecca Lew, Bruce Shao, Kanaka Sridharan, Eric Yu



# THANK YOU FOR YOUR PARTICIPATION!

We hope you enjoyed today's presentation

**Please complete a 2-minute survey that ISMPP will load to your browser in just a moment (after the webinar has ended)**

Your feedback will help us develop future educational events for the Asia-Pacific region



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