



**APPLY
FOR THE
MARCH
2012
EXAM TODAY!**

Give Yourself an Edge – Become a Certified Medical Publication Professional

Now, more than ever, medical publication professionals are challenged with increasing scrutiny surrounding data dissemination and reporting.

The Certified Medical Publication Professional (CMPP) credential is a mark of accomplishment in strategic, tactical, and implementation skills, and denotes excellence in ethical publication practice, resulting in increased confidence and value to current and future employers, colleagues, and customers.

WHY BECOME A CMPP?

The CMPP credential certifies expertise as a medical publication professional, proficiency in good publication practices, commitment to ethical and transparent data dissemination standards, and leadership in upholding and fostering integrity and excellence in medical publications.

Today's challenging and complex environment requires heightened vigilance among healthcare communications professionals to understand, interpret, and apply the standards and guidelines governing appropriate scientific exchange. The CMPP credential provides ongoing validation of specialty experience and professional judgment, knowledge, and skills.

Earning a CMPP means that you:

- Are a leader in your profession, recognized as credentialed in the field by a broad range of stakeholders
- Possess a recognized knowledge base, skill set, and abilities that are both identifiable and measurable
- Support a set of common standards for medical publication professionals
- Agree to uphold the highest levels of scientific and professional integrity in medical publications
- Have demonstrated and defined your commitment to the profession

TANGIBLE BENEFITS TO YOU...

- Recognition as a credible expert in the medical publications arena
- Validation of your skills and knowledge to your employer, colleagues, and external partners
- Enhanced value to potential business partners
- Demonstrated leadership and confidence within your professional community

...AND TO YOUR EMPLOYER

- Supporting CMPP certification can help increase job satisfaction, boost retention, and enhance recruitment within a highly competitive market
- CMPPs are better prepared to make informed decisions with greater confidence
- CMPPs help their organization interpret, apply, and adhere to good publication practice standards and guidelines to optimize opportunities and minimize risk

WHO IS A CMPP CANDIDATE?

Qualifying CMPP candidates hold a variety of job functions and come from a number of industry sectors.

| Function | Sector |
|--|--|
| <ul style="list-style-type: none">• Researchers• Medical writers and editors• Project managers• Publication planners• Publishers | <ul style="list-style-type: none">• Pharmaceutical/Biotechnology• Device• Medical Communication Agencies• Publishing company• Academia |

WHAT IS THE CMPP EXAM LIKE?

The CMPP exam is a computerized test composed of 150 multiple-choice questions designed to assess a candidate's knowledge and experience across four domains:

- Strategic Publication Plan Development
- Tactical Publication Plan Development
- Publication Plan Implementation
- Professional Responsibilities

HOW DO I PREPARE?

The CMPP Candidate Handbook is designed as a comprehensive resource and includes a list of topics and sample questions for each of the domains, as well as information on eligibility, the application process, schedule, fees, and everything you need to help prepare for the exam. The Handbook is available at http://www.ismpp.org/in_candi.html.

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APPLICATION DEADLINE IS FEBRUARY 15!**