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FOR IMMEDIATE RELEASE:

ISMPP Unveils New Member Benefits at Annual Meeting

Briarcliff Manor, NY, April 21, 2010: A major objective of the 6th Annual Meeting of the International Society for Medical Publication Professionals was the release of a number of new member-focused tools and initiatives. At the meeting, “Delivering Value and Driving Advocacy in Medical Publications,” ISMPP unveiled four new key benefits designed to support members in their day-to-day activities as medical publication professionals.

ISMPP’s advocacy platform—an initiative that is designed to help members understand the actions that ISMPP is taking as it moves forward in driving advocacy for the medical publication profession. The annual meeting included a full afternoon of activities that started with a keynote speech by Stephanie Vance, an advocacy expert and the Advocacy Guru at Advocacy Associates LLC, included a presentation by Julia Ralston, the current president of ISMPP, on the organization’s advocacy initiatives, and concluded with a special roundtable session designed to create two-way dialogue between ISMPP leadership and ISMPP’s members. According to Julia Ralston, “This is our first step with the members, for the members. Now we will take what we heard and work to develop tools that will help us all be advocates for our profession, from the grass roots level up.”

ISMPP News Network—INN—provided videos of one-on-one interviews with the key speakers from the 6th Annual Meeting, available by the each evening after the close of the sessions. This new activity, available to all ISMPP members, helped communicate the most compelling and practical information to come out of the meeting *in real time*. The advantage, according to Kim Goldin, Executive Director, ISMPP, is that “for the first time we can provide members who could not attend the meeting with information from the meeting as it evolved. As well, we also are providing it to those who did attend in the form of an instant library.”

The **MPIP authors’ toolkit** was rolled out at the 6th Annual Meeting of ISMPP. The toolkit is a comprehensive guide to journal submission best practices, and was developed by a joint journal-industry working group, organized by Medical Publishing Insights and Practices Initiative, of which ISMPP is a co-sponsor. This tool kit will be available for use in the near future.

CMPP update—the status of the CMPP (Certified Medical Publication Professional) program was detailed during a presentation by Rob Matheis, PhD, CMPP, Chair of the Credentialing Board of Trustees (interim). To date, there are 224 holders of the CMPP credential. “The speed with which this credential has taken off has certainly exceeded our expectations,” according to



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Kim Pepitone, Director of Credentialing and Professional Development, ISMPP. The credential signifies that the holder has a thorough working knowledge of all aspects of medical publishing, including planning, execution, and professional ethics.

About ISMPP

The International Society for Medical Publication Professionals is an independent nonprofit professional association with members from the pharmaceutical, medical device, and biotechnology industries; publication planning and medical communications companies; academia; and medical journal staff, including editors and publishers. Its goals are to support the education needs of publication professionals and to develop best practices that ensure the rigorous maintenance of all ethical standards for reporting the results of medical research. Additional information about ISMPP is available by contacting the organization's Executive Director, Kimberly Goldin (phone 914-945-0507, e-mail kgoldin@ismpp.org), or online at www.ismpp.org.