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Renowned Futurist Jim Carroll to Open 7th Annual Meeting of ISMPP

Briarcliff Manor, NY, March 10, 2011— Jim Carroll, one of the world's leading futurists and an expert on trends and innovations, will kick off the 7th Annual Meeting of The International Society for Medical Publication Professionals (ISMPP), April 4-6, 2011, Arlington, Virginia, USA. This opening keynote session, *A View Toward 2020: What Should Medical Publication Professionals Be Doing Now?*, is the ideal start to the meeting, "Anticipating Change in Medical Publications: Leading Now for the Future." As expected from the title, the remainder of the program will explore what the future may hold for the medical publication professional, and provide insights into how medical publishing can align with and be prepared to manage change.

According to Mr Carroll, "We live in an era of hyper-science; the pace of scientific discovery, including in the world of medicine, is exponentiating. At the same time, we have a healthcare system in crisis, one that will soon face a significant demand imbalance. Through the next decade, there is going to have to be a tremendous amount of innovative thinking, significant transformative change, and a willingness to confront systemic challenges that slow down the ability of the healthcare system to change. When it comes to new forms of treatment, pharmaceuticals, and methods of diagnosis, it is clear that the pipeline needs to accelerate. The medical publication professional must step up to the plate and take on a role that is going to help to accelerate the change that needs to occur in the world of healthcare to deal with the challenges that it faces through the next decade."

Through his keynote address, Mr Carroll will help us learn to navigate the changes we believe are imminent, so we may emerge on the other side maintaining the value that medical publication professionals bring to medical publishing. SpeakerWiki, the global encyclopedia of speakers, ranks him among the top speakers in the world. Mr Carroll's successful track record of inspiring organizations to reframe the opportunity for innovation in the context of significant, transformative change will be a welcome addition to the meeting.

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.