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## **FOR IMMEDIATE RELEASE:**

### **ISMPP & MPIP Announce New Medical Publishing Website**

**Briarcliff Manor, NY, July 30, 2010:** On July 29, 2010 the International Society for Medical Publication Professionals (ISMPP) and the Medical Publishing Insights and Practices (MPIP) initiative launched a new web page highlighting various MPIP initiatives ([www.mpip-initiative.org](http://www.mpip-initiative.org)). The web page is a valuable resource providing information on the overall MPIP initiative, updating viewers on new or planned activities, and providing access to previous MPIP publications and resources. “The launch of the MPIP web page reflects the growing number of important MPIP activities, and further serves as a resource to the pharmaceutical industry, authors, and journal editors,” said Al Weigel, Immediate Past President of ISMPP and MPIP Steering Committee member.

MPIP was founded in 2008 by members of the pharmaceutical industry and ISMPP to elevate trust, transparency, and integrity in publishing industry-sponsored studies. MPIP is a collaboration co-sponsored by Amgen, AstraZeneca, GlaxoSmithKline, Pfizer, and ISMPP. The goals of MPIP are to improve understanding of the issues and challenges faced by journals in publishing industry-sponsored research, and promote more effective partnerships between sponsors and journals to raise standards in medical publishing and expand access to data. “While there are guidelines and initiatives around authorship and publishing of industry-sponsored research, the MPIP initiative provides more practical solutions in an environment of open collaboration and trust,” said Bernadette Mansi, Scientific Communications Strategy Head at GlaxoSmithKline and MPIP Steering Committee member.

#### **MPIP recognized at Communiqué Awards**

The MPIP initiative won the *Communiqué Trust and Reputation Award* at the recently held Communiqué Awards in London. The Communiqué awards recognize excellence and best practice in healthcare communications that ultimately deliver real improvements in healthcare, do the right thing for patients, build trust with stakeholders and enhance industry reputation. According to the judges, “*This initiative is about driving best industry practice and reputation – especially around transparency - something that is in the interest of both pharma and their agencies.*”

For more information on MPIP, and to download the recently published Author Submission Toolkit, go to <http://www.mpip-initiative.org>.

#### **About ISMPP**

The International Society for Medical Publication Professionals is an independent, non-profit, professional association with members from the pharmaceutical, medical device, and biotechnology industries; publication planning and medical communication companies; academia; and medical journal staff, including editors and publishers. Its goals are to support the educational needs of publication professionals and to develop best practices that ensure the rigorous maintenance of all



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ethical standards for reporting results of medical research. Additional information about ISMPP is available by contacting the organization's Executive Director, Kimberly Goldin (phone: +1 914-945-0507; email: [kgoldin@ismpp.org](mailto:kgoldin@ismpp.org)) or online at <http://www.ereleases.com>.