

CMPP Spotlight

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Name: Haruko Isomura

Affiliation: Takeda Pharmaceutical Company Limited

Role: Study Lead

Q: What is your current role, and how would you describe what you do in 3 sentences?

I am an Evidence Outcomes Research Manager, leading outcomes-focused evidence generation to support business and medical decisions. I conduct research activities such as clinical outcomes research, literature reviews, and methodological improvements to strengthen the evidence base. I also mentor colleagues and collaborate with cross-functional stakeholders to ensure high-quality study execution and actionable insights.

Q: Do you have any prior experience that you feel have significantly impacted or shaped your career?

One experience that has significantly shaped my career was moving from a legal publishing company to a medical and pharmaceutical publisher in 2009. Through that transition, I realized that scientific publication is a completely different world from book publishing. Unlike books—where an author may publish because they want to share a particular viewpoint—research publications require strong evidence, and I learned the importance of peer review, research ethics, and transparency. In particular, industry-sponsored publications can be difficult for others to understand in terms of their positioning and purpose. This motivated me to help more people recognize why appropriate processes and transparency matter, and to communicate their importance clearly to stakeholders.

Q: How has receiving your CMPP™ certification impacted you?

Receiving my CMPP strengthened my understanding of ethical and high-quality publication practices and helped me view medical communications from a more global perspective. It has also provided professional recognition as a publication professional, which has increased my confidence in collaborating with multidisciplinary teams and contributing to scientifically rigorous and transparent communications. The certification has encouraged me to continue growing in the field of medical publications and communications.



Q: What advice would you give someone new to industry, interested in obtaining their CMPP?

My advice would be to gain as much practical experience as possible while studying for the CMPP exam. Working on real-world publication projects helps deepen your understanding far beyond exam preparation alone. I would also encourage people to actively learn from colleagues in different roles and backgrounds, since medical publications require collaboration across multiple functions and perspectives. Listening to how others approach publication planning, ethics, and communication can be extremely valuable for both professional growth and success in obtaining the CMPP credential.

Q: What ISMPP/industry projects or initiatives are you currently excited about?

I am particularly excited about the upcoming ISMPP APAC in-person meeting in Hong Kong this September. It will be the first opportunity in several years to reconnect in person with colleagues across the Asia-Pacific region since the APAC meeting held in Tokyo before the pandemic. I believe it will be a valuable opportunity to exchange perspectives and learn from publication professionals with diverse experiences and backgrounds.

Q: What's something you're learning or hoping to develop this year?

This year, I am particularly interested in exploring how generative AI can be used effectively and responsibly in evidence generation and related scientific workflows. I have been experimenting with AI agents and testing different use cases to better understand where these technologies can add value while still maintaining scientific rigor, accuracy, and transparency. I am especially interested in how AI may help improve efficiency in tasks such as literature-related work, information organization, and research support, while also recognizing the importance of appropriate oversight and ethical considerations as these tools continue to evolve.

Q: What do you enjoy doing outside of work?

Outside of work, I enjoy performing as an opera singer. One of the things I find most fascinating about opera is that it is truly a multidisciplinary art form, bringing together singers, orchestra, stage direction, costumes, and many other elements into a single production. I especially appreciate the experience of creating a performance together with the orchestra and the entire production team. The collaboration and creativity involved are deeply rewarding, and I find that this perspective also resonates with the teamwork required in medical publications.

