

Welcome to the 10th Annual Meeting of ISMPP!
Leading Through Collaboration



**The Medical Publishing Insights and
Practices (MPIP) Initiative:
A unique collaboration between industry
and journal editors, our 5 year journey**

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Disclosure

- Ananya Bhattacharya is an employee of Bristol-Myers Squibb, a sponsor-company of MPIP. The views and opinions presented here during discussion are her own and may not represent those of her employer.

By 2008, a number of issues were keeping editors up at night

“Is this a duplicate submission?”

“Are there undeclared conflicts of interest among the authors that need to be disclosed?”

“How do I put controls in place to ensure we can spot plagiarism, fabrication or falsification...”

“Is this paper selectively publishing results?”

Given the essential role journals play to disseminate industry-sponsored trial data, a new approach was needed to bridge the growing gap

MPIP vision

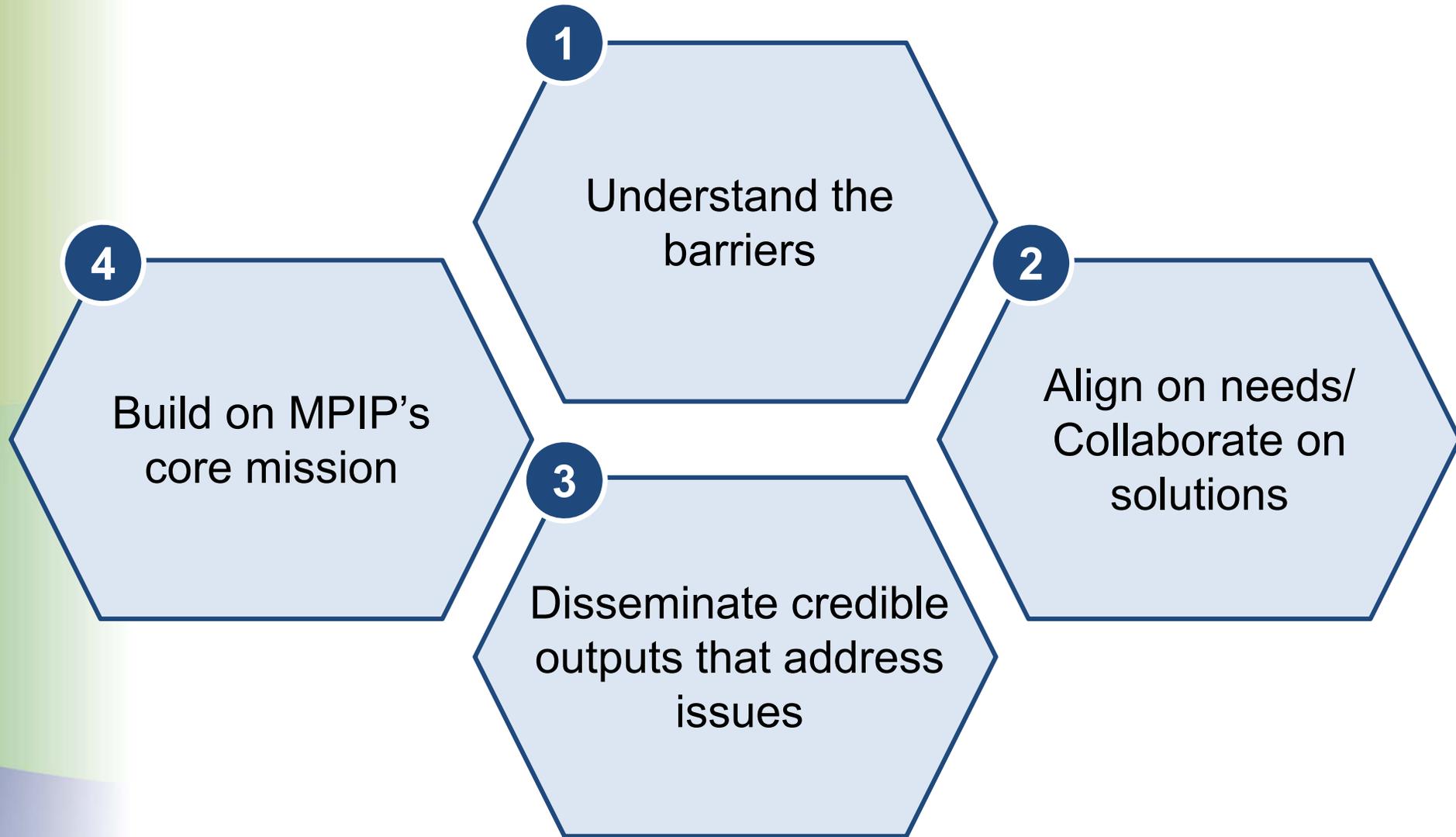
To develop a culture of **mutual respect, understanding, and trust** between journals and pharma that will support more **transparent and effective** dissemination of results from industry-sponsored trials



MPIP activities supported by Leerink Swann Consulting LLC



MPIP has develop a robust approach for achieving its vision



1 Understand the Barriers: Commitment to unbiased research

	Authors' Submission Toolkit	Ten Recommendations	Authorship	Adverse events/safety data
1:1 Interviews	✓	✓	✓	✓
Focus groups	✓	✓		✓
Survey			✓	

“MPIP has the unique ability to identify gaps, pressure-test findings, and develop solutions with key stakeholders.”

- Ana Marusic, Editor in Chief, Journal of Global Health

2 Align on needs / Collaborate on solutions:

Cooperative meetings with stakeholders



- Align on strategic platform and approach for activities
- Review research findings and distill initial hypotheses for key insights
- Discussion with editors focused on identifying needs, issues, and action plan to address them
- Reserve time for outlines future needs
- Collaborate on actionable solutions from editorial / internal discussions
- Can include additional organizations to broaden coalition

3 Disseminate credible outputs that address issues: Peer reviewed publications



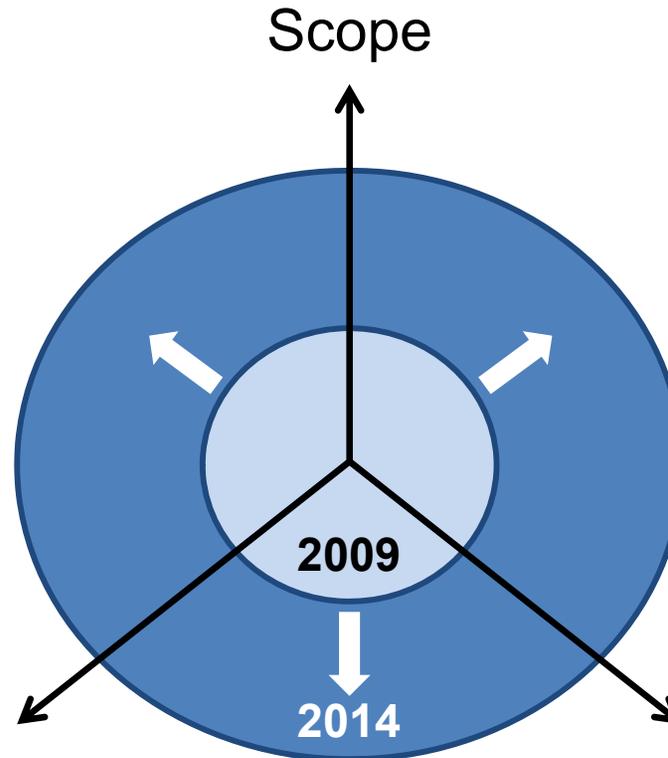
“Intended as a ‘call to action’ for all stakeholders, these recommendations provide a roadmap for authors, editors, and publishers to improve standards...by highlighting critical areas that merit attention in terms of policies, education and other activities.”

- Maja Zecevic, former NA Senior Editor, The Lancet

4 Build on MPIP's core mission: Growing transparency and trust

"I have found this collaboration to be key in the evolving natural collaboration among industry, research and medical publishing."

- Dan Haller, former Editor in Chief, Journal of Clinical Oncology



- Grown to 10 companies
- Broadened complexity, scope, and potential for impact for activities

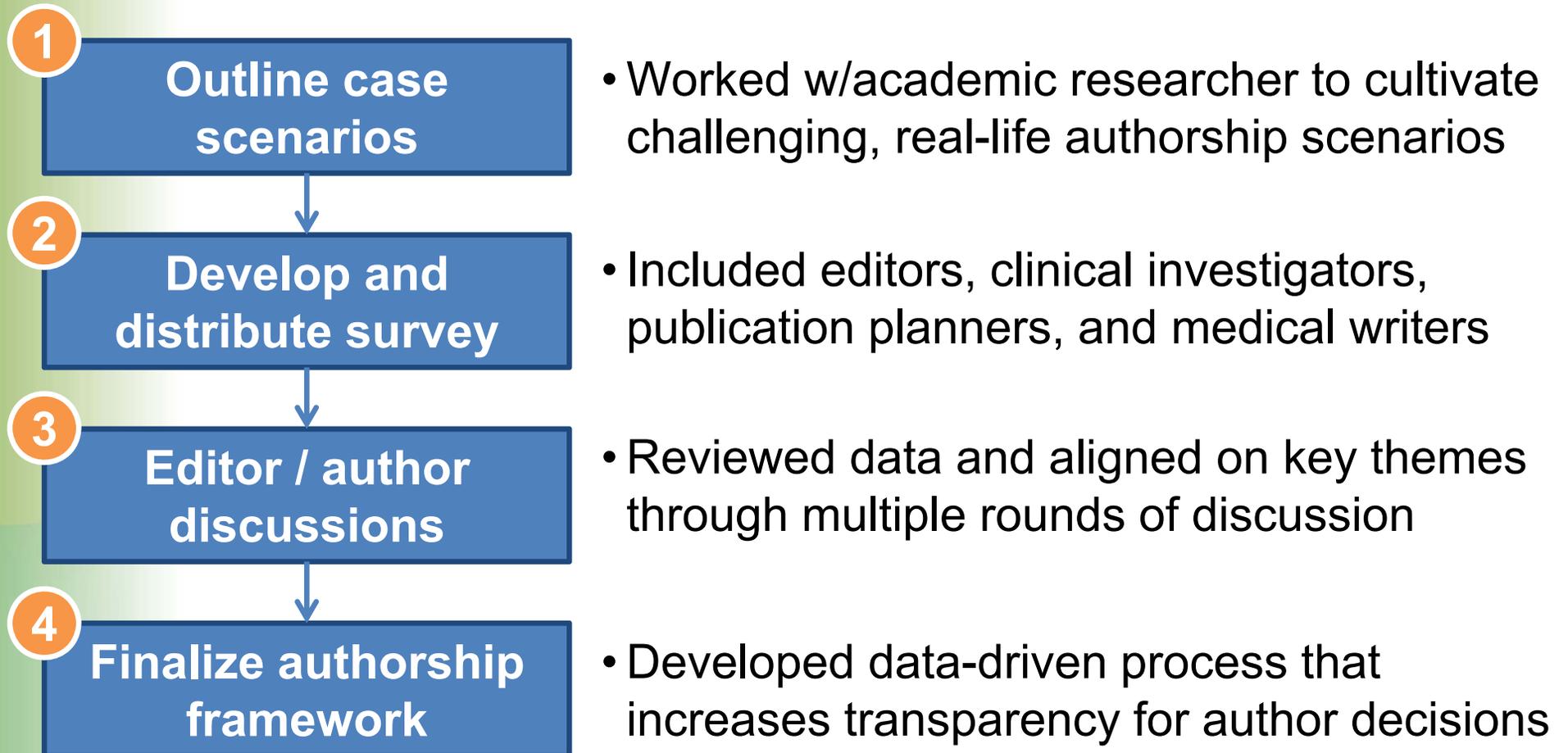
Sphere of Influence

- Stakeholders in publication process
- Societies / Organizations
- Academic collaborators

Geographic Outreach

- Increased journals and key stakeholders outside of U.S.
- In 2013, conducted first EU editor Roundtable

Authorship Research Project overview



“The ongoing Authorship Research Project is an excellent example of professional collaboration between the pharmaceuticals and journal editors. We are all in this for the same things, that is, improving care for our patients and to this end MPIP is reaching this goal.”

- Robert Enck, Editor in Chief, American Journal of Hospice & Palliative Medicine

MPIP approach and collaboration

Journal editor feedback

“It would be difficult to elevate standards in transparency and quality of clinical research without an organization like MPIP fostering a collaborative effort between the originators and arbiters of medical publications. MPIP has the unique ability to identify gaps, pressure-test findings, and develop solutions with key stakeholders; disseminate resources for guidance.”

- Ana Marusic, Editor in Chief, Journal of Global Health

“By providing the foundation to foster open dialogue and collaboration, this initiative helps keep the spotlight focused on key issues and encourages an ever-widening circle of engaged supporters – from journals and from the pharmaceutical industry -- invested in raising medical publication practices committed to the public trust and full transparency.”

- Ann Murphy, Managing Editor, The Oncologist

Key Learnings / Challenges for long-term collaborations among a diverse array of partners

1

Demonstrate unbiased approach to solving issues

- Willingness for industry to hear and act upon data and feedback drives editorial involvement across multiple activities
- Allows MPIP to develop outputs that increase trust and transparency

2

Agree clear vision and strategic roadmap for execution

- Ten Recommendations allows MPIP to execute against a clear list of needs developed with editors
- Monitor external changes and evolve strategic roadmap as needed

3

Broaden scope and sphere of influence to increase impact

- Continue to broaden stakeholder engagement and outreach
- Continue to address relevant unmet needs

MPIP's Roadmap

“Ten Recommendations for Closing the Credibility Gap”

1. Ensure clinical studies and publications address clinically important questions
2. Make public all results, including negative or unfavorable ones, in a timely fashion, while avoiding redundancy
3. Improve understanding and disclosure of authors' potential conflicts of interest
4. Educate authors on how to develop quality manuscripts and meet journal expectations
5. Improve disclosure of authorship contributions and writing assistance and continue education on best publication practices to definitively end ghost writing and guest authorship
6. Report adverse event data more transparently and in a more clinically meaningful manner
7. Provide access to more complete protocol information
8. Transparently report statistical methods used in analysis
9. Ensure authors can access complete study data, know how to do so, and can attest to this
10. Support the sharing of prior reviews from other journals

Audience Question



What activity from the “Ten Recommendations” list would you like to see MPIP focus on next?

Improve understanding and disclosure of authors’ conflicts of interest: **46%**

Make public all results, including negative or unfavorable ones, in a timely fashion, while avoiding redundancy: **41%**

Provide access to more completed protocol information: **6%**

Transparently report statistical methods used in analysis: **7%**

N = 99



Thank You

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