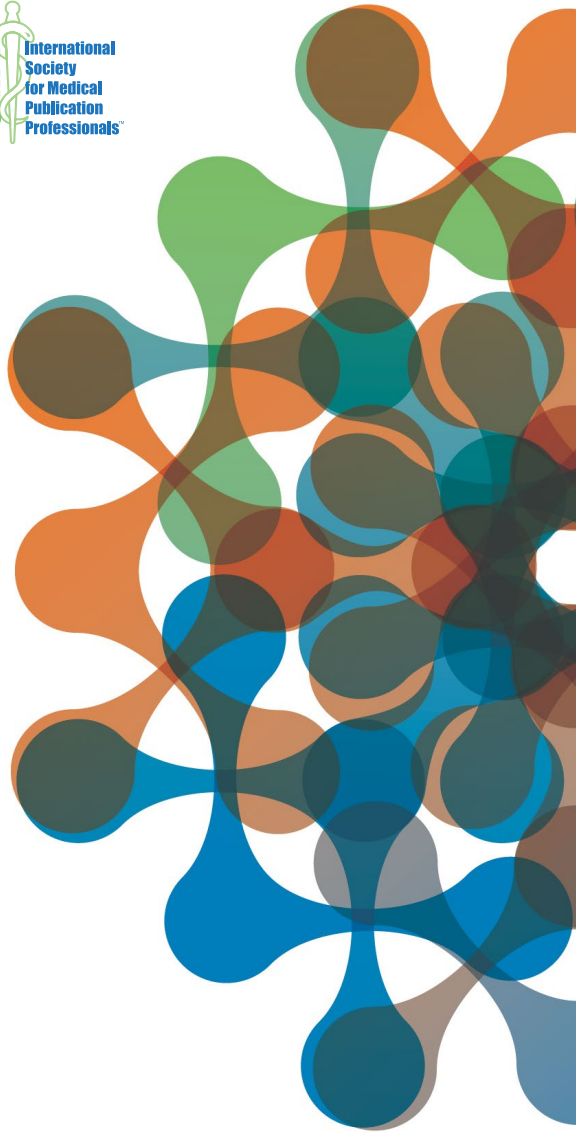


# 14TH ANNUAL MEETING OF ISMPP



FROM PUBLICATION  
TO PRACTICE:

**ADVANCING SCIENCE THROUGH  
EFFECTIVE COMMUNICATION**

April 30 - May 2, 2018

Gaylord National Resort and Convention Center • National Harbor, MD, USA

Dear Colleagues:

We are excited to share the preliminary program for the **14th Annual Meeting of ISMPP, From Publication to Practice: Advancing Science Through Effective Communication**. This year's meeting theme considers the changing role of the publication professional, the importance of the effective communication, and emerging trends in our industry.

Our aims for the 14th Annual Meeting of ISMPP are to:

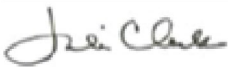
- Emphasize the evolving role of the publication professional and address unmet educational needs
- Educate on the significance of an effective scientific narrative
- Expand knowledge of emerging and future trends in scientific communications

This year we are pleased to offer more sessions targeting highly experienced professionals and individuals newer to the profession. We are also pioneering a workshop-style session for senior-level professionals that aims to have attendees input on an action plan around a key issue.

Other new topics include the ins and outs of partnering with medical affairs; effective communication of real world evidence; and adapting gap analysis to health outcomes plans. And, you won't want to miss "News You Can Use", a session of quick updates on relevant topics for all professional levels. We will also discuss emerging and future trends such as pre-prints, the future of authorship credit, and considerations around mandating publishing in open access journals.

We will continue to build upon the success of our previous meetings by expanding education on topics such as digital applications in scientific congress activities; the role of the patient in the clinical trials process, including how we communicate results; and how to meet patient lay summary journal requirements. Finally, as in past meetings, member research will be featured prominently, keynote speakers will be a daily element, and numerous networking opportunities will be offered.

On behalf of ISMPP's Board of Trustees, the 14th Annual Meeting Program Committee and the ISMPP staff, Welcome!



**Juliana K. Clark, PharmD**  
*Chair, ISMPP Board of Trustees (2017-2018)*  
*Executive Director*  
*Global Medical Writing, Scientific Affairs*  
*Amgen, Inc*




**Angela Bickford, PhD,**  
**ISMPP CMPP™**  
*Chair, Annual Program Committee*  
*Publication Director*  
*Publications and Disclosure Practices*  
*GlaxoSmithKline*



**Jonathan Druhan, PhD**  
*Vice-Chair, Annual Program Committee*  
*Global Publications Director, CVMD*  
*AstraZeneca*

# PROGRAM AGENDA AT-A-GLANCE

## SUNDAY, APRIL 29

<b>3:00 PM – 5:30 PM</b>	<b>Registration Open</b> ISMPP Registration Desk, Woodrow Wilson Foyer
<b>6:00 PM – 7:30 PM</b>	<b>Welcome Reception</b> Eastern Shore (Garden Atrium) The Welcome Reception is generously sponsored by 

## MONDAY MORNING, APRIL 30

<b>7:30 AM – 1:00 PM</b>	<b>Registration</b> ISMPP Registration Desk, Woodrow Wilson Foyer
<b>7:30 AM – 8:30 AM</b>	<b>Breakfast with Exhibitors</b> Exhibit Hall
<b>8:30 AM – 10:00 AM</b>	<b>Pre-conference Workshops</b>
<b>10:00 AM – 10:30 AM</b>	<b>Morning Break and Visit Exhibitors</b>
<b>10:30 AM – 12:00 PM</b>	<b>Pre-conference Workshops (continued)</b>
<b>12:00 PM – 1:00 PM</b>	<b>Lunch for Workshop Attendees and Faculty Only</b> Exhibit Hall

## MONDAY AFTERNOON, APRIL 30

<b>1:00 PM – 1:10 PM</b>	<b>Welcome to the 14th Annual Meeting of ISMPP: Opening Remarks</b> <b>Woodrow Wilson Ballroom</b> <b>Juliana K. Clark, PharmD</b> , Chair, ISMPP Board of Trustees (2017-2018); Director, Global Publications, Global Medical Affairs, Amgen, Inc.
<b>1:10 PM – 1:40 PM</b>	<b>Keynote</b>  <b>Olivia Shopshear</b> , Senior Director, Science and Regulatory Advocacy, PhRMA
<b>1:40 PM – 2:10 PM</b>	<b>A New Wave of Patient Privacy Measures: Update on European Union Data Privacy Regulations and the Forthcoming General Data Protection Regulation (GDPR)</b>  <b>Jordan Louise Fischer, Esq.</b> , Co-founder and Managing Partner, XPAN Law Group, LLC; Adjunct Professor, Thomas R. Kline School of Law, Drexel University
<b>2:10 PM – 2:50 PM</b>	<b>Patient Engagement and Involvement in Medical Publications: How Much and How Far?</b> <b>Bill Silberg</b> , Director of Communications, Patient-Centered Outcomes Research Institute (PCORI) <b>Moderator: Karen Woolley, PhD, ISMPP CMPP™</b> , Global Lead, Patient Partnerships, Envision Pharma Group
<b>2:50 PM – 3:35 PM</b>	<b>Extended Welcome Break: Compliments of the Exhibitors</b> Exhibit Hall

## MONDAY AFTERNOON, APRIL 30

3:35 PM –  
4:20 PM

### Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



#### Scientific Platforms 101: Introduction to Scientific Communication Platform Development: A Cross-Functional Approach

##### Baltimore 1 & 2

A scientific communication platform (SCP) is a living document that provides the evidence-based foundation for a scientific communication plan. The SCP is based on available product data and relevant disease state information and is updated regularly to reflect key milestones and changes in the therapeutic landscape. The SCP is built on scientific pillars, such as burden of illness; product mechanism of action; and the efficacy, safety, and value of the therapeutic agent. Development of the SCP using a cross-functional team approach allows for broad internal validation and alignment around key foundational elements and ensures consistency in language and communication points across a breadth of communication activities. This session is appropriate for individuals new to scientific platforms.

##### Learning objectives:

- Describe the foundational role of a scientific communication platform (SCP)
- Outline the basic components of an SCP and the multistep development process
- Identify who should be involved in the SCP development process
- Understand basic steps to operationalize the SCP

**Jamie Kistler, PhD**, Sr. Director, Client and Strategic Services, CHC Group, an ICON plc Company

**Moderator: Boyd Scott, PhD, ISMPP CMPP™**, Director, Scientific Affairs, Merck



#### Best Practices in Video Abstracts

##### Annapolis 1 & 2

Journals are now supporting an array of digital options to engage their tech savvy audiences. This session will provide an overview of what is a video abstract, who accepts them, and the best practices on how to execute this enhanced technology option. Case studies will be shared illustrating the metrics behind their use and how video abstracts can increase the uptake of scientific publications.

##### Learning objectives:

- Gain an understanding of video abstracts and appreciate metrics illustrating their benefit to the uptake of a publication
- Learn which publishers are supporting this enhanced content
- Discuss best practices around video abstracts and the future of digital technology in publications

**Michele Avissar-Whiting, PhD**, Operations Manager, Research Square

**Moderator: Amy Calamari, MSc, CPM, ISMPP CMPP™**, Associate Director, Oncology Publication Manager, Merck





## The Role of RWE in a Value-Based World: Who's Listening?

### Annapolis 3 & 4

Given the growing emphasis on value in health care decision making, it is essential to understand the emerging role that real-world evidence (RWE) can and will play in communicating the value proposition for new and existing treatments. Advances in technology have made the timely generation of RWE increasingly feasible as a means to understand safety and effectiveness in real-world settings with diverse patient populations, to evaluate comparative effectiveness of treatments, and to demonstrate an acceptable cost-benefit ratio. This session will describe the potential use of RWE in various scenarios and provide guidance on how and when RWE should be communicated to different stakeholders including HCPs, patients, payers/formulary decision makers, and regulators.

#### Learning Objectives:

- Learn the definition of RWE and its range of potential uses across various settings
- Understand how RWE can be used to complement clinical trial data to support health care decision making for regulators, HCPs, and patients

**Melissa Hagan, PhD, MPH**, Director, HEOR-Value Evidence Generation, Peloton Advantage  
**Judith Lenhart, PhD**, Sr. Director, Global Scientific Communications, Celgene



## Guided Poster Tour – Patient Engagement Theme

### Baltimore 3, 4 & 5

Tours will be limited in size in order to allow for a focused discussion and active participation.

#### Featured Posters:

#### Patient Involvement in Publications of Industry-Sponsored Research: Cross-Sectional Survey

*Dawn Lobban, Anne-Clare Wadsworth and Karen L Woolley*

#### Patient Information Needs and Relevant Channels

*Anna Georgieva, Niina Nuottamo, Michelle McNamara and Saskia Bijvank*

#### Engagement of Patient Advocacy Groups in Rare Disease Clinical Development and Publication of Results

*Shobhana Natarajan, Amanda Alvarez-Dieppa, Sharon Cousin, Edmund H. Doherty, Jennifer Farmer, Alexandra R. Willcockson and Kara Eichelkraut*

4:20 PM –  
4:25 PM

## Move to Next Session

4:25 PM –  
5:10 PM

## Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



## Scientific Platforms 201: Successful Implementation of a Scientific Communication Platform

### Baltimore 1 & 2

Scientific Communication Platforms (SCPs) form the foundation for all scientific communications about a product across an organization and serve as the repository of available evidence to support preclinical, clinical/medical, and value statements. Although many organizations have now adopted SCPs as a key foundational element of their medical communication plans, there remains an opportunity to continue to elevate understanding of how best to operationalize a platform. Using a case-based approach, this session will examine best practices for training and implementation, pull-through into publications and other medical communication activities, and demonstration of value to internal stakeholders.

#### Learning objectives:

- Describe best practices for training key stakeholders and to ensure appropriate utilization
- Identify situation analyses to examine consistency of use of scientific platforms in publications and in other functions
- Discuss ways to determine the optimal use and impact of a scientific platform throughout an organization

**Jamie Kistler, PhD**, Sr. Director, Client and Strategic Services, CHC Group, an ICON plc Company

**Todd Parker, PhD, ISMPP CMPP™**, Vice President, Managing Director, MedThink SciCom

**Noella Vang, PharmD**, Senior Manager, Amgen, Inc.

**Moderator: Boyd Scott, PhD, ISMPP CMPP™**, Director, Scientific Affairs, Merck



Parallel Session

## MONDAY AFTERNOON, APRIL 30



### Best Practices in Video Abstracts

#### Annapolis 1 & 2

(see description on page 4)



### The Role of RWE in a Value-Based World: Who's Listening?

#### Annapolis 3 & 4

(see description on page 5)

5:10 PM –  
5:45 PM

**Roundtables** (Select topics will qualify for ISMPP CMPP™ credit)

#### Woodrow Wilson Ballroom

- Altmetrics (applied) **NEW**
- Best Practices Interacting with Authors
- Ethics
- Medical Device/Diagnostic Publications
- Patients and Publications – Current Topics & Trends
- Patient Reported Outcomes
- Predatory Congresses **NEW**
- Publication Steering Committees – The Basics
- Rare Disease publications **NEW**
- Scientific Contribution of Medical Writers: Focus on Authorship **NEW**



*This session was made possible by an educational grant from:  
Synchrony Medical Communications had no role in the  
development of the content or selection of the moderators.*



## MONDAY EVENING, APRIL 30

5:45 PM –  
6:45 PM

### ISMPP Member Poster Presentation & Reception Cherry Blossom Ballroom Foyer

*This reception is generously sponsored by*



## TUESDAY MORNING, MAY 1

7:00 AM –  
8:00 AM

### Registration and Breakfast With Exhibitors

8:00 AM –  
8:05 AM

### Opening Remarks

#### Woodrow Wilson Ballroom

**Angela Bickford, PhD, ISMPP CMPP™**, Chair, Annual Program Committee; Director, Publications & Disclosure Practices, Safety and Medical Governance, Pharma, Chief Medical Office

8:05 AM –  
8:35 AM

### Keynote



**Richard Sever**, Assistant Director of Cold Spring Harbor Laboratory Press; Editor, *CSH Perspectives*, bioRxiv Co-Founder

8:35 AM –  
9:15 AM

### Debate: Do preprints have a role to accelerate the communication of industry-sponsored medical research?



Preprints are used widely in some fields of science, although adoption in the biological sciences has been slow. BioRxiv, launched in 2013, is a free online repository for draft biology manuscripts, allowing sharing of results ahead of peer review – benefits include rapid sharing of data, and collection of feedback from peers. The Chan Zuckerberg Initiative is supporting BioRxiv as it speeds up communication, and therefore speeds up the rate of scientific progress – while the median time from submission to publication of journal articles listed on PubMed is 7–8 months, BioRxiv makes research available within 24–48 hours.

In 2018, the new MedRxiv preprint server, developed with the YODA project at Yale, will be launched to expand the clinical scope of BioRxiv beyond clinical trials and epidemiology. Robust screening criteria, and restrictions (currently in development) will be utilized to safeguard patient and public health – content should not be used to influence clinical medicine. Will this service enable industry to share certain types of research in a transparent and collaborative environment or will adoption be prevented by concerns over promotion outside the convention of safe harbor that is peer review? Some pharma companies are already sharing certain types of early-phase research on preprint servers – is this acceptable? Pros and cons will be discussed and the views of an academic towards the use of preprints alongside peer-reviewed publications will be explored.

#### Learning objectives:

- Understand what preprints are and their use in the field of science thus far
- Explore the potential of MedRxiv to accelerate the communication of industry-sponsored research
- Be versed in the pros and cons to preprints from the viewpoint of different stakeholders

**Jon Druhan, PhD**, Global Publications Director, CVMD, AstraZeneca

**Richard Sever**, Assistant Director of Cold Spring Harbor Laboratory Press, Editor, *CSH Perspectives*, bioRxiv Co-Founder

**Joseph Solomon Ross, MD, MHS**, Associate Professor of Medicine (General Medicine) and of Public Health (Health Policy and Management), Yale University School of Medicine

**Moderator: Brian Falcone, PhD**, Executive Vice President, Oxford PharmaGenesis

9:15 AM –  
9:45 AM

### Ensuring Transparency: The Future of Authorship Credit



In keeping with the growing movement in scientific publishing toward transparency in data and methods, there has been the recommendation that the names of authors accompanying journal articles should provide insight into who is responsible for which contributions, a process should exist to confirm that the list is complete, clearly articulated standards should establish whether and when the contributions of an individual justify authorship credit, and those involved in the generation of scientific knowledge should follow these best practices. This presentation will provide concrete recommendations for achieving greater transparency and promoting practices that protect the integrity of authorship.

**Monica M. Bradford**, Executive Editor, *Science*, American Association for the Advancement of Science (AAAS)

This session was made possible with an educational grant from AlphaBioCom in honor of the late Mary Whitman



## TUESDAY MORNING, MAY 1

**9:45 AM – 10:15 AM** Morning Break and Visit Exhibitors  
Exhibit Hall

**10:15 AM – 11:00 AM** Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



### **The Evolving Role of the Medical Publication Professional: Extending Your Expertise Within Medical Affairs**

**Baltimore 1 & 2**

A strong publication plan involves interdisciplinary teams to help disseminate data. Given that published clinical trial data are often the basis for many materials developed for medical education, training, and MSLS, the role of the publication professional has expanded beyond development and execution of strictly publications. Many are tasked with helping to extend the reach of the data by developing varying types of deliverables throughout medical communications. A panel experienced in working across many Medical Affairs functions will present a series of challenging cases. This session will provide an opportunity for open discussion on working on projects outside of traditional publication development. Audience participation is encouraged!

#### **Learning objectives:**

- Understand the expanded role that many publication professionals play – or might be expected to play – within their organizations
- Learn best practices for working cross-collaboratively to support Medical Affairs functions

**Alejandro Bernal, PhD**, Global Therapy Lead, Oncology, ApotheCom

**Jon Druhan, PhD**, Global Publications Director, CVMD, AstraZeneca

**Christine Wyble, PharmD**, Global Head, Field Medical Excellence, Digital and Medical Communication, Novartis



### **Journal Rejections: Strategies for Resubmission**

**Annapolis 3 & 4**

Experience shows that journal rejection of manuscripts consumes great time and effort and may add to the cost of publishing the research. Retrospective reviews of published articles dealing with journal rejection indicated several common causes of manuscript rejection, including flawed study design/methodology/analysis, lack of novelty, lack of clinical relevancy, research topic not appropriate for readers/not in scope, or did not meet journal priority criteria. Further analyses revealed possible remedies or strategies to reduce journal rejection. This practical-based session will explore the causes of journal rejection and present strategies/viewpoints on how to improve journal acceptance rates and provide an opportunity to share experiences and ideas on this topic.

#### **Learning objectives:**

- Gain a better understanding of common causes of journal rejections in an industry setting
- Appreciate how the adoption of strategies under different scenarios may minimize its occurrence
- Determine common resubmission strategies that may be applicable across therapeutic areas

**Bradford Challis, PhD**, Associate Director, Publication Operations, Janssen Global Services, LLC

**Caroline Halford**, Digital Publishing Manager; Adis | Springer Healthcare Ltd.

**Moderator: Gary Burd, PhD, ISMPP CMPP™**, SVP, Global Medical Director, Caudex





**Pharma Collaboration for Transparent Medical Information (phactMI) Benchmark Study: Trends, Drivers, Success Factors and Value of Globalization in Medical Information**

**Annapolis 1 & 2**



Globalization encompasses the transfer and exchange of ideas, technology, and even people or cultures. Key drivers for the process of globalization have been the digital revolution and biopharmaceutical expansion to emerging markets. The internet has enabled ease of access to publications and medical information, thus a need for consistency in data communications across both capabilities and focus on globalization. This session will discuss findings of a robust survey of 25 companies, conducted by the consortium named Pharma Collaboration for Transparent Medical Information, phactMI™, which is a collaboration of pharmaceutical company MI departments dedicated to supporting healthcare professionals in their commitment to provide quality patient care. Insights into the globalization of respective MI departments and relevant trends, as well as discuss key trends will be explored.

**Learning objectives:**

- Gain insight into the robust findings of a large-scale survey by phactMI of the 25 Global Medical Information companies
- Discuss globalization of the medical information in terms of trends, processes, learnings, best practices and key success factors

**Suzana Giffin, PharmD**, Associate Vice President, Global Medical Affairs, Merck; Founding Member, Pharma Collaboration for Transparent Medical Information (phactMI)

**10:15 AM – 11:00 AM**

**Guided Poster Tour – Communicating More Effectively Theme**

**Baltimore 3, 4 & 5**

Tours will be limited in size in order to allow for a focused discussion and active participation.

**Featured Posters:**

**Video versus peer-reviewed publications: the battle for effective communication**

*Niina Nuottamo, Mirella Mels and Marcel Meijer*

**Access to medical research: a survey of publication availability and utility for practicing physicians**

*Neil Venn, Neil Foden, Valerie Moss and Rebekah Sensecall*

**Peer-reviewed publications: do physicians still actually read them?**

*Michael Thompson, Kieran Davey, Tanja Torbica, Hollie Robinson and Jane Nunn*

**11:00 AM – 11:05 AM**

**Move to Next Session**

**11:05 AM – 11:50 AM**

**Parallel Sessions**

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



**The Evolving Role of the Medical Publication Professional: Extending Your Expertise Within Medical Affairs**

**Baltimore 1 & 2**

(see description on page 8)



**Journal Rejections: Strategies for Resubmission**

**Annapolis 3 & 4**

(see description on page 8)



## TUESDAY MORNING, MAY 1



### Pharma Collaboration for Transparent Medical Information (phactMI) Benchmark Study: Trends, Drivers, Success Factors and Value of Globalization in Medical Information (see description on page 9)

Annapolis 1 & 2



11:05 AM -  
11:50 AM

### Guided Poster Tour – Practical Matters & Professional Practices Theme

Baltimore 3, 4 & 5

Tours will be limited in size in order to allow for a focused discussion and active participation.

#### Featured Posters:

#### A Consolidated Checklist to Standardize The Reporting of Real World Evidence Studies Based on Retrospective Data Analyses

*Rishabh Pandey, Ellen Baum, Harry Ma, Prabhakar Pandey, Pralhad Dhagale, Ankita Sawant and Vatsal Shah*

#### How Do Medical Publication Professionals Engage with Online News Resources?

*Hannah Mace, Louise Niven, Duncan Campbell and Ryan Woodrow*

#### Enhancing The Authorship Experience, One Survey at a Time

*Brittany Jordan, Wil Glass, Jeri Freeman and Amy Kuang*



## TUESDAY AFTERNOON, MAY 1

11:50 AM –  
1:00 PM

### Luncheon

Riverview Ballroom (follow ISMPP signage)

1:00 PM –  
1:30 PM

### Member Oral Presentations

Woodrow Wilson Ballroom

#### *Is pharmaceutical industry research posted as preprints?*

**Heather Lang, DPhil**, Senior Medical Writer, Research Evaluation Unit, Oxford PharmaGenesis

#### *Attention analysis simulation of scientific posters aligns authors' intent with viewers' focus*

**Steve Palmisano, ISMPP CMPP™**, SVP, General Manager, MedThink SciCom

1:30 PM –  
2:00 PM

### ISMPP Business Meeting – For All ISMPP Members!

The ISMPP Business Meeting is an opportunity to hear about the Society's accomplishments this year and plans for the coming year. Financials will be discussed along with an announcement of the new Board of Trustee members. Poster winners will also be announced – don't miss a chance to congratulate your fellow colleagues and be "in the know" about ISMPP's efforts to support its members.

**Juliana K. Clark, PharmD**, Chair, ISMPP Board of Trustees (2017-2018); Director, Global Publications, Global Medical Affairs, Amgen, Inc.

**Courtney Leo, BBA/OD, ISMPP CMPP™**, Chair, ISMPP Abstract Committee; Director, Centralized Services Team Lead; Medical Affairs Process Strategy, Pfizer

**George Samman, PharmD**, Treasurer, ISMPP Board of Trustees (2017-2018); Director of Operations, Publication Management Team, Pfizer

**Al Weigel, MEd, ISMPP CMPP™**, President & CEO, ISMPP

**Christopher Winchester, PhD**, Chair, ISMPP Board of Trustees (2018-2019); Chief Executive Officer, Oxford PharmaGenesis



## TUESDAY AFTERNOON, MAY 1

2:00 PM –  
2:45 PM



### Publishers Panel II: Simplifying and Streamlining - Working Together to Improve the Quality of Medical Publications

Join us for Part 2 of one of the most highly-rated sessions from last year's meeting. This practical-oriented, conversational-style session will feature representation from major publishers and continue the conversation around solutions for common 'pain points' in the manuscript submission and publishing process. The audience will be polled for their top interest areas and the discussion will be geared towards practical advice and insights into what publishers are doing to improve efficiencies.

#### Learning objectives:

- Gain insight on what publishers are doing to improve efficiencies particularly associated with the manuscript submission process
- Understand how those submitting medical research and publishers can work together to develop best practices
- Gain insight on publisher's view on forward looking topics such as author credit, open access and artificial intelligence in peer review

**Chris Baumle**, Executive Publisher, Elsevier

**Moderator: Terry Materese**, Executive Publisher, Health and Medical Sciences, Elsevier

2:45 PM –  
3:15 PM

### Afternoon Break and Visit Exhibitors Exhibit Hall

3:15 PM –  
4:10 PM



### Successful Integration of Enhanced Digital Technology Into Scientific Congresses

Congresses are now embracing new technology options for posters and presentations. Some of these options have been found to be more successful than others. This session will address the successes and issues associated with these technology options through real-world experience and feedback from congress organizers and medical publication professionals. ISMPP members will engage in an interactive session that offers practical tips and key take-aways on:

- Which congresses are supporting these enhanced presentations?
- What digital options are available?
- What are the barriers to success?
- Which formats do congress attendees find most useful?

#### Learning objectives:

- Gain an understanding of what digital technology options are supported at major congresses
- Learn some of the pros/cons of these digital options through real-world examples
- Discuss best practices and the future of digital technology in congress presentations

**John (Zeke) Czekanski**, President, Fishawack US

**Kimberly Della Penna, MS, CPM, ISMPP CMPP™**, Director, Publication Manager, Publication Lead, Infectious Diseases/Vaccines, Global Scientific and Medical Publications, Merck

**Travis Hicks**, Associate Director of Digital Content Strategy, Integrated Media & Technology, American Society of Clinical Oncology (ASCO)

4:10 PM –  
4:15 PM

### Move to Next Session

## TUESDAY AFTERNOON, MAY 1

4:15 PM –  
5:00 PM

### Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



### ISMPP CMPP™ Discovery – The Path to Earning and Retaining Your Credential

#### Annapolis 1 & 2

The Certified Medical Publication Professional (CMPP) Program serves as a hallmark of ISMPP's mission to advance the medical publication profession and drive integrity and transparency through education and advocacy. This session will review the value of certification, eligibility and recertification requirements, recent and exciting new changes to the certification program.

Join us for an exciting and fun review of the CMPP program that will address common questions pertaining to the CMPP exam and recertification, highlighting resources available to candidates and offering practical advice designed to encourage active engagement in continuing education (CE) activities that allow for ongoing professional development and help to further ethical publication practices.

#### Learning objectives:

- List the main subject areas tested in the CMPP examination
- Understand the requirements to maintain certification, including recertification cycles, minimum credit hours, and documentation
- Be knowledgeable about recent developments and resources within the CMPP credential program

**Faith M. DiBiasi, MBA, ISMPP CMPP™**, Director, Scientific Communications, Medical Affairs, OTSUKA Pharmaceutical Development & Commercialization, Inc.

**Dana Fox, PhD, ISMPP CMPP™**, Scientific Division Lead, Caudex

**Moderator: Sharon Willis, ISMPP CMPP™**, Director, Credentialing, ISMPP



### Incorporating Value into Planning for Early Development Compounds: The Impact of Market Access Trends (Member Proposal Session)

#### Annapolis 3 & 4

Historically, Market Access considerations have only been incorporated at late stages of clinical development – usually in phase 3 studies, but sometimes only in post-launch (particularly if approval occurs in phase 2). In recent years, the move towards personalized and targeted medicine has directly led to the emergence of specialty drugs and biologics as a significant proportion of new approved drugs, and the majority of drugs in development. These agents increasingly offer remarkable efficacy and safety, but require significant investment to develop, produce and distribute, such that discussions of value for patients and payers are now at the forefront. As health care systems evolve to accommodate these technological advances, consideration of eventual market access data needs is moving earlier in the clinical development paradigm, impacting choices around eventual indication as well as communication and publication strategy and plans. This session will examine emerging trends in market access and their implications for products in development, including a case study where eventual market access data needs drove key decisions regarding the clinical development program and communication and publication programs, for an agent that was only just beginning phase 2 development. The presenters will share learnings and key tips and tricks on how to incorporate market access considerations in planning for early development compounds.

#### Learning objectives:

- Be familiar with emerging trends in Market Access globally
- Understand the implications of Market Access considerations in the clinical development plans and publication strategy and plans for early-stage products

**Kimberly Dittmar, PhD, ISMPP CMPP™**, Scientific Director, Cello Health Communications

**Shana Traina, PhD**, Director, Global Market Access CVM, Janssen



Parallel Session



**Permission Granted? The Ins and Outs of Global Copyrights**

**Baltimore 1 & 2**

Publication planners frequently face copyright considerations that span international borders. Whether sharing copyrighted material with members of your larger organization, with your sponsor or vendor, or with authors or collaborators, it is important to ensure that the appropriate level of permission has been obtained for use. Further, when creating material in collaboration, it is important to understand the varying laws regarding ownership of content, copyright protections, and systems to charge and collect royalties. This session builds on the information discussed during the 13th Annual Meeting and will explore the practical considerations surrounding creation and use of copyrighted material in a global environment. Topics include: copyright licenses, restrictions across countries, collaboration agreements, use of the copyright symbol, cultural considerations, steps to obtain proper permission for the intended use, and practical considerations for your company, whether big or small. Representatives from the Copyright Clearance Center will discuss case studies from various geographies and address your copyright questions.

**Learning objectives:**

- Recognize the common copyright rules covered under the Berne Convention and the role of country-specific reproduction rights organizations (RROs)
- Understand rights and protections and the proper process to pursue copyright permission based on locale
- Identify resources to ensure that they and their employers are compliant with copyright standards and law

**Liz Bilodeau**, Senior Engagement Manager, Copyright Clearance Center

**Stephen Garfield**, Senior Director, Client Engagement, Copyright Clearance Center

**Moderator: Sharon Suntag, MS, ISMPP CMPP™**, Medical Director, Integrated Market Access, IQVIA



**4:15 PM – 5:00 PM**

**Senior Level Working Session: Furthering ISMPP’s Strategic Imperatives**  
(closed session; pre-registration required)

**Baltimore 3**

**Moderators:**

**Alice Choi, PhD, ISMPP CMPP™**, Global Head, Complete Medical Communications

**Al Weigel, MEd, ISMPP CMPP™**, President & CEO, ISMPP

**5:00 PM – 5:05 PM**

**Move to Next Session**

**5:05 PM – 5:50 PM**

**Roundtables** (Select topics will qualify for ISMPP CMPP™ credit)

**Woodrow Wilson Ballroom**



- Challenges in Interpreting Publication Guidelines: ICMJE and Beyond
- Challenges with Review Manuscripts and Supplements
- Cross-talk...Assessing Globalization Parallels for Publications and Medical Information - What can we glean from each other? **NEW**
- Copyrights
- Digital and Enhanced Media Options
- Future of Publishing: Newer Models of Peer Review
- Industry-Agency Relationship – Working as a True Team
- Maximizing Effective Communication between Procurement and Agency Partners: Focus on the 360 Review Process **NEW**
- New Model for Small Pharma and Biotech: Working with Publication Planning Consultants **NEW**
- Scientific Contribution of Medical Writers: Do We Need to Be More Transparent?

This session was made possible by an educational grant from: *Synchrony Medical Communications had no role in the development of the content or selection of the moderators.*



**Parallel Session**



**Roundtables**

## TUESDAY EVENING, MAY 1

6:00 PM – **Annual Evening Networking Reception**

7:30 PM **The Sunset Room by Wolfgang Puck**

The Networking Reception is generously sponsored by **ELSEVIER**

## WEDNESDAY MORNING, MAY 2

7:00 AM – **Registration and Breakfast with Exhibitors**  
8:00 AM

8:00 AM – **Opening Remarks**  
8:05 AM **Woodrow Wilson Ballroom**

**Christopher Winchester, PhD**, Chair, ISMPP Board of Trustees (2018-2019);  
Chief Executive Officer, Oxford PharmaGenesis

8:05 AM – **Increasing Speed, Efficiency and Transparency in Medical Publishing**  
8:50 AM **Through Open Access**



The traditional model of medical publishing is not always delivering the speed, efficiency and transparency needed for effective utilization of medical research to improve healthcare for patients. Funders have the power to change the future, and organizations such as the Bill & Melinda Gates Foundation and Wellcome Trust are advocating and mandating open publishing models to accelerate the dissemination and utilization of their own research. Around half of biomedical research is sponsored by the pharmaceutical industry though, and in the discussion on the future of medical publishing, pharma has been notable by its absence. Open Pharma, a group of forward-thinking stakeholders from pharma, publishing, academia and non-profit funders, is working to involve pharma in the discussion and drive positive action that will improve medical publishing.

Pharma companies increasingly encourage open access publishing, but approaches are inconsistent and to the best of our knowledge, no company policies currently require mandatory open access. This session will explore different perspectives around open access: a non-pharma perspective on how real and perceived barriers may be overcome to achieve increased open access for pharma-sponsored medical publishing; work from a leading biopharmaceutical company that is implementing a policy on open access; and publisher perspectives.

### **Learning objectives:**

- Appreciate the drive in academic and private funding to innovate for speed, efficiency and transparency in the communication of medical research
- Understand that pharma, as a funder, has the power to help drive positive change in the communication of medical research
- Be knowledgeable on the challenges and implications around open access

**Valerie Philippon, PhD**, Head, Scientific Publications, Global Medical Affairs, Shire

**David Sampson, MBA**, Vice President and Publisher, Publishing,  
American Society of Clinical Oncology (ASCO)

**Moderator: LaVerne Mooney, DrPH**, Director,  
Publications Management Team Leader, Pfizer

8:50 AM – **Member Oral Presentation**  
9:05 AM

***Patient lay summaries in biomedical journals: what and how much is currently available?***

**Ramji Narayanan, MPharm, ISMPP CMPP™**, Principal Publication Writer,  
SIRO Clinpharm Pvt. Ltd



## WEDNESDAY MORNING, MAY 2

9:05 AM –  
9:10 AM

### Move to Next Session

9:10 AM –  
9:55 AM

### Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



### Posters of the Future (Member Proposal Session)

#### Annapolis 1 & 2

At large conferences there are upwards of hundreds of posters. Conference and industry guidelines recommend catchy titles, impactful visuals, less text, and more white space. And yet, often the scientific posters are crammed full of text, tables, and detail. In the era of information overload and limited attention spans, how can we ensure that scientific posters are still effective communication tools?

This is not your ordinary session (you won't be sitting on chairs listening to a presentation). This is an interactive experience. You'll be experimenting with different poster formats, walking around the room, talking to people, and comparing notes. Come prepared to think, create and discuss.

#### Learning objectives:

- Create and create various alternative formats for scientific posters
- Hypothesize which formats would be most effective in communicating scientific content, considering modern day information consumption behaviors

**Elina Hanekamp, PhD, ISMPP CMPP™**, Program Director, Excerpta Medica

**Niina Nuottamo, BSc, ISMPP CMPP™**, Senior Medical Writer, Excerpta Medica

**Hester van Lier, PhD, ISMPP CMPP™**, Program Director, Excerpta Medica

**Shanthy Voorn, PhD**, Program Director, Excerpta Medica



### "Mind the Gap" – Life Cycle Management and HEOR Integration

#### Baltimore 1 & 2

Gap analysis is an effective tool relied upon by publication planners throughout the product life cycle. A successful gap analysis requires varying approaches, depending upon the product's stage in its life cycle. This session will engage attendees to differentiate successful strategies and methodologies that are appropriate for products in phase 2 or 3 of development from those that are more applicable to approved treatments. Recommendations for the types of information that could be assessed at different time points will be provided, with a particular focus on when and how to effectively integrate HEOR data into a gap analysis.

#### Learning objectives:

- Understand the evolving role of a gap analysis as a planning tool across the product life cycle
- Discuss similarities and differences in the goals, outcomes, and sources of evidence used for gap analyses at different stages of development
- Appreciate the value of incorporating real-world evidence/HEOR data into planning and analyses early in the process

**Kristen Quinn, PhD**, Senior Medical Director, Peloton Advantage

**Ilia Ferrusi, PhD**, Associate Director, US Health Economics & Outcomes Research at Novartis Oncology

## WEDNESDAY MORNING, MAY 2



### Lay Summaries For Biomedical Journals

#### Annapolis 3 & 4

It has been suggested, and adopted by some journals, that authors be required to submit an accompanying plain-language summary (abstract) to make peer-reviewed science accessible to the non-expert or lay reader. Medical publication professionals may be called upon to assist in the generation of these types of lay summaries. What are the requirements and what type of guidance is available? This session will provide practical guidance in the context of medical journal lay summaries as well as discussion of potential future trends from a publisher's perspective.

#### Learning objectives:

- Be knowledgeable on publishers who mandate or offer the option to include lay summaries as accompaniment to publications
- Identify key considerations and best practices in the development of lay summaries for journals
- Recognize the potential growth for this request on the part of publishers in the context of greater accessibility and transparency

**Tom Rees, PhD, ISMPP CMPP™**, Communications Director, Oxford PharmaGenesis

**Jan Seal-Roberts**, Publishing Director, Adis | Springer Healthcare Ltd



### Guided Poster Tour – Professional Debates Theme

#### Baltimore 3, 4 & 5

Tours will be limited in size in order to allow for a focused discussion and active participation.

#### Featured Posters:

##### Do Journals Restrict Access to Commercially Funded Research?

*Tim Ellison, Laura Schmidt and Tim Koder*

##### Do Industry-Sponsored Clinical Trials Receive More Attention Online Than Non-Industry Trials? An Exploration of Selected Springerature Oncology Journals

*Stacy Konkiel and Pooja Aggarwal*

##### Baseline assessment of Open Access publishing at Shire

*Slavka Baronikova, Shailesh Y Desai, and Christopher P Rains*

9:55 AM –  
10:00 AM

#### Move to Next Session

10:00 AM –  
10:45 AM

#### Parallel Sessions

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



### Posters of the Future (Member Proposal Session)

#### Annapolis 1 & 2

(see description on page 15)



Parallel Session

## WEDNESDAY MORNING, MAY 2



### **“Mind the Gap” – Life Cycle Management and HEOR Integration Baltimore 1 & 2**

(see description on page 15)



### **Lay Summaries For Biomedical Journals Annapolis 3 & 4**

(see description on page 16)



**10:45 AM – 11:15 AM**     **Morning Break and Visit Exhibitors**  
Exhibit Hall

**11:15 AM – 11:25 AM**     **Exhibitor Prize Drawing**  
Exhibit Hall

**11:25 AM – 11:30 AM**     **Move to Next Session**

**11:30 AM – 12:00 PM**     **“News You Can Use”**  
**Woodrow Wilson Ballroom**

Join us for this fast-paced, news-style session where five noteworthy topics will be shared ranging from the practical to the “you need to have this on your radar.” Faculty will have 5 minutes each to educate on a contemporary topic... we guarantee you will walk away having learned something!

## WEDNESDAY AFTERNOON, MAY 2

**12:00 PM – 12:45 PM**

### **Keynote**

**Hilary Gentile**, Chief Strategy Officer, Truth Central, McCann Health



**12:45 PM**     **Closing Remarks**  
**Al Weigel, MEd, ISMPP CMPP™**, President & CEO, ISMPP

**12:45 PM – 1:00 PM**     **Lunch for Workshop Attendees and Faculty Only**

**1:00 PM – 2:30 PM**     **Post-conference Workshops**

**2:30 PM – 3:00 PM**     **Afternoon Break**

**3:00 PM – 4:30 PM**     **Post-conference Workshops (continued)**

**4:30 PM**     **CONFERENCE ADJOURNS**

# 14TH ANNUAL MEETING POSTER PRESENTATIONS

## Quality and Transparency Category

- #1 Time to publication of clinical studies after implementation of 18-month submission policy**  
Elizabeth A. Whann, Mike Kalogiannis and LaVerne A. Mooney
- #2 Enhancing the authorship experience, one survey at a time**  
Brittany Jordan, Wil Glass, Jeri Freeman and Amy Kuang  
*Practical Matters & Professional Practices Poster Tour*
- #3 Improving communication with external authors through leveraged survey feedback**  
Susan A. Nastasee, Jennifer Hughes, Nicole Griggs and Susan Hannah
- #4 An assessment of uniformity between publisher and journal guidelines for author disclosure in practice**  
Kelly Piechota, Meghan Corsetto, Mary Kunjappu, Kerry Quinn-Senger, Barbara Zeman and Mina Patel
- #5 Impact of data sharing on publication practices in light of the ICMJE requirements**  
Stephen H Lee, MaryKate Lesnevich, Judith Lenhart and Robert Matheis
- #6 Consistency of clinical data reporting between clinicaltrials.gov and publications**  
Michelle Rebello, Aparna Nori, Sudha Korwar, Urvashi Nikte, Kushal Banerjee and Namita Bose
- #7 Safety reporting in publications of industry-sponsored clinical trials: Evaluation of adherence to adverse events reporting recommendations**  
Sangita P Patil, Madhavi P Patil and Vatsal Shah
- #8 Evaluation of data reporting in real-world (RW) publications in clinical versus health economic (HE) journals**  
Alaina Mitsch, Jason McDonough, Kimberly Brooks, Erin Brant and Anisha Mehra
- #9 Benchmarking publication timing of orphan drugs approved in 2015-2016**  
Ruthvik Malladi, Anastasia McManus Amy Monpara and Angela M Partisano
- #10 Financial transparency reporting by pharmaceutical companies: 2017 Update**  
Sonia A. Schweers, Karen Mittleman, Julie Vandekerckhove, Brian P. Sharkey, Bhakti Kshatriya and Robert J. Matheis
- #11 How is the pharma industry implementing the Sunshine Act for publications in 2017 versus 2016?**  
Marion Enie, Hilary Carnochan, Jaromir Myszczyński and Jeanette Cook

## Metrics and Measurements Category

- #12 Knowledge and use of social media and web-based metrics among medical publication professionals: Findings of the ISMPP Working Group**  
Catherine Skobe, Sara Rouhi, Andy Shepherd and Anna Geraci
- #13 Do rare-disease publications attract social media attention?**  
Paul Lane, Heidi Becker and Sara Rouhi

## Metrics and Measurements Category (cont.)

- #14** **Are the articles that receive online attention more likely to be industry-sponsored? An exploratory analysis of selected SpringerNature oncology journals**  
Stacy Konkiel and Pooja Aggarwal  
[Professional Debates Poster Tour](#)
- #15** **Does time from first congress presentation to manuscript publication have an association with publication impact?**  
Victoria Edwards, James O'Reilly and Anna Georgieva
- #16** **Does publication impact vary by whether an analysis is prespecified or post hoc?**  
Rob Coover, Andy Shepherd, Myka Ababon and Dana Fox
- #17** **Article-level metrics as a tool for journal selection within a select therapeutic space**  
Susan M. Kaup
- #18** **Development of a new algorithm and impact metric for scientific journals**  
Joseph Laudano, Saman Hong, Paul Skirbe, George Wei and Robert Matheis
- #19** **Augmenting traditional gap analyses with data from Altmetric**  
Chelsea Higgins, Caryn Trbovic, Pia Guinto, Samantha D'Iorio, Heidi Becker, Stacy Konkiel and Anne Hornerx
- #20** **Using digital online influencer analysis to supplement traditional influencer identification**  
Caryn Trbovic, Chelsea Higgins, Pia Guinto, Samantha D'Iorio, Heidi Becker, Stacy Konkiel and Anne Horner
- #21** **Analysis of dissemination and accessibility of conference presentations**  
Shweta Pitre, Priya Ganpathy, Ramji Narayanan, Madhavi Patil and Vatsal Shah

## Professional Issues and Industry Trends Category

- #22** **Survey evidence to advance advocacy: Awareness of publication professional initiatives at the Peer Review Congress**  
Karen L. Woolley, Slavka Baronikova, Alice Choi, Mary Gaskarth, Anna Geraci, Miekko Hamana, Jackie Marchington, Elizabeth A. Whann, Chris C. Winchester and Fran Young
- #23** **Patient involvement...or not? Analysis of "Patient involvement" statements in clinical trial publications in The BMJ**  
Anne-Clare Wadsworth, Lauri Arnstein, Thomas Gegeny, Rachel Jones, Arabella Sargent, Antonio Ciaglia, Beverley Yamamoto, Richard Stephens and Karen L. Woolley
- #24** **Use of PubMed Commons – still not so common?**  
Paul Lane, Brian Grice and Karen L. Woolley
- #25** **Patient involvement in preparing clinical research peer-reviewed publications or results summaries: a systematic review**  
Karen L. Woolley, Anne-Clare Wadsworth, Antonio Ciaglia, Beverley Yamamoto, Richard Stephens, Lauri Arnstein, Rachel Jones, Arabella Sargent and Tom Gegeny
- #26** **Patient involvement in publications of industry-sponsored research: cross-sectional survey**  
Dawn Lobban, Anne-Clare Wadsworth and Karen L. Woolley  
[Patient Engagement Poster Tour](#)

## Professional Issues and Industry Trends Category (cont.)

### #27 Patient information needs and relevant channels

Anna Georgieva, Niina Nuottamo, Michelle McNamara and Saskia Bijvank

**Engagement of patient advocacy groups in rare disease clinical development and publication of results**

### #28 Shobhana Natarajan, Amanda Alvarez-Dieppa, Sharon Cousin, Edmund H. Doherty, Jennifer Farmer, Alexandra R. Willcockson and Kara Eichelkraut

Patient Engagement Poster Tour

### #29 Does publication with open access enhance article impact?

Fran Young, Jürgen Wiehn, David Gothard and Eric Southam

**Baseline assessment of Open Access publishing at Shire**

### #30 Slavka Baronikova, Shailesh Y Desai, and Christopher P Rains

Professional Debates Poster Tour

**Citation rates for open-access versus pay-to-access peer-reviewed articles in clinical oncology journals**

### #31 Ali Hassan, Shilpa Aggarwal, Jamie Kistler and Aaron Hazzard

**Ongoing ORCID implementation within the pharmaceutical industry: An Open Pharma and GSK Vaccines initiative**

### #32 Santosh Mysore, Paul Farrow, Laura Paglione, Laura Schmidt and Christine Vanderlinden

**Proportion of real-world/health-economic evidence publications in clinical journals increased over the past decade**

### #33 Tessa E Hartog, Bilge Yoruk, Yunyu Huang, Niina Nuottamo and Hester Van Lier

**Has publication policy adapted to the growing importance of real-world data?**

### #34 James Wallis, Anisha Mehra, Alex Fower, Charlotte Bell and Jason McDonough:

**Real-World Evidence (RWE) publications are an integral part of company-evidence submissions for payer discussions**

### #35 Hester van Lier, Miriam de Boeck, Victoria Edwards, Eline Hanekamp, Tessa E Hartog, Grace Richmond and Remon WM van den Broek

**Evaluation of a medical writing certificate program's specializations, student information, and workforce data**

### #36 Tim K. Mackey, Donna Simcoe, R. Michelle Sauer, Lori Alexander and Leslie Bruce

**Awareness of medical writing profession and its growth avenues: An online survey**

### #37 Mittal Makhija and Pinki Rajeev

**The role of systematic literature reviews in clinical trial design: an evidence-based review**

### #38 Philip Sjostedt, Cindy Busch and Nicole A. Coolbaugh

**Analysis of the prevalence of systematic versus narrative reviews over time**

### #39 Kimberly Brooks, Jason McDonough, Alaina Mitsch, Erin Brant and Anisha Mehra

**Publication types among disease states: assessment of review type, trial phase, and journal impact factor**

### #40 Judy Fallon, Lisa M. Klumpp Callan, Charles Edward Jefford, Valerie Philippon and Shweta Rane

## Professional Issues and Industry Trends Category (cont.)

### #41 **Publication trends associated with newly approved orphan drugs**

Catherine Woods, Elizabeth A. Kitchens and Holly Zoog

### #42 **Current trends in authorship of industry-sponsored publications**

Brian Scheckner, Teresa L Steiningger, Nathan R Rustay, Samira Q. Harper and Francois Di Trapani

### **Do journals restrict access to commercially funded research?**

#43 Tim Ellison, Laura Schmidt and Tim Koder

[Professional Debates Poster Tour](#)

### #44 **Access to medical research: a survey of publication availability and utility for practicing physicians**

Neil Venn, Neil Foden, Valerie Moss and Rebekah Sensecall

[Communicating More Effectively Poster Tour](#)

### #45 **Peer-reviewed publications: do physicians still actually read them?**

Michael Thompson, Kieran Davey, Tanja Torbica, Hollie Robinson and Jane Nunn

[Communicating More Effectively Poster Tour](#)

## Tools & Technology Category

### #46 **How do medical publication professionals engage with online news resources?**

Hannah Mace, Louise Niven, Duncan Campbell and Ryan Woodrow

[Practical Matters & Professional Practices Poster Tour](#)

### #47 **Availability of enhanced content in journals publishing manuscripts referenced in clinical guidelines**

Tracy Bunting-Early, Paul B. Tisdale, Robert Goodwin and Paul Farrow

### #48 **Video versus peer-reviewed publications: the battle for effective communication**

Niina Nuottamo, Mirella Mels and Marcel Meijer

[Communicating More Effectively Poster Tour](#)

### #49 **Beyond the printed poster: use of electronic opportunities at scientific meetings**

Valerie Moss, Tina Tremaine, Amber Lynch and Neil Venn

### #50 **Addressing an unmet need: Development of an internal central repository for the storage of publically presented scientific data**

Samantha Koth, Alyssa Bowling, Christine Padilla and Gramos

### #51 **A consolidated checklist to standardize the reporting of real world evidence studies based on retrospective data analyses**

Rishabh Pandey, Ellen Baum, Harry Ma, Prabhakar Pandey, Pralhad Dhagale, Ankita Sawant and Vatsal Shah

[Practical Matters & Professional Practices Poster Tour](#)

# GET THE MOST OUT OF THE 14TH ANNUAL MEETING!



ISMPP will be "Tweeting" in real time from the meeting. Hear about exciting events as they happen! Follow ISMPP on Twitter (@ISMPP). Remember to use #ISMPP14AM when Tweeting and re-Tweeting!



Join our group on Facebook for the latest society and meeting-related announcements.



Be sure to check out ISMPP's meeting highlights on our YouTube channel!

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# 14TH ANNUAL MEETING – SPECIAL THANKS

On behalf of ISMPP, we would like to express our sincere appreciation to the Program, Abstract, and Global Workshop Committees, as well as those who provided meeting support, for an outstanding 14th Annual Meeting.

## PROGRAM COMMITTEE

<b>Angela Bickford (Chair)</b>	Terry Materese
<b>Jon Druhan (Vice Chair)</b>	Ira Mills
Lisa Bullard	Kirsten Parr
Amy Calamari	Graeme Peterson
Liz Cecere	Boyd Scott
Jim Gurr	Leyla Smith
Eline Hanekamp	Sharon Suntag
Bhakti Kshatriya	Lana Vegman
Courtney Leo	Torrey Volkman
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## ABSTRACT COMMITTEE

<b>Courtney Leo (Chair)</b>
Liz Cecere
Jim Gurr
Kirsten Parr
Sharon Suntag

## GLOBAL WORKSHOP COMMITTEE

Tom Drake
Susan Kaup
Todd Parker

ISMPP would like to thank its dedicated staff for their contributions to the 14th Annual Meeting of ISMPP and also acknowledge the contributions from the Creative Department at Cello Health Communications/MedErgy for graphic support and project coordination of all design pieces associated with the meeting.

## SPEAKERS

Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a suitable replacement will be made.

## DISCLAIMER

The opinions of the faculty do not necessarily reflect those of the companies they represent or ISMPP.

## RECERTIFICATION CREDIT INFORMATION FOR ISMPP CMPPS™

Many of this year's presentations and workshops qualify for recertification credits. Look for the CMPP recertification credit icon throughout this brochure to identify qualifying sessions.

# 14TH ANNUAL MEETING EXHIBITORS & SPONSORS

ISMPP would like to thank the following organizations for their continued support of the society.



# ISMPP WOULD LIKE TO RECOGNIZE AND THANK OUR CORPORATE SPONSORS

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# WORKSHOP OFFERINGS

## PRE-CONFERENCE WORKSHOPS MONDAY, APRIL 30 8:30 AM – NOON

	<b>Advanced Publication Planning: A Research-Based Approach to Bringing Your Publication Plan to the Next Level</b>	Baltimore 2
	<b>Best Practices in Working with Authors</b>	Annapolis 1
	<b>Communicating Product Value: HEOR for the Publication Professional*</b>	Annapolis 2
	<b>Digital Advances and Publication Planning: Current Practices and Future Directions</b>	Annapolis 3
	<b>Global Publication Planning: Issues and Challenges</b>	Annapolis 4
	<b>Introductory Publication Planning: The Best of the Basics for New Publication Planning Professionals</b>	Baltimore 1
	<b>Publication Planning and Management at Smaller Pharmaceutical/Biotechnology Companies</b>	Baltimore 3
	<b>Publications Reporting Data from Real-World Evidence Studies</b>	Baltimore 4
	<b>Successful Publications Steering Committees: Practice Pearls from Biopharmaceutical and Agency Perspectives</b>	Baltimore 5

\*New this year.

# WORKSHOP OFFERINGS

<b>PRE-CONFERENCE WORKSHOPS</b> <b>WEDNESDAY, MAY 2</b> <b>1:00 PM – 4:30 PM</b>		
	<b>Advanced Publication Planning:            A Research-Based Approach to Bringing Your            Publication Plan to the Next Level</b>	Baltimore 1
	<b>Digital Advances and Publication Planning:            Current Practices and Future Directions</b>	Annapolis 1
	<b>Publication Planning in the Era of Evidence-based            Guidelines: Importance of Analyses and Statistics            to Reporting Medical Research*</b>	Annapolis 3
	<b>Scientific Platforms: Lead Them, Live Them,            Love Them!*</b>	Annapolis 2
	<b>What Constitutes a Good Health Outcomes            Manuscript?</b>	Annapolis 4

\*New this year.

# WORKSHOP DESCRIPTIONS



## Advanced Publication Planning: A Research-Based Approach to Refining Your Publication Plan to the Next Level

**Monday and Wednesday**

Predominantly interactive, with participants sharing techniques and strategies to develop and execute a comprehensive, credible, and ethical publication plan. Participants will learn new techniques for refining and documenting their plans and examine the challenges increasingly encountered by publication professionals.

**Faculty:**

Namit Ghildyal, PhD  
Janssen Global Services, LLC

Jason McDonough, PhD, ISMPP CMPP™  
Cello Health Communications



## Best Practices in Working With Authors

**Monday**

The class will discuss real-world case studies to explore best practices in working with publication authors. Attendees will get to share and discuss strategies to resolve common areas of authorship challenges, including the application of authorship guidance as per GPP3 or journal specific expectations.

**Faculty:**

Lisa Baker, PhD, ISMPP CMPP™  
Medical Writer

Ann L. Davis, MPH, ISMPP CMPP™  
Pfizer



## NEW! Communicating Product Value: HEOR for the Publication Professional

**Monday**

Communicating product value through peer review publications is critical in today's market. It's not just safety and efficacy. To make things even more interesting, value differs across disease states, practices of medicine, and therapeutic areas. This overview will discuss the commonly encountered aspects of health-economics and outcomes research (HEOR) that are important for a publication professional to know and how HEOR works to establish and communicate product value. This course will involve a discussion of the types of data that HEOR generates, the general timeframe when these data need to be published relative to launch, and what should be considered when publishing these data. Along the way you will learn tips on how to interact effectively with your HEOR colleagues.

**Faculty:**

Suzanne Phillips  
Oxford PharmaGenesis

Richard White, PhD, MA  
Oxford PharmaGenesis

Jacob Willet  
Oxford PharmaGenesis

# WORKSHOP DESCRIPTIONS



## Digital Advances and Publication Planning: Current Practices and Future Directions

### Monday and Wednesday

Explore the role of digital advances and social media in enhancing the educational value of scientific publications. Participants will review the latest innovations from prominent medical publishers and assess obstacles and practicalities that have limited the adoption of such new digital media opportunities to date. Attendees will be encouraged to share their own work experiences with integrating social media into their publication processes.

#### Faculty:

Martin Callaghan (Monday) Oxford PharmaGenesis	Tom Rees (Wednesday) Oxford PharmaGenesis	
Brian Jenkins Elsevier	Justin Sodano Peloton Advantage	Fran Young Shire



## Global Publication Planning: Issues and Challenges

### Monday

Managing a global publication plan can be challenging. Different stakeholders bring divergent needs; these stakeholders can include other functions like health economics and outcomes research or other geographic regions with various standard practices of medicine, launch timings, and regulatory directives. In this interactive workshop, publication professionals responsible for global publication plans will learn strategies to meet these challenges as concepts such as data transparency, patient data disclosure, and product value increasingly evolve globally.

#### Faculty:

Andy Brown, PhD, ISMPP CMPP™ Envision Pharma Group	Susan Wieting, ISMPP CMPP™ Shire
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## Introductory Publication Planning: The Best of the Basics for New Publication Planning Professionals

### Monday

Experience an interactive and instructional introduction to the process of publication planning, with presentations targeted toward newer publication professionals. This workshop includes information on the history of the profession and on good publication practices, with a focus on GPP3. Explore the components of a publication plan, including authorship, publication steering committees, journal selection, and more.

#### Faculty:

Gregory Bezkorovainy, MA, ISMPP CMPP™ Adelphi Communications	Michael Platt, ISMPP CMPP™ Virgo Health Education
Carol Sanes-Miller, MS, ISMPP CMPP™ Publications Consultant	

# WORKSHOP DESCRIPTIONS



## Publication Planning and Management at Smaller Pharmaceutical/Biotechnology Companies

**Monday**

At smaller companies, publication managers may be faced with generating a new publication function to integrate publication processes and guidelines into the existing company structure. They may have limited budgets and/or resources and may need to perform multiple functions beyond publication management. The publication manager may also be tasked with new processes and policies with cross-functional agreement and demonstrating the internal value of ethical publication practices and medical writing support. This workshop will consist of didactic and interactive sessions discussing the challenges of publication management at smaller pharmaceutical or biotechnology companies.

**Faculty:**

Donna Simcoe, MS, MBA, ISMPP CMPP™ Simcoe Consultants, Inc

Mindy Yang, PharmD  
Amicus Therapeutics



## Publications Reporting Data from Real-World Evidence Studies

**Monday**

Although clinical trials usually exclude participation of patients not meeting predefined criteria, real-world evidence studies uses observational data, including medical records, claims information, and patient feedback to determine how health care professionals use pharmacotherapies in diverse settings and how patients use them outside of a controlled environment. Attendees will come to appreciate how real-world observation offers valuable insight not obtainable through randomized controlled studies. In this workshop, participants explore the similarities and differences of planning and developing publications that report results of real-world studies vs management of traditional publications.

**Faculty:**

Pamela Blumberg, DrPH, MPH  
Xcenda

Judith Lenhart, PhD  
Celgene

Kim Wishnow-Per  
McCann

## **NEW!** Publication Planning in the Era of Evidence-based Guidelines: Importance of Analyses and Statistics to Reporting Medical Research

**Wednesday**

Have you ever considered CONSORTing with a QUOROM of MOOSEs on the EQUATOR? Probably not, but you may want to consider it to help you and your publication team deliver high quality publications. Efforts like these, and over 300 more, strive to improve the body of literature that inform evidence-based medicine. This course will discuss key reporting guidelines as well as review key points in understanding and reporting many of the studies that comprise your publication plan. Understanding such guidelines will help you better partner with your publication team, especially the statisticians that deliver the analyses that inform the publications.

**Faculty:**

Tom Lang, MA  
Tom Lang Communications and Training International

# WORKSHOP DESCRIPTIONS



## NEW! Scientific Platforms: Lead Them, Live Them, Love Them!

**Wednesday**

Scientific platforms form the foundation for scientific communications across an organization. Even though there has been increasing recognition of the importance and value of scientific platforms in recent years, best practices for platform development, obtaining internal consensus, and implementation remain key challenges for most companies. This interactive workshop will challenge individuals to collectively develop practical solutions that can be implemented within their organizations.

**Faculty:**

Meghan Johnson, PhD  
CHC Group, an ICON plc Company

Jamie Kistler, PhD  
CHC Group, an ICON plc Company

Noella Vang, PharmD  
Amgen Inc.



## Successful Publications Steering Committees: Practice Pearls from Biopharmaceutical and Agency Perspectives

**Monday**

Publication Steering committees (PSCs) foster increased transparency, engagement from investigators, and consistency regarding data sharing and disclosure. PSCs also optimize data output and publications from clinical trials and increase the impact of these data on the academic and health care communities by reaching the most appropriate audiences. Surveys of the ISMP membership reveal that the use of PSC is still limited. In this workshop, participants will learn about and discuss the essentials of successful PSC conception, formation, development, and execution.

**Faculty:**

Morgan Hill, PhD, ISMP CMPP™  
CHC Group, an ICON plc Company

Brian Scheckner, PhD, ISMP CMPP™  
Jazz Pharmaceuticals

Kenneth Pomerantz, PhD  
Alexion Pharmaceuticals



## What Constitutes a Good Health Outcomes Manuscript?

**Wednesday**

This highly interactive workshop is aimed at non-HEOR experts otherwise proficient in medical publication planning. Participants will learn about the factors that contribute to high-quality HEOR manuscripts and acquire insight into effective interpretation and communication of HEOR data. Basic vocabulary and the elements of a good HEOR publication will be discussed; the CHEERs (Consolidated Health Economics Reporting Standard: 2013) checklist will be featured briefly.

**Faculty:**

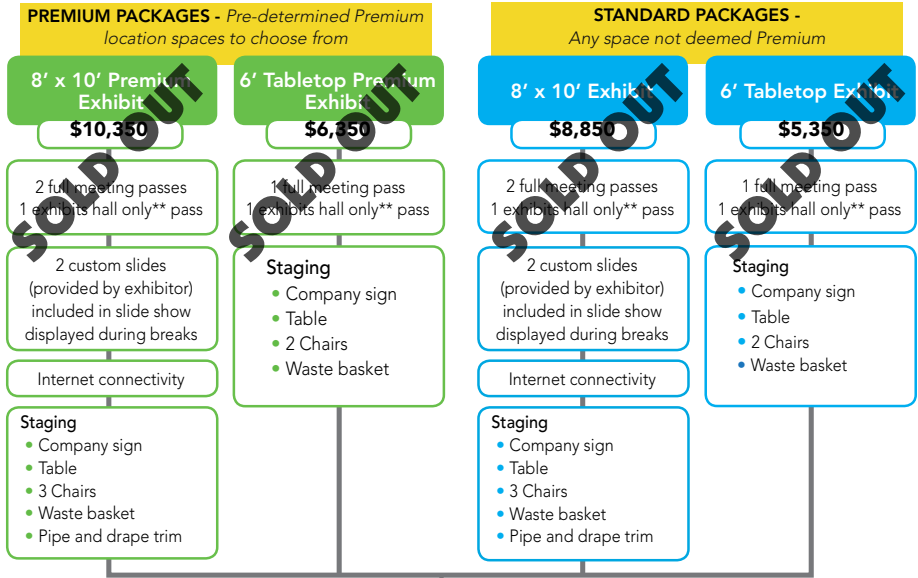
Marcia Reinhart, DPhil, ISMP CMPP™, MS  
Analysis Group, Inc.

Additional faculty to be announced.

# 14TH ANNUAL MEETING EXHIBITOR & SPONSORSHIP OPPORTUNITIES!

## EXHIBIT PACKAGES

Multiple adjacent booths or tables are available on a first priority basis.



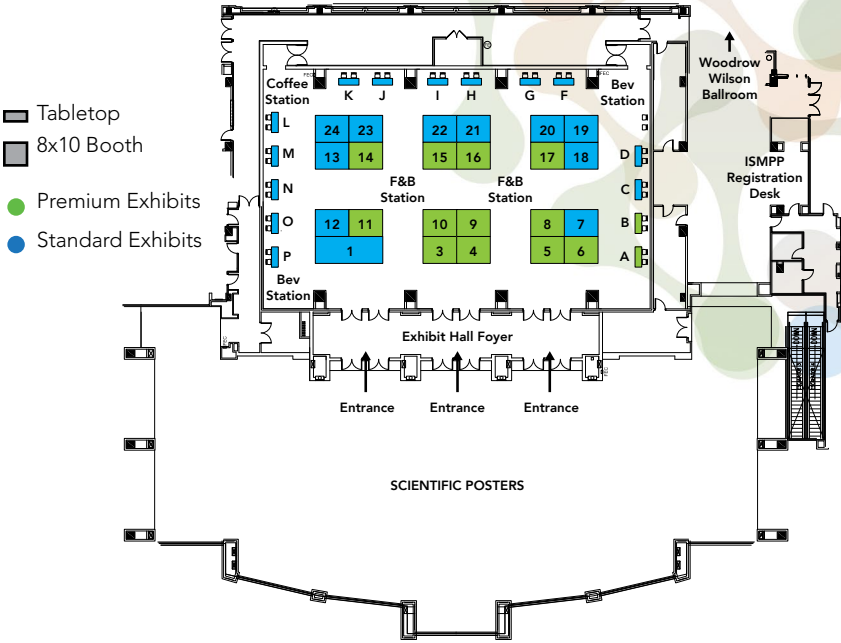
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FOR  
FLOOR PLAN



Submit your exhibit and/or  
sponsorship application now!

# EXHIBIT FLOOR PLAN

The Exhibit Hall is located in the Cherry Blossom Ballroom which is on the first level (same level as the General Session)



Support ISMPP's mission of advancing the medical publication profession through education and advocacy

JOIN US!



All booths exhibits shaded in **green** are included in the Premium Exhibit Packages.

# EXHIBIT HALL ASSIGNMENTS

EXHIBITOR	BOOTH LOCATION
Adelphi Communications	22
Adis, Springer Healthcare	23
Apex Health Innovations	K
Ashfield Healthcare Communications	7
Cactus Communications	15
Caudex	18
Cello Health Communications	A
Churchill Communications	12
CMPP	20
Complete Medical Communications (CMC)	17
Digital Science	L
Elsevier	I
Envision Pharma Group	5
EPM Scientific	F
Excerpta Medica	11
Fishawack Group	14
Future Science Group	N
ICON	8
IMPRINT Science	P
Innovation Communications Group	C
inScience Communications	4
IQVIA	H
Lockwood Group	16
MedThink SciCom	9
Oxford PharmaGenesis	1
PAREXEL	13
Peloton Advantage	10
Prime Global	6
Pro Ed/Chameleon	G
SAGE Publishing	B
Sylogent	3
Succinct Choice Medical Communications	J
Synchrogenix	24
Taylor & Francis Group	21
TIPMed	D
TRM Publications	M
Wiley	19
Wolters Kluwer	O

# VENUE AND HOTEL ACCOMMODATIONS

## Gaylord National Resort and Convention Center

201 Waterfront Street  
National Harbor, MD, USA

**Phone** +1 301 965 4000

**Fax** +1 301 965 4098

**ISMPP Preferred Rate: \$249 USD\***

**\*Expires Monday, April 9, 2018**

To book your reservations online, [click here](#)

If calling to book your reservation via phone, please be sure to reference 'ISMPP' to receive the negotiated rate.

### Registration

To register for the meeting, [click here](#)

### Non-member Registrants:

Please note there is an additional administrative fee to register, which entitles you to a complimentary year of membership to ISMPP if you opt-in.

## REGISTRATION FEES

	Monday, April 30		Tuesday, May 1		Wednesday, May 2	
	Pre-Con Workshop AM	General Session pm	General Session Full Day	Networking Reception pm	General Session AM	Post-Con Workshop pm
<b>Early Bird: Through Feb 28</b>	\$295	\$275	\$520	Included	\$275	\$295
<b>Standard: Mar 1 - Apr 10</b>	\$315	\$300	\$545	Included	\$300	\$315
<b>Onsite*</b>	\$335	\$325	\$570	Included	\$325	\$335

\*Administrative fees apply

**WE LOOK FORWARD  
TO SEEING YOU IN  
MARYLAND!**

