

15th Annual  
**Meeting of ISMPP**



Communicating Science in an  
Era of Innovation and Change

April 15-17, 2019

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



Dear Colleagues:

We are excited to share the program for the **15th Annual Meeting of ISMPP, “Communicating Science in an Era of Innovation and Change.”** This year’s meeting theme addresses the evolving publications landscape and explores how publication professionals can adapt and innovate to more effectively communicate medical and scientific information to healthcare decision makers and patients.

Our aims of the 15th Annual Meeting of ISMPP are to:

- Highlight recent innovations within our field and explore their impact on medical publishing
- Describe emerging trends in medical publishing that will change the way science is communicated
- Educate on novel approaches for effective scientific communication

This year’s program is intended to stretch our thinking about how we communicate science, with general, parallel and keynote sessions focused on emerging innovations and future trends such as artificial intelligence, digital poster extenders, competitive intelligence, preprints, data deposition and open access. There are also sessions with more foundational topics on communicating more effectively, applying the science of communications, scientific communication platforms, conflict of interest disclosures and optimizing agency/client relationships. The program will additionally incorporate several ‘member-favorite’ sessions that consistently receive high ratings in our annual meeting surveys, including the guided poster tours, roundtable discussions, oral abstract presentations and ‘News You Can Use’. Also for the first time this year we will be featuring a “Communications Bootcamp” led by communications expert Melissa Marshall during the Wednesday workshop timeslot that will allow attendees to take a deep dive into many of the principles discussed throughout the meeting.

A particularly unique aspect of this year’s program is the extent to which it is member driven. We received 24 submissions in response to our call for member proposals this year and were able to incorporate many of these as general or parallel sessions or include elements of the proposals as roundtable topics. As a result, we are excited to present an annual meeting agenda that is a true collaboration between the Program Committee and our membership!

In addition to the educational opportunities, you will have a unique opportunity to visit and network in the Exhibit Hall. More than 40 exhibitors will be ready to offer you solutions while showcasing their products and services. We encourage you to visit Exhibitors you already know and meet with prospective vendors to help support your team.

On behalf of ISMPP’s Board of Trustees, the 15th Annual Meeting Program Committee and the ISMPP staff, **Welcome!**



**Christopher C. Winchester, DPhil**

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



**Jonathan Druhan, PhD**

*Chair, ISMPP Annual Program  
Committee  
Global Publications Director, CVRM  
AstraZeneca*



**Carolyn M. Hustad, PhD**

*Vice Chair, ISMPP Annual Program  
Committee  
Associate Vice President  
Global Medical and Scientific  
Publications  
MRL Scientific Affairs, Merck & Co*

# AT-A-GLANCE PROGRAM AGENDA

## SUNDAY, APRIL 14

<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) <i>This reception is generously sponsored by ELSEVIER</i>

## MONDAY MORNING, APRIL 15

<b>7:30 AM – 1:00 PM</b>	<b>Registration</b> ISMPP Registration Desk, Woodrow Wilson Foyer
<b>7:30 AM – 5:45 PM</b>	<b>Exhibit Hall Open</b> Cherry Blossom Ballroom
<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> Woodrow Wilson Foyer

## MONDAY AFTERNOON, APRIL 15

<b>1:00 PM – 1:10 PM</b>	<b>Welcome to the 15th Annual Meeting of ISMPP: Opening Remarks</b> <b>Chris Winchester, DPhil</b> , Chair, ISMPP Board of Trustees (2018–2019); CEO, Oxford PharmaGenesis
<b>1:10 PM – 1:40 PM</b>	<b>Keynote</b> <b>Gary Lyons, BSc (Hons)</b> , Group Director, Strategy & Innovation, Fishawack
<b>1:40 PM – 2:35 PM</b>	<b>Innovation Insights: The Transformative Power of Blockchain</b> Blockchain – what is it and what is its potential applicability to science? Understanding blockchain and its potential applications is going to become ever more important as its influence and potential effects grow. Many believe that blockchain technology has the potential to solve some of the most prominent issues currently facing scholarly communication. This panel discussion will immerse participants in a conversation about blockchain, with real-world examples of how its already making a difference. Furthermore, its potential use in medical publication activities, including the Blockchain for Peer Review initiative, will be discussed as well as broader applications to science itself. <b>Learning objectives:</b> <ul style="list-style-type: none"><li>• Understand blockchain technology</li><li>• Discuss the potential opportunities that exist to implement blockchain in medical publication processes</li><li>• Appreciate the benefits that blockchain can bring to scientific communication</li></ul> <b>Sean Manion, PhD</b> , CEO, Science Distributed; Co-Founder, Blockchain in Healthcare Global - IEEE ISTO <b>Joris van Rossum, PhD</b> , Project Lead, Blockchain for Peer Review & Director, Digital Science <b>Moderator: Gary Burd, PhD, ISMPP CMPP™</b> , SVP, Global Medical Director, Caudex

## MONDAY AFTERNOON, APRIL 15

2:35 PM –  
2:50 PM

### “News You Can Use”

Join us for the return of this fast-paced, news-style session where 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!

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

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

**Amy Foreman-Wykert, PhD**, Director Global Publications, Cardiovascular and Neuroscience TA, Amgen

2:50 PM –  
3:35 PM

### Extended Welcome Break: Compliments of the Exhibitors Exhibit Hall

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.



### How Can Artificial Intelligence Be Utilized in Publications?

Baltimore 1 & 2

Artificial intelligence (AI) has applications in many industries, including healthcare. But when it comes to medical publications, AI utilization is in its infancy stages. This forward-looking session will explore how certain AI computing technologies, including machine learning and natural language processing, can be applied within the medical publication profession. After providing an overview of basic definitions and technologies, presenters will review current AI applications within the broader sectors of consumerism and healthcare. The session will then segue into a discussion on how these technologies are currently being applied to scientific poster design, document classification (which could improve efficiencies in gap analyses), and other topics relevant to the medical publication profession. Attendees will then participate in an interactive exercise in which they will share the ways in which AI is being used within their respective companies and examine other ways these technologies can transform the future of our profession.

#### Learning objectives:

- Define key terminology applicable to AI
- Explain current applications of AI within healthcare and medical publications
- Identify potential applications of AI within medical publications
- Debate how the pros and cons of those applications affect our profession

**Dheepa Chari, MS, ISMPP CMPP™**, Sr Director/Team Leader, Global Medical Communications, Pfizer

**Jenny Ghith, MS**, Director, Global Medical Communications, Pfizer

**Ken Truman, MA**, VP, Insights & Connections, MedThink SciCom

**Moderator: Todd Parker, PhD, ISMPP CMPP™**, VP, Managing Director, MedThink SciCom



### Case Study: Extending the Reach of Your Poster with Digital Publication Extenders

Annapolis 1 & 2

Many resources are required to create a poster publication. While it is important to maximize the investment, it is even more critical that poster data be disseminated broadly to help advance science and potentially improve patient outcomes. In this case-based session, you will learn how engagement was more than doubled utilizing digital publication extenders. These extenders enabled health care providers to interact with the poster data in a variety of ways, including mobile-friendly posters, author videos, and poster slides.

#### Learning objectives:

- Understand the importance of digital publication extenders
- Understand how digital publication extenders can expand poster reach
- Know the process for creating multimedia poster content
- Know process pitfalls to avoid

**Heather Abourjaily, PharmD**, Sr. Director, Global Scientific Communications, Biogen

**Alia Bucciarelli, MS**, Associate Director, Communication Excellence, Biogen

Parallel Session Member Proposal

CMPP Recertification Credits



### Utilizing Competitive Intelligence to Amplify the Impact of Your Publication Plan

Annapolis 3 & 4

Competitive Intelligence (CI) can be looked at through a few different lenses. Before talking about CI, it is important to ascertain whether you are seeking knowledge of what your competitors are doing, or seeking insight into how your clinical data will be received. A comprehensive publication plan takes both perspectives into consideration, and often includes a mix of primary and secondary sources. Secondary CI includes a review of past congress activities, published papers, clinical development plans, advisory board transcripts, etc. Primary CI involves getting the information more directly such as using market research and key stakeholder interviews. In this session, you will learn about some of these methods and ethical ways to ensure your clinical data is disseminated effectively.

**Learning objectives:**

- Understand the differences between primary and secondary CI
- Know what some of the key considerations should be for including CI in publication planning
- Understand how CI can be used ethically to inform a publication plan
- Have a better understanding of tools that can be used to track CI for publication planning purposes

**Daniel Pascheles, PhD**, CEO, Molekule Consulting

**Moderator: Claudia Piano, ISMPP CMPP™**, SVP/Director Client Engagement, CMC Connect, Complete Medical Communications



### Guided Poster Tour – Contemporary Topics Theme

Baltimore 3, 4, & 5

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

**Featured posters:**

**Reach and impact of pharmaceutical industry-affiliated preprints, and subsequent peer-reviewed publications**

*Gina D’Angelo, David Gothard, Lisa Law, Valérie Philippon, Eric Southam, Susan Wieting and Heather Lang*

**Literature exploration analysis with artificial intelligence – validation and efficacy of an in-house tool**

*Kaushik Subramanian, Amit Bhat, Antony Prabhu, Bhuma Vedantam and Imaad Khan*

**Dissent from the mundane: an analysis of nonconformist publications**

*Jenna Lewis, Todd Parker, Ted Stanek and Steven Palmisano*

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.



### How Can Artificial Intelligence Be Utilized in Publications?

Baltimore 1 & 2

Please see description on page 4



## MONDAY AFTERNOON, APRIL 15



### Case Study: Extending the Reach of Your Poster with Digital Publication Extenders

Annapolis 1 & 2

Please see description on page 4



### Utilizing Competitive Intelligence to Amplify the Impact of Your Publication Plan

Annapolis 3 & 4

Please see description on page 4



5:10 PM –  
5:15 PM

### Move to Next Session

5:15 PM –  
5:45 PM

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

Woodrow Wilson Ballroom



- Best practices interacting with authors
- Best practices supporting author conflict of interest statements (NEW)
- Blockchain for science (NEW)
- Challenges with preclinical publications (NEW)
- Challenges with review manuscripts and supplements
- Lay summaries for biomedical journals (NEW)
- Medical device/diagnostics publications
- Guidance on publishing patient reported outcomes
- Predatory journals and the role of the medical publication professional
- Preprints (NEW)
- Publication steering committees – the basics
- Rare disease publications
- RWE from prespecified studies
- Social media as a tool for publications (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 15

5:45 PM – **ISMPP Member Poster Presentation & Reception**  
6:45 PM Cherry Blossom Ballroom Foyer  
*This reception is generously sponsored by* 


## TUESDAY MORNING, APRIL 16


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

8:00 AM – **Opening Remarks**  
8:05 AM **Jonathan Druhan, PhD**, Chair, ISMPP Annual Program Committee;  
Global Publications Director, CVRM, AstraZeneca

7:00 AM – **Exhibit Hall Open**  
5:45 PM

8:05 AM – **Keynote**  
8:40 AM **Laurie Myers, MBA**, Global Health Literacy Director

8:40 AM – **Balancing Act: Open Access and Academic Freedom**  
9:15 AM  
  
Straight from ISMPP's highest-attended ever ISMPP U on open access and medical publishing, academic researcher Professor J. Britt Holbrook, will deliver a talk from the researcher point of view on the balancing act between the open access movement, particularly against the backdrop of Plan S and academic freedom. Most of the conversations around open access have been between funders and publishers and have left out a critical group – researchers. As medical publication professionals interact with authors on daily basis, this perspective is crucial to the overall open access conversation.  
**J. Britt Holbrook, PhD**, Assistant Professor, Department of Humanities, New Jersey Institute of Technology; Member, European Commission Expert Group on Open Science Indicators

9:15 AM – **The Lancet Preprint Policy Case Study: Challenges and Insights**  
9:45 AM  
  
From June, 2018 the Lancet family of journals began a 6-month trial in collaboration with the freely accessible preprint platform SSRN. This pilot represents the first attempt to establish whether there is an appetite in the medical research community for obtaining feedback on ongoing or submitted research in the form of preprints, and whether such posting is a useful step in the research and publishing process. This session explore insights gained from this experience and implications for medical publication professionals.  
**Rebecca Cooney, PhD**, North American Executive Editor, *The Lancet*

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

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

## TUESDAY MORNING, APRIL 16



### Working With PowerPoint As Your Co-Presenter

Baltimore 1 & 2

PowerPoint's capabilities have evolved significantly over the last decade and yet the majority of users only utilize a fraction of the tool's potential. And we're all familiar with the 'death by PowerPoint' phenomenon resulting from dense repetitive slides presented verbatim. But it doesn't have to be this way! Through case studies and looking at best practice examples we'll consider the key aspects of working with speakers to achieve engaging presentations: approaching and liaising effectively with presenters; developing content; optimizing use of PowerPoint and technology; navigating review processes; empowering and coaching happy, confident speakers.

#### Learning objectives:

- Be aware of additional PowerPoint functionality and understand how to work effectively with different presenters to optimize the look and flow of their slide decks
- Learn how to assess an existing presentation and make recommendations to enhance the visual communication of the ideas therein
- Gain insight into how to coach and encourage speakers to present slides in an engaging way

**Jude D'Souza**, Presentations Manager, McCann Health Medical Communications

**Moderator: Tim Collinson, BSc (Hons), ISMPP CMPP™**, Business Unit Head, West Coast, Fishawack



### Better Together: Optimizing Industry/Client Relationships

Annapolis 3 & 4

Without medical communication agencies, presenting and publishing clinical data in a timely manner would be challenging. Medical communication agencies and industry rely on each other to plan and execute complicated, time sensitive material. Identifying the right agency partner is the critical first step of what often becomes a long-term business partnership. Like any partnership, there are many considerations and best practices that help to ensure a healthy and productive collaboration. This session will look at the critical phases of the industry/agency partnership, effective approaches for each phase and case-based issues resolution.

#### Learning objectives:

- Understand the model for an effective RFP and new agency onboarding
- Understand the key requirements to establish and maintain a successful partnership between industry and agency
- Evaluate real-world scenarios to respond to key challenges experienced in the industry/agency working partnership

**Louis P. Greco, PharmD, RPh, ISMPP CMPP™**, President PharmaWrite LLC; Managing Director, MedVal, LLC

**Maria Mendez, ISMPP CMPP™**, Division Lead, Caudex

**Dino C. Sian, Associate Director**, Medical Communications Execution Lead, Bristol-Myers Squibb

**Moderator: Jeffrey Pfister, MBA, ISMPP CMPP™**, Director Publication Standards and Practices, Merck & Co



### Applying the Science of Communication to the Communication of Science: Four Key Principles for Publications

Annapolis 1 & 2

How we consume information is changing and therefore how we communicate science needs to change too. In the publications field, journals are offering several alternative digital formats eg video abstracts, visual abstracts, podcasts etc. as aligned with current attention spans and reader information consumption patterns. Yet there is little guidance on how to create these video and visual-based materials to optimize their impact. Furthermore, the relevance of whole brain activation through storytelling, and adult learning theory are being recognized as important for information retention. Can we apply these in the publication field? During this session delegates will explore 4 principles of communication and how they apply to publications. Note that this session will be highly interactive!

#### Learning objectives:

- Be able to list four science of communication principles
- Explain why these principles contribute to effective communication
- Apply these principles to their publication projects

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

**James O'Reilly**, Program Director, Excerpta Medica

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

 Parallel Session  Member Proposal

 CMPP Recertification Credits

## TUESDAY MORNING, APRIL 16

10:15 AM –  
11:00 AM



### 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:

**Development and use of two tools to facilitate and evaluate patient authorship**  
*Karen L. Woolley, Lauri Arnstein, Anne-Marie Hamoir, Dawn Lobban, Richard Stephens and Beverley Yamamoto*

**Lay and plain-language summary trends in the medical literature**

*Lisa M. Havran and Morgan C. Hill*

**Plain language summaries of publications: Addressing the HOW via a stakeholder survey and workshop**

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

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.



1

### Working with PowerPoint As Your Co-Presenter

Baltimore 1 & 2

Please see description on page 8



2

### Better Together: Optimizing Industry/Client Relationships

Annapolis 3 & 4

Please see description on page 8



3

### Applying the Science of Communication to the Communication of Science: Four Key Principles for Publications

Annapolis 1 & 2

Please see description on page 8



Parallel Session Member Proposal

CMPP Recertification Credits

## TUESDAY MORNING, APRIL 16

11:05 AM -  
11:50 AM



### Guided Poster Tour – Best Practice Theme

Baltimore 3, 4 & 5

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

#### Featured posters:

#### Secondary publication writing: walking the tightrope between self-plagiarism and publication ethics

*Sangita P. Patil, Madhavi Patil and Vatsal Shah*

#### Assessment of incomplete conflict of interest disclosures in published primary manuscripts

*Steve Rizk, Michelle Seymour, Jay Wataranan and Elizabeth Crane*

#### Moving beyond peer-review: what healthcare professionals value in scientific publications

*Wil Glass, Julie Dela Cruz, William Kim, Jeri Freeman, Cynthia A. Nedyakalayil and Monica R.P. Elmore*

11:50 AM –  
1:00 PM

### Luncheon – RiverView Ballroom

(Follow ISMPP signage)

## TUESDAY AFTERNOON, APRIL 16

1:00 PM –  
1:30 PM



### Member Oral Presentations

#### Systematic review and evidence-based recommendations for involving patients as publication authors

**Karen L. Woolley, BHMS Ed Hons PhD, ISMPP CMPP™**, Global Lead Patient Partnerships, Medical Affairs, Envision Pharma Group

#### Mapping the Relationship Between Article Publication and Wikipedia Citations for Pages Related to a Cohort of Oral Anticoagulants

**Michelle Kissner, Pharm D**, Director, Publications Management, Pfizer

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 Clark, PharmD**, Immediate Past Chair (2017-2018), ISMPP Board of Trustees; Former Director, Global Publications, Global Medical Affairs, Amgen

**Kirsten Parr, BSc Hons, ISMPP CMPP™**, Chair, ISMPP Abstract Committee; Global Head, CMC Connect, A McCann Health Company

**Steven G. Rizk, PharmD, JD, ISMPP CMPP™**, Group Leader, Healthcare Communications, Global Product Development, Medical Affairs (PDMA), Genentech

**Catherine Skobe, MPH MT(ASCP)**, Chair, ISMPP Board of Trustees (2019-2020); Senior Director, Publications Management Team, Pfizer

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

**Chris Winchester, DPhil**, Chair, ISMPP Board of Trustees (2018–2019); CEO, Oxford PharmaGenesis

Parallel Session Roundtables Member Proposal

CMPP Recertification Credits

## TUESDAY AFTERNOON, APRIL 16

2:00 PM –  
2:45 PM



### Navigating Data Deposition Requirements for Publication

An increasing number of high-tier journals are requiring deposition of patient-level data in public repositories (open/close) as a requirement for publication. Publication professionals must anticipate and communicate the advantages and risks to authors and internal matrix stakeholders to ensure timely publication of our data. In addition, publication professionals must liaison with internal subject matter experts to ensure deposited data protects patients and their data. This session will educate on how to navigate these requirements.

#### Learning objectives:

- Understand the current landscape of data sharing requirements by journals with a focus on data deposition
- Anticipate and communicate pros and cons of data deposition (at the time of publication)
- Learn strategies to effectively develop publications for submission to journals that require data deposition

**Doreen Valentine, PhD, ISMPP CMPP™**, Director, Immuno-oncology Biomarker Publications, Bristol-Myers Squibb

**Mary Yianni, MSc**, Publisher, Taylor & Francis

**Moderator: Sonia A. Schweers, PharmD, ISMPP CMPP™**, Associate Director, Global Publication Practices Monitor, Bristol-Myers Squibb

2:45 PM –  
3:15 PM



### Afternoon Break and Visit Exhibitors: Compliments of the ISMPP CMPP™ program

Exhibit Hall

3:15 PM –  
4:00 PM



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

Woodrow Wilson Ballroom

- Challenges in interpreting publication guidelines: ICMJE and beyond
- Company-sponsored ad boards (NEW)
- Copyrights
- Digital and enhanced media options
- Engaging HCPs: The Role of Medical Affairs (NEW)
- Ethics and compliance
- GDPR – 1 year later (NEW)
- Metrics (NEW)
- Open access and medical publications (NEW)
- Patient voice in publications (NEW)
- Social media as a tool for publications (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.*



4:00 PM –  
4:05 PM

### Move to Next Session

Roundtables Member Proposal

CMPP Recertification Credits

## TUESDAY AFTERNOON, APRIL 16

4:05 PM –  
4:50 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.



### A Decade of Diligence and Dedication – Understanding the Value of and Requirements for Earning and Retaining your ISMPP CMPP™ Credential

Annapolis 1 & 2

Since the Certified Medical Publications Professional (CMPP) Program was initiated in 2009, it has upheld ISMPP's mission to advance and support the medical publication profession, and to drive integrity and transparency in communications through education and advocacy. This session will review the value of certification, eligibility and recertification requirements, and recent and new changes to the certification program.

Join us for a review of the CMPP program that will address common questions pertaining to the CMPP exam and recertification, highlight resources available to candidates, and offer practical advice to encourage active engagement in continuing education (CE) activities that enhance professional development and further ethical publication practices.

#### Learning objectives:

- Understand the CMPP program eligibility requirements, subject matter in the exam, available resources for study, and the value and benefits of certification
- 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

**Laura A. Carlson, JD, LMT, ISMPP CMPP™**, Vice Chair, ISMPP CMPP™ Certification Board; Division Head, Engage Scientific Solutions, a part of the Envision Pharma Group

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

**Moderator: Sharon Willis**, Former/Interim Director, Credentialing, ISMPP



### What Does the PIE Act Mean for HEOR?

Annapolis 3 & 4

Submitted in 2017 to the US Congress, a bill known as the PIE Act aims to amend the Federal Food, Drug and Cosmetic Act to allow biopharmaceutical (and medical device) manufacturers to disseminate pipeline clinical and healthcare economic information about a new unapproved investigational medication or the investigational use of a medication already approved by the FDA to population health decision makers if the information is based on reliable scientific evidence. The need for this proactive communication is especially important as the US healthcare system evolves from a fee-for-service payment system to a modernized system rewarding quality, improved patient outcomes and value.

#### Learning objectives:

- Discuss the content of the PIE Act and how it would amend FDCA
- Discuss the term "reliable scientific evidence" and the potential pros and cons of the Act
- Consider the healthcare economic groups who could benefit from this Act
- Assess how the PIE Act could support timelier and more proactive sharing of preapproval information and aid in forecasting, decision-making and budgeting
- Discuss how the Act will further HEOR publications

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

**Jacob Willet, MPH**, Senior Consultant, Value Demonstration Practice



 Parallel Session  Member Proposal

 CMPP Recertification Credits

## TUESDAY AFTERNOON, APRIL 16



### Art of Writing Effective Response Letters

Baltimore 1 & 2

Effective response letters to journal editors usually consider the five issues that impact the editor's flexibility. We'll discuss when and how to disagree with reviewers and still get published. Numerous examples of reviewers' issues, such as request for alternate analysis and unexpected findings from diverse patient populations (real world evidence), will be provided with successful ways to address them. Ever wonder how much detail is enough? Participants are encouraged to bring (non-confidential) examples of challenging reviewers' issues for group discussion.

#### Learning objectives:

- Categorize requests for major or minor revisions
- Assess which revisions to make and which reviewers' issues need clarification
- Balance revisions' effect on manuscript length and journal guidelines
- Compile an effective response letter with appropriate amount of detail and revise manuscript with authors' input

**Caroline Halford**, Digital Publishing Manager, Adis, Springer Healthcare

**Katherine L. Molnar-Kimber, PhD**, Kimnar Group, LLC, KMK Consulting Services

4:05 PM –  
4:50 PM

### Senior Level Working Session (closed session)

#### Facilitators:

**Margaret Hodgson, MBA**, Director, Publication Management, Oncology Lead, Merck and Co.

**Karen Mittleman, PhD**, Former Senior Director, Global Medical Affairs, Publications Compliance Officer at Sanofi

**Sonia A. Schweers, PharmD, ISMPP CMPP™**, Associate Director, Global Publication Practices Monitor, Bristol-Myers Squibb

**Rosanna Tedesco, PhD**, Publications Manager, Publications & Disclosure Practices, GlaxoSmithKline

4:50 PM –  
4:55 PM

### Move to Next Session

4:55 PM –  
5:45 PM

### Making a Statement: Author COIs and Disclosures – Opportunities for Transparency vs. Obfuscation

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



Recently, transparency has been wrought with issues regarding disclosure of funding support to authors. Similarities and differences between "Conflict of Interest" and "Disclosure" statements will be discussed, together with the pros and cons of each approach. Relevant issues include the need for transparency and the risk of obfuscation. In the real world, there is much confusion as to what to disclose. Cultural differences also interfere with the clear communication as to what is required in disclosing; this is especially the case for submissions from certain parts of the world. After hearing from multiple perspectives, including that from the point of view of journal editor, author, academic, publication professional, and publisher, guidance offered by GPP3 will be reviewed.

#### Learning objectives:

- Be aware of the difference between a conflict of interest statement and a disclosure
- Be aware of cultural and other barriers in promoting transparency in biomedical publications
- Understand the guidance offered by GPP3 regarding disclosures

**Les Citrome, MD, MPH**, Editor-in-Chief, *International Journal of Clinical Practice*; Clinical Professor

**Lisa M. DeTora, PhD**, Associate Professor of Writing Studies and Rhetoric, Hofstra University

**Richard Shader, MD**, Editor-in-Chief, *Journal of Clinical Psychopharmacology, Clinical Therapeutics*; Emeritus Professor, Lippincott Williams & Wilkins; Elsevier; Tufts

**Gavin Sharrock**, Senior Director, Operations and Business Development, Wiley

## TUESDAY EVENING, APRIL 16

6:00 PM –  
7:30 PM

### Annual Evening Networking Reception




*This reception is generously sponsored by*



Parallel Session Member Proposal

CMPP Recertification Credits

## WEDNESDAY MORNING, APRIL 17

7:00 AM – 8:00 AM	<b>Registration and Breakfast with Exhibitors</b>
7:00 AM – 11:40 AM	<b>Exhibit Hall Open</b>
8:00 AM – 8:05 AM	<b>Opening Remarks</b> <b>Catherine Skobe, MPH MT(ASCP)</b> , Chair, ISMPP Board of Trustees (2019-2020); Senior Director, Publications Management Team, Pfizer
8:05 AM – 8:35 AM	<b>The ISMPP Journey: Highlights and the Future Ahead</b> ISMPP's 15th Annual Meeting makes for a fitting opportunity to examine the progress our Society has made through the years. Join us for this Presidential address where Al Weigel will take us on the ISMPP "journey", highlighting where we have come as a Society, where we are headed and topline issues our profession will likely be facing in the future. <b>Al Weigel, MEd, ISMPP CMPP™</b> , President & CEO, ISMPP
8:35 AM – 9:20 AM	<b>Keynote: Science Not Communicated Is Science Not Done</b> <b>Melissa Marshall</b> , Founder, Present Your Science/Melissa Marshall Consulting
9:20 AM – 9:25 AM	<b>Move to Next Session</b>
9:25 AM – 10:10 AM	<b>Parallel Sessions</b> 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.
  	<b>Scientific Communication Platforms 301: Moving Beyond Development and Basic Implementation</b> Baltimore 1 & 2 A Scientific Communication Platform (SCP) is an evidence-based resource that forms the foundation for all scientific communications about a product or portfolio across an organization. The SCP is based on available and anticipated product data and relevant disease state information and is updated regularly to reflect key milestones and changes in the therapeutic landscape. This 301-parallel session will build on the 101 and 201 sessions from ISMPP 2018 and examine, via a number of case studies, best practices for successful cross-functional implementation across entire organizations. <b>Learning objectives:</b> <ul style="list-style-type: none"><li>• Discuss ways to evaluate and implement optimal methods for roll-out of an SCP throughout an organization</li><li>• Learn how to train staff to facilitate development of, contribute to the development of and correctly use a SCP</li><li>• Understand the value of integrating scientific and payer statements into a single resource to ensure a strong, cohesive value story for the product</li></ul> <b>Gretchen Chidester, PhD, ISMPP CMPP™</b> , Associate Scientific Director, MedThink SciCom <b>Keith Gaddie, PhD, ISMPP CMPP™</b> , Associate Director, Global Scientific Publications, Hematology, Shire <b>Jamie Kistler, PhD</b> , Scientific Strategy Advisor, Scientific Services, PAREXEL <b>Moderator: Boyd Scott, PhD, ISMPP CMPP™</b> , Director, Scientific Affairs, Merck & Co



### Best Practice in Symposium Development and Delivery

Annapolis 1 & 2

As many medical publication professional roles are expanding outside the realm of traditional publications, this practical-skills based session will offer guidance on what industry looks for in grant proposals as well as advice on best practices for receiving funding. Tips on effective communication will be woven throughout. Attend the Tuesday powerpoint as a compliment to this session!

**Michael Platt, MS, ISMPP CMPP™**, Executive Director, Virgo Health

**Jody Shollenberger, PharmD**, Global Independent Medical Education & Professional Affairs, Merck & Co

**Moderator: Barbara A Murphy, BA, ISMPP CMPP™**, AOIC, LLC



### Building Your Value Story/Value Dossier

Annapolis 3 & 4

A value story for a pharmaceutical or medical device is increasingly essential to achieve market access and optimal reimbursement coverage. Publication Planners are important collaborators in the development of tools that deliver the value story to various stakeholders, including payers, health technology assessment agencies, providers, and patients. This session will use an interactive approach to engage attendees in how to develop a value message using clinical, economic, and humanistic evidence, as well as describe the research methodologies that can be used to derive the data. Using real-world case studies, attendees will learn about the development of a Value Dossier.

#### Learning objectives:

- Understand the construct of a value story, and the types of data that can be used to develop value statements for various stakeholders
- Discuss the research methodologies that are used to develop the value story, and review the pros and cons of the approaches from the perspective of regulatory approval and commercialization success
- Appreciate the value of incorporating real-world evidence/HEOR data into planning and analyses early in the process
- Discuss the role of the Publication Planner in the development of value communication tools

**Patti Peoples, RPh, PhD**, Founder and CEO, HealthEconomics.Com; Principal Researcher, HE Institute

**Larry Radican, PhD, MPH**, Vice President, Health Economics and Outcomes Research (HEOR) - Value Evidence Generation, Peloton Advantage, an Open Health Company

9:25 AM –  
10:10 AM



### Guided Poster Tour – Enhanced Communication Theme

Baltimore 3, 4 & 5

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

#### Featured posters:

**Visual abstracts to disseminate research findings: an analysis of journals using #visualabstract on Twitter**

*Tom Rees, Kelly Soady and Laura Drought*

**Enhanced content to accompany a peer-reviewed publication: a case study including 10 cardiovascular and diabetes journals**

*Christine Markus, Neil Venn and Susanne Ulm*

**Enhancing oral presentations: can animated videos engage viewers post-congress?**

*Mary Richardson, Elin Pyke, Rachel Patel, Farah Dunlop and Natasha Littleton*

10:10 AM –  
10:15 AM

Move to Next Session

Parallel Session Member Proposal

CMPP Recertification Credits

## WEDNESDAY MORNING, APRIL 17

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.



1

### Scientific Communication Platforms 301: Moving Beyond Development and Basic Implementation

Baltimore 1 & 2

Please see description on page 14



2

### Best Practice in Symposium Development and Delivery

Annapolis 1 & 2

Please see description on page 15



3

### Building Your Value Story/Value Dossier

Annapolis 3 & 4

Please see description on page 15



11:00 AM –  
11:30 AM

### Morning Break and Visit Exhibitors

Exhibit Hall

11:30 AM –  
11:40 AM

### Exhibitor Prize Drawing

Exhibit Hall

11:40 AM –  
11:45 AM

### Move to Next Session

11:45 AM –  
12:15 PM

### The Power of the Patient: Update from the FDA Patient Engagement Advisory Committee

Although it may seem odd in retrospect, the development of new technologies intended to improve patients' lives has largely relied upon expert opinions rather than asking patients and families directly what they consider most important. FDA believes that patients can and should bring their own experiences to bear in helping the Agency define meaningful benefits or unreasonable risks for certain new devices. This session will feature the Lead from the HYPERLINK "<https://wayback.archive-it.org/8521/20180613185752/http://www.fda.gov/AdvisoryCommittees/CommitteesMeetingMaterials/PatientEngagementAdvisoryCommittee/default.htm>" FDA's first-ever Patient Engagement Advisory Committee (PEAC). Attend this session to hear about efforts to help drive a more patient-centered medical product development and assessment process.

**Chinyelum (Chi-Chi) Olele**, PharmD, Manager, FDA Patient Engagement Advisory Committee (PEAC), CDR, United States Public Health Service

**Moderator: Juliana Clark, PharmD**, Immediate Past Chair (2017-2018), ISMPP Board of Trustees; Publications Consultant



 Parallel Session  Member Proposal

 CMPP Recertification Credits

## WEDNESDAY MORNING, APRIL 17

12:15 PM –  
12:45 PM



**Keynote: Health Policy and Washington: Three Trends That Matter to Medical Communications**

**Jon Bigelow**, Executive Director, Coalition for Healthcare Communication

12:45 PM

**Closing Remarks**

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

## WEDNESDAY AFTERNOON, APRIL 17

12:45 PM –  
1:00 PM

**Lunch for Workshop Attendees and Faculty Only**

Baltimore Foyer

1:00 PM –  
2:30 PM

**Post-conference Workshops and Communication Bootcamp**

2:30 PM –  
3:00 PM

**Afternoon Break**

3:00 PM –  
4:30 PM

**Post-conference Workshops and Communication Bootcamp  
(continued)**

4:30 PM

**CONFERENCE ADJOURNS**

# GET THE MOST OUT OF THE 15TH 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 #ISMPP15AM 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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# WORKSHOP OFFERINGS

Separate registration and additional fees required

<b>PRE-CONFERENCE WORKSHOPS</b> <b>MONDAY, APRIL 15</b> <b>8:30 AM – NOON</b>	
Introductory Publication Planning: The Best of the Basics for New Publication Planning Professionals	Baltimore 2
 Advanced Publication Planning: A Research-based Approach to Bringing Your Publication Plan to the Next Level	Baltimore 1
Manuscript Challenges: Balancing Science and Compliance in Development and Review	Baltimore 4
 Publication Planning & Management at Smaller Companies	Annapolis 4
 Communicating Product Value: HEOR for the Publication Professional	Baltimore 3
 Digital Advances and Publication Planning: Current Practices and Future Directions	Annapolis 1
 Scientific Communication Platforms: Development and Successful Implementation	Annapolis 3
 Patient Lay Summaries? Plain Language Summaries? Learn to decipher the differences and communicate	Annapolis 2
 Ethics in Publications Practice: Authorship, Transparency, Consequences, and Beyond	Baltimore 5

 **CMPP Recertification Credits**

# WORKSHOP OFFERINGS

Separate registration and additional fees required

POST-CONFERENCE WORKSHOPS WEDNESDAY, APRIL 17 1:00 PM – 4:30 PM	
Introductory Publication Planning: The Best of the Basics for New Publication Planning Professionals	Baltimore 5
 Digital Advances and Publication Planning: Current Practices and Future Directions	Baltimore 1
 Scientific Communication Platforms: Development and Successful Implementation	Baltimore 2
 Integrating Comparative Effectiveness Research, Health Economics and Outcomes Research in Your Publication Planning	Baltimore 4

## SPECIAL BOOTCAMP TRAINING\*

Keynote speaker, **Melissa Marshall** of *Present Your Science*, will present a communications training bootcamp,

**Story & Strategy: Tools to Present More Effectively**

WEDNESDAY, APRIL 17

1:00 PM – 4:30 PM • BALTIMORE 3



\*New this year.

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# WORKSHOP DESCRIPTIONS



## Advanced Publication Planning: A Research-based Approach to Bringing Your Publication Plan to the Next Level

### MONDAY

In this predominantly interactive workshop, faculty along 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 facing publication professionals. This workshop is intended for professionals with experience.

#### Faculty:

Jason McDonough, Cello Health Communications

Yvonne Yarker, Medicite LLC



## 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 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:

Jacob Willet, Oxford PharmaGenesis

Karen Kurtyka, Oxford PharmaGenesis

Victoria Anderson, Oxford PharmaGenesis



## 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 media opportunities to date. Attendees will be encouraged to share their own work experiences with integrating social media into their publication processes.

#### Faculty:

David Hogben, Complete HealthVizion

Paul Lane, Biomarin Pharmaceuticals (Mon)

Tom Rees, Oxford PharmaGenesis

Catherine Skobe, Pfizer (Wed)



## Ethics in Publications Practice: Authorship, Transparency, Consequences, and Beyond

### MONDAY

The important issues of authorship, data transparency, and other topics become especially challenging in instances where current publication guidelines (ICMJE, GPP3, etc.) do not provide specific guidance. This interactive workshop will enable participants to explore these and related issues that sometimes fall into gray areas in depth, going beyond the letter of the guidelines, and employing real-world case studies to examine ethics, potential solutions, consequences, and best practices. Participants will also be asked to provide their own case studies and experiences for exploration by the entire group. Previous enrollees appreciated the "thought-provoking" discussions and the appropriateness of examples for professionals of different experience levels.

#### Faculty:

Mukund Nori, rareLife Solutions

Robert Lersch, Lersch Global Communications

# WORKSHOP DESCRIPTIONS



## Integrating Comparative Effectiveness Research, Health Economics and Outcomes Research into Your Publication Plan

### WEDNESDAY

Comparative effectiveness research (CER, which focuses on real-world evidence vs. randomized controlled trial findings,) is becoming an increasingly important consideration for medical publication professionals as they develop their publication plans. The goal of CER is to help increase quality and decrease costs of healthcare by providing stakeholders with evidence on the relative value of interventions in broad and diverse populations, and in routine settings of care – in brief, to identify what works best for which patients, under which circumstances. CER encompasses health economics and outcomes research (HEOR) and diverse study designs and methods. By integrating CER/HEOR into an overall publication plan, publication professionals can complement core scientific and clinical publications and strengthen a product's evidence base for medical decision-makers. This interactive workshop will provide an overview of CER/HEOR and a discussion of their roles in publication planning.

#### Faculty:

*Vicki Blasberg, Peloton Advantage, an Open Health Company*  
*Larry Radican, Peloton Advantage, an Open Health Company*

*Malgorzata Ciepiewska, Celgene*

## Introductory Publication Planning: The Best of the Basics for New Publication Planning Professionals

### MONDAY AND WEDNESDAY

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, Adelphi Group*  
*Michael Platt, Virgo Health*

*Carol Sanes-Miller, Independent*

## Manuscript Challenges: Balancing Science and Compliance in Development and Review

### MONDAY

Publication of industry-sponsored research requires adherence to numerous industry standards, federal regulations, and accepted good publication practices. These standards impact the pharma/biotech/device industry, the medical communications agencies that support industry, and journal publishers and scientific congresses. In this workshop, our faculty will provide an overview of the rules and standards pertaining to development and review of compliant industry-sponsored publications. Didactic presentations and interactive case studies will be offered regarding the roles and responsibilities of authors, publication professionals, reviewers, and other stakeholders; as well as risks and challenges faced by publication professionals in resolving conflicts and other problems that arise. Guidance on best practices for conducting a review of a publication will also be offered.

#### Faculty:

*Ann Davis, Independent*  
*Sonia Schweers, Bristol-Myers Squibb*

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# WORKSHOP DESCRIPTIONS



## Patient Lay Summaries? Plain Language Summaries? Learn to decipher the differences and communicate

### MONDAY

Do you ever feel a bit confused when you hear someone refer to a PLS? Then this workshop is for you. Get clarity on the differences and similarities between the plain language summaries developed for publications and the clinical study-based patient lay summaries intended for study participants. Each will be discussed in terms of who, when, what, how, and why. Participants will gain a solid understanding of each type of summary, how they are used, and why they are important to medical research and to the public. Also, learn the elements underlying readability for different audiences. Associated issues and challenges involved with the provision of these summaries, including the importance of safeguarding patient privacy and preserving scientific rigor will be explored. Participants will examine how summaries can best be communicated to ensure that they are reaching intended audiences and maximizing their usefulness through exercises and case-studies.

#### Faculty:

Sara Griffiths, Oxford PharmaGenesis

Jan Seal-Roberts, Adis, Springer Healthcare



## 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 required to establish new processes and policies with cross-functional agreement and demonstrate the internal value of ethical publication practices and medical writing support. This workshop will consist of didactic and interactive sessions.

#### Faculty:

Kelly Helton, Incyte Corporation

Donna Simcoe, Simcoe Consultants, Inc.

Mindy Yang, Amicus Therapeutics



## Scientific Communication Platforms: Development and Successful Implementation

### MONDAY AND WEDNESDAY

Scientific communication platforms form the foundation for scientific communications across an organization. Even though there has been increasing recognition of the importance and value of these 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:

Keith Gaddie, Takeda

Boyd Scott, Merck & Co

Jamie Kistler, PAREXEL

Jeff Pfister, Merck & Co



## Special Bootcamp Training: Story & Strategy: Tools to Present More Effectively

### WEDNESDAY

A publication professional often finds themselves at the intersection of many disciplines, other publication professionals, various subject matter experts, and management, explaining the nuances of publications, or else the publication professional may be helping others who themselves are presenting complex information to others. This audience may be varied, with different needs to be addressed. Melissa will run a deep-dive, hands-on bootcamp to equip attendees to present their data in an understandable, memorable, and persuasive way. It will comprise a dynamic and interactive combination of lecture, discussion, and exercises so that attendees walk away with the skills, knowledge, and practice necessary to transform the way they present their work. The first half will focus on understanding your audience and the second half on identifying the visual aids to use in your presentations. Come with your computer and a project to work on in class!

#### Faculty:

Melissa Marshall, Present Your Science

PS: Check out her TED Talk... Talk Nerdy to Me which you can find on her website (<https://www.presentyourscience.com/>)

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# 15TH 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 15th Annual Meeting.

## PROGRAM COMMITTEE

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**Carolyn Hustad (Vice Chair)**

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Gary Burd

Amy Calamari

Liz Cecere

Sharon Suntag

## GLOBAL WORKSHOP COMMITTEE

Tom Drake

Susan Kaup

Harry Ma

Teresa Steininger

ISMPP would like to thank its dedicated staff for their contributions to the 15th Annual Meeting of ISMPP and also acknowledge the contributions from the Creative Department at MedErgy HealthGroup 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.

# 15TH ANNUAL MEETING POSTER PRESENTATIONS

## Authorship

- #1 Authorship trends from the top 25 pharma companies: non-company authors lead the way**  
Nicole Naccara, Wil Glass, Dyann C. Mazzeo, Mazen Saeed, Jeri Freeman, Cynthia A. Nedyakalayil, and Germaine D. Agollah
- #2 Considerations in identifying author candidates for scientific publications**  
Marissa L. Buttaro, Diane Fudyma, Melissa S. McGrath, and Laura A. Carlson
- #3 Perceptions regarding author affiliation on the credibility of scientific articles**  
Fran Young, David Gothard, Eric Southam, Roseanne Girnary
- #4 Is it time we considered the value of digital influencers for publication planning activities?**  
Jeff Ruoss, Stefan Kolata, Jeremy Gerrard, Owen Murray and Stephen Douthwaite

## Contemporary Topics

- #5 Comparison of different student rotations in a medical communications agency: case study reports**  
Myka Ababon, Gary Burd, Michele Springer, Anuksha Sumar and Stacey Reeber
- #6 Dissent from the mundane: an analysis of nonconformist publications**  
Jenna Lewis, Todd Parker, Ted Stanek and Steven Palmisano  
[Contemporary Topics Guided Poster Tour](#)
- #7 Does contribution to scientific technical and journal articles correlate with big data indices of social well-being?**  
Gary Burd, Jackie Marchington and Robert Coover
- #8 Factors that influence journal editors' acceptance or rejection of manuscript submissions**  
Frank J. Rodino, Sandra Westra, Kamely Hayes and Kait Gilleran
- #9 Health policy and the role of industry-sponsored medical publications**  
Adam Watson, Angela Sykes, LaVerne Mooney, Gina Williams and Catherine Skobe
- #10 Literature exploration analysis with artificial intelligence – validation and efficacy of an in-house tool**  
Kaushik Subramanian, Amit Bhat, Antony Prabhu, Bhuma Vedantam and Imaad Khan  
[Contemporary Topics Guided Poster Tour](#)
- #11 Moving beyond peer-review: what healthcare professionals value in scientific publications**  
Wil Glass, Julie Dela Cruz, William Kim, Jeri Freeman, Cynthia A. Nedyakalayil and Monica R.P. Elmore  
[Best Practice Guided Poster Tour](#)

## Contemporary Topics

### **Reach and impact of pharmaceutical industry-affiliated preprints, and subsequent peer reviewed publications**

- #12** Gina D'Angelo, David Gothard, Lisa Law, Valérie Philippon, Eric Southam, Susan Wieting and Heather Lang  
[Contemporary Topics Guided Poster Tour](#)

### **Scientific and social media impact of pharma sponsored research preprints – boon or bane?**

- #13** Amit Bhat and Kaushik Subramanian

## Ethics and Standards

### **Assessment of incomplete conflict of interest disclosures in published primary manuscripts**

- #14** Steve Rizk, Michelle Seymour, Jay Wataranan and Elizabeth Crane  
[Best Practice Guided Poster Tour](#)

### **Assessment of the AMWA-EMWA-ISMP Joint Position Statement (JPS) and the role of professional medical writers: An online survey**

- #15** Ira Mills

### **Case reports on scientific misconduct with legal consequences in biomedical research (2009-2018)**

- #16** Lakshmi Kasthurirangan, Jyothi Ramanathan, Preethi Bheeredy, Madhavi Patil, and Vatsal Shah

### **Cross-sectional analysis of phase I clinical trial results disclosure and publication**

- #17** Ricardo Milho, Helen Bewicke-Copley, Ruth Le Fevre, Alex Pashley and Jessica Patel

### **Investigating the reporting of patient comorbidities in clinical trials**

- #18** Elyse Viana, Disha Patel, Crystal Hanington and Jessica Deckman

### **Journal implementation of International Committee of Medical Journal Editors (ICMJE) guidelines for data sharing statements**

- #19** Elizabeth Strickland, Denise Gurrera Myers, Jim Trinh, Beth Linder, Jessica Deckman and Disha Patel

### **Preparation, update, and release of the ISMP code-of-ethics**

- #20** Dikran Toroser, Laura Dormer, Shilpa Aggarwal, Kimberley Brooks, Mukund Nori, Tanya Stezhka, Jayme Trott and Laura McCormick

### **Secondary publication writing: walking the tightrope between self-plagiarism and publication ethics**

- #21** Sangita P Patil, Madhavi Patil and Vatsal Shah  
[Best Practice Guided Poster Tour](#)

### **Use of 'subject' vs 'participant' vs 'patient' in medical publications – is more guidance needed?**

- #22** Kim Brown, Anne Rusk, Hajira Koeller, Keith Gaddie, Marianne Jenal-Eyholzer, and Susan Wieting

## Enhanced Communication

- #23 Enhanced content to accompany a peer-reviewed publication: a case study including 10 cardiovascular and diabetes journals**  
Christine Markus, Neil Venn and Susanne Ulm  
[Enhanced Communication Guided Poster Tour](#)
- #24 Enhancing oral presentations: can animated videos engage viewers post-congress?**  
Mary Richardson, Elin Pyke, Rachel Patel, Farah Dunlop and Natasha Littleton  
[Enhanced Communication Guided Poster Tour](#)
- #25 To hashtag or not to hashtag: what is the engagement?**  
Tamalette Loh, Lynda Chang, Elaine Wilson and Robert Poole
- #26 Visual abstracts to disseminate research findings: an analysis of journals using #visualabstract on Twitter**  
Tom Rees, Kelly Soady and Laura Drought  
[Enhanced Communication Guided Poster Tour](#)
- #27 US Food and Drug Administration's social media usage guidelines: Are pharmaceutical companies compliant?**  
Disha Dayal and Shaleen Multani

## Patient Engagement

- #28 Case reports and patient experiences in medical journals- How much CARE for patients?**  
Madhavi Patil, Himabindu Gutha, Priyanka Sharma, Sangita Patil and Vatsal Shah
- #29 Development and use of two tools to facilitate and evaluate patient authorship**  
Karen L Woolley, Lauri Arnstein, Anne-Marie Hamoir, Dawn Lobban, Richard Stephens and Beverley Yamamoto  
[Patient Engagement Guided Poster Tour](#)
- #30 Increasing patient access to medical publications**  
Holly C. Cappelli, Amanda C. Vreeland, Christopher Barnes, Hossein Torkabadi, Nicole Parker and Shalini Murthy
- #31 Patient acknowledgements in oncology trial publications (encore)**  
Lisa Bullard, Jamie Kistler, Matthew Booth, Natalie Dennis and Nichola Gokool
- #32 Patient involvement in medical journal review processes: an elusive goal**  
Michael Pellegrino, Gemma McGregor, Gary Dever, and Claudia Piano
- #33 Patient involvement in the peer-review process: an investigation across therapy areas**  
Claudia Piano, Gemma McGregor, Gary Dever and Michael Pellegrino

## Plain Language Summaries

**#34** **Where are biomedical research article plain-language summaries (PLS)? (encore)**  
Mary Gaskarth, Karen King, Ray Magee, Claudia Piano, Carol Wilk and Hannah FitzGibbon

**#35** **Developing plain language summaries of scientific congress abstracts – with patients, for patients: an expanded feasibility study**  
Dheepa Chari, Karen Woolley, Margaret Gordon, Kris Schuler, Simon Stones, Anne Clare Wadsworth, Phil Matthews, and Lauri Arnstein

**#36** **Availability of plain language summaries in biomedical journals: a case study in dermatology**  
Valerie Moss, Maria Rapoport and Neil Venn

**#37** **Plain language summaries of publications: Addressing the HOW via a stakeholder survey and workshop**  
Dawn Lobban, Lauri Arnstein, Anne-Clare Wadsworth, and Karen Woolley  
[Patient Engagement Guided Poster Tour](#)

**#38** **Lay and plain-language summary trends in the medical literature**  
Lisa M. Havran and Morgan C. Hill  
[Patient Engagement Guided Poster Tour](#)

**#39** **Evaluation of plain-language summaries (PLS): optimizing readability and format (encore)**  
Jason Gardner, Leia Martínez Silvagnoli, Caroline Shepherd and James Pritchett

## Open Access

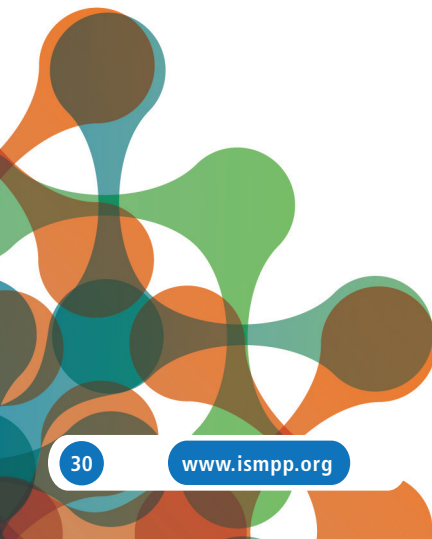
**#40** **Assessing the uptake and reach of open access publishing**  
LaVerne A. Mooney and Brittany Wolf



**#41** **Citation rates for open-access versus pay-to-access articles in clinical journals specialising in paediatric medicine (encore)**  
Maira A Hudson, Heather M Heerssen, Sheila M Curristin and Alan Storey

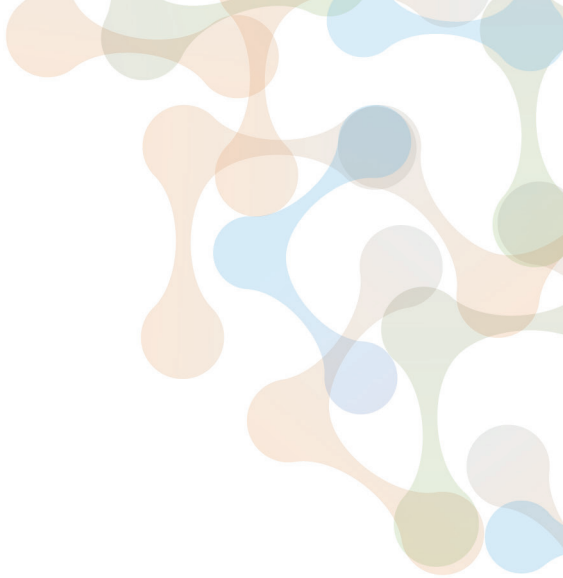
**#42** **Striking a balance: Open-access and data-sharing in ICMJE Journals**  
Larisa Miller and Shweta Rane





## Real World Evidence

- #43 Assessment of peer reviewers' comments: case study from comparative effectiveness research (CER) studies**  
Rob Coover, Manuela Di Fusco, Alyson Bexfield, Raya Mahbuba and Michelle Kissner
- #44 Needs and challenges in communicating value of pharmaceuticals: a benchmarking survey**  
Patti Peeples
- #45 Publishing patient registry manuscripts in journals with higher impact factors**  
Nicky Dekker, Remon van den Broek, Jean Williams, Patrick Crowley, Victoria Edwards, Eva Polk, Tessa Hartog, Patricia Fonseca, Hester van Lier and Anna Georgieva
- #46 Reporting of patient-reported outcomes in clinical trial publications**  
Philip Sjostedt, Cindy Busch, Nicole Coolbaugh and Susan Martin
- #47 US and EU patient registries in the peer-reviewed literature: a targeted review**  
Amelia Frizell-Armitage, Sarah J. Clements, Julia Stevens, Helen Chambers and Simon Foulcer
- #48 Usage of registry data and publication planning: a case study**  
Nicholas Combates, Vrinda Mahajan, Jill Sanford and Robert Matheis
- #49 Value frameworks and health technology assessment: Transparency in use of peer-reviewed publications**  
Bansri Desai, T. Joseph Mattingly II, Remon van den Broek and Eleanor M Perfetto



 Parallel Session  Roundtables  Member Proposal  
 CMPP Recertification Credits



 Parallel Session  Roundtables  Member Proposal  
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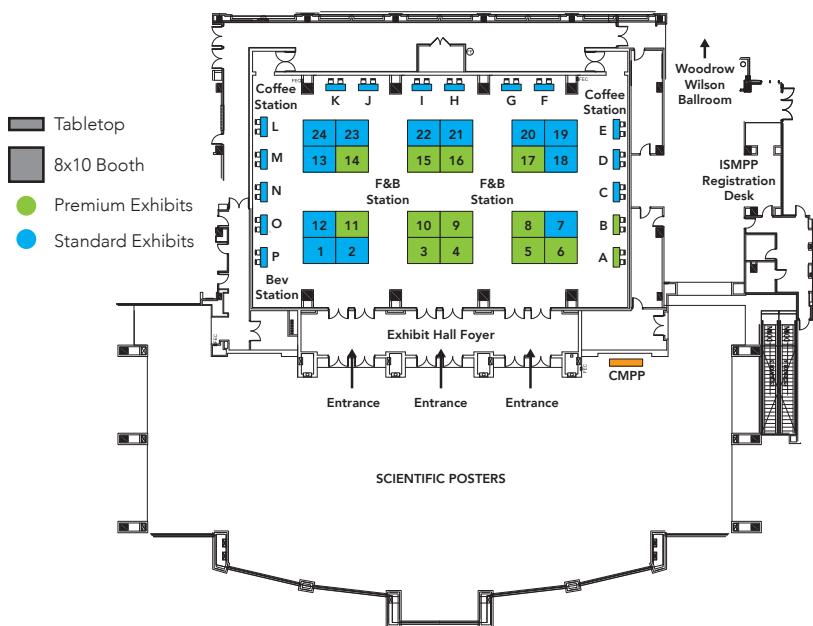
15TH ANNUAL MEETING OF ISMPP

[www.ismpp.org](http://www.ismpp.org)

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# 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.

# 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: \$259 USD\* + tax** (includes nightly resort fee)

**\*Rate expires March 25, 2019 or while room availability lasts**

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

If calling to book your reservation via phone, please be sure to reference "International Society for Medical Publication Professionals" 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 15		Tuesday, April 16		Wednesday, April 17	
	Pre-Con Workshop AM	General Session PM	General Session Full Day	Networking Reception PM	General Session AM	Post-Con Workshop PM
<b>Standard: Mar 1-22</b>	\$315	\$300	\$545	Included	\$300	\$315
<b>Onsite*</b>	\$335	\$325	\$570	Included	\$325	\$335

\*Administrative fees apply. [For more information, please click here for Registration Terms & Conditions.](#)

