

Join us for the 2<sup>nd</sup> Annual Meeting of The International Society for Medical Publication Professionals

# Setting the Course: Navigating Today's Current Publications Landscape

April 24 – 26, 2006

The Sheraton Society Hill Hotel • Philadelphia, PA



## Dear Colleagues:

On behalf of the International Society for Medical Publication Professionals (ISMPP), we would like to invite you to join us for our 2nd Annual Meeting, April 25–26, 2006. ISMPP is the only independent, nonprofit organization dedicated solely to educating and sharing best practices among publication planning professionals. The ISMPP Program Committee has prepared a timely and relevant program to bring together those in the **pharmaceutical, biotechnology and device industries, medical publishers, publication planning and medical communication agencies, and others involved in medical publishing**. The synergy created by this mix, coupled with a top-notch agenda crafted by your peers, promises to be the most beneficial and practical publication planning event of the year!

This year's meeting marks ISMPP's first anniversary, a year in which ISMPP grew from an idea to over 300 members. ISMPP is beginning to fill a professional void for many of us, made possible only through the contributions of so many of our members. I hope you will agree that the program for our 2006 Annual Meeting is novel and thought provoking. It covers important issues such as:

- **Ongoing Changes in Guidelines and Policies that Affect Publishing**
- **The Evolving Impact of Clinical Trial Registries and Results Posting Sites**
- **Data Disclosure and Transparency**
- **Ghost Writing versus Professional Medical Writing Support**
- **Publication Planning on a Global Scale**
- **Nontraditional Audiences and Publication Vehicles**
- **Biopharma and Device Manufacturer's Perspective on Publication Planning**
- *And much more!*

In addition to the stimulating plenary and discussion sessions, we are proud to feature two full-day, interactive workshops to kick off the Meeting, Monday, April 24. Consider attending the **Publication Planning 101/201 Workshop** if you are new to publication planning or the **Publication Planning 301 Workshop** if you are a more seasoned professional seeking to add new strategies to your arsenal.

And of course, we have made sure to work socializing, networking, and a bit of fun into the agenda. You will have ample time to meet and network with your peers, as well as with leading service and solution providers in our Exhibit Hall. Be sure to join us **Sunday, April 23** for our **Welcome Reception** and **Tuesday, April 25** for our **Networking Reception** at historic Bookbinder's, located across from the Sheraton Society Hill Hotel.

The ISMPP Program Committee has worked very hard to create an agenda that truly reflects the state of the art and key issues of interest to publication planning professionals.

We hope you and your peers can join us April 24–26, 2006, in Philadelphia for the 2nd Annual ISMPP Meeting.

Sincerely yours,

Timothy D. Bacon  
President  
ISMPP 2nd Annual Meeting Co-Chair

Robert A. Norris  
President-Elect  
ISMPP 2nd Annual Meeting Co-Chair

Sunday, April 23

7:00 PM

## Welcome Reception

For those who want to “check-in” when they check-in, come and join the ISMPP Board of Directors in the hotel courtyard for some cocktails and hors d’oeuvres before retiring for the night.



ISMPP would like to thank Merck & Co. for its generous support of the evening’s reception and continued support of the Society as a whole.

Monday, April 24

2.

## Day’s Schedule:

8:00 AM	Continental Breakfast
9:00 AM	Program Begins
10:30 AM	30-Minute Networking and Refreshment Break
12:30 PM	Luncheon for Workshop Participants
1:30 PM	Workshops Resume
3:00 PM	30-Minute Networking and Refreshment Break
5:00 PM	Workshops Conclude

## Choose from Two Full-Day, Interactive Workshops:

### Publication Planning 101 / 201

This full-day workshop provides attendees with an interactive and instructive introduction to the world of strategic publication planning. It is tailored toward: newly appointed publication planners in the pharmaceutical/biotech industry or in communications agencies; experienced publication planners with responsibilities for training and mentoring; publication planning support staff; professional medical writers and editors; journal editors; and, allied members of a publication planning team (e.g. regulatory, legal, medical and marketing functions). The learning objectives are to:

- Understand the value and goals of effective publication planning
- Identify the major components of a strategic publication plan
- Become familiar with publication planning terminology
- Understand ethical publication planning activities, policies, and guidelines
- Appreciate the importance and benefits of a collaborative team environment
- Identify and understand the needs of internal and external stakeholders
- Define and assess measures of success

The workshop includes didactic presentations by leaders in the publication planning field, as well as interactive work-mat exercises and group discussions focused around key issues.

#### Workshop Facilitators:

##### Chris Brune, MLS

Knowledge Manager, Information Services  
CHURCHILL COMMUNICATIONS

##### Grahame Conibear

Director  
DIVERSIFIED AGENCY SERVICES HEALTHCARE

##### Jon Druhan, PhD

Associate Director, Clinical Publications  
Medical Communications & Document Management  
ASTRAZENECA

##### Jeffrey E Fletcher, PhD

Senior Clinical Publications Lead  
ASTRAZENECA

##### Gary McQuarrie, PharmD, MBA

President & CEO  
THOMSON SCIENTIFIC CONNEXIONS

##### Monika Poelzmann

Senior Vice President, Strategic Development  
AXIS HEALTHCARE COMMUNICATIONS

##### Lois Wehren, MD

Associate Director, Medical Communications  
MERCK RESEARCH LABORATORIES

### Publication Planning 301

#### Developing a Strategic Publication Plan

This workshop provides attendees with an opportunity to develop a strategic publication plan for a particular brand. It is tailored toward individuals who have either attended a previous publication planning conference, or who have more than three years of publication planning experience. The learning objectives are to:

- Identify all the major components of a strategic publication plan
- Gain experience formulating publication objectives and scientific communications
- Identify appropriate targets for data dissemination
- Discuss in detail the planning of data roll-out over time
- Evaluate the importance of impact and timing as they relate to publication and presentation
- Review the scientific literature for competitive publications
- Understand the utility of and be able to carry out a gap analysis
- Effectively present key aspects of a publication plan to senior management

Workshop attendees are divided into small working groups and provided with a clinical overview of Drug X (e.g. MOA profile, safety and efficacy summaries, anticipated product profile, clinical plan, launch date, list of competitors, etc). Based on this clinical profile, the groups are asked to formulate a strategic publication plan, and to present it to the larger group at the conclusion of the workshop.

#### Workshop Facilitators:

##### June Fulton

Senior Vice President, Operations  
PEERVIEW, INC.

##### Michael McLaughlin

Chief Scientific Officer, Medical Communications  
PELTON ADVANTAGE

##### Jane Moore

Publications Manager, HF/Tachy Marketing  
MEDTRONIC INC.

##### Christopher Rains

Scientific Alignment Manager, US  
Medical Affairs  
ASTRAZENECA

##### Amy Van Note

Account Director  
COMPLETE HEALTHCARE COMMUNICATIONS

##### Fran Young

Global Publications Manager  
ASTRAZENECA

7:00 AM Registration  
Continental Breakfast

8:00 AM **President's Address: Welcome, ISMPP at One Year**  
**Timothy Bacon**  
President and CEO  
PEERVIEW, INC.

8:15 AM

### KEYNOTE PRESENTATION

#### The Medical Media and Promotion of the Conflict of Interest Cult

**Thomas P. Stossel, MD**  
American Cancer Society Clinical  
Research Professor  
HARVARD MEDICAL SCHOOL  
Co-Director, Hematology Division  
BRIGHAM & WOMEN'S HOSPITAL

Thomas P Stossel, MD, is American Cancer Society Clinical Research Professor at Harvard Medical School, and Co-Director of the Hematology Division at Brigham & Women's Hospital, Boston, MA, USA. He is currently Editor-in-Chief of Current Opinion in Hematology, and a member of The National Academy of Sciences, The American Academy of Arts, and Sciences and the Institute of Medicine. An active researcher and prolific author on the fundamental mechanisms of cell motility, he has also written eloquently on the complex and recent high-profile conflict of interest issues as they relate to industry, academics, and journal editors.

### GUIDELINES AND POLICIES FOR PUBLICATION PLANNING: THE CURRENT ENVIRONMENT

The first of the general sessions focuses on guidelines and policies within the biopharmaceutical and medical device industries, as they relate to publication planning and execution. What is the current status? How did these guidelines and policies evolve? And where do we predict they'll take us in future?

**Moderator: Gene P. Snyder**  
Secretary / Treasurer  
ISMPP

Vice President, Medical Education Initiatives  
LE JACQ

9:00 AM

### Navigating the Changing Landscape: Understanding Publication Planning Guidelines

**Elizabeth Field, PhD**  
Senior Director  
Medical Communications  
EMD PHARMACEUTICALS

A number of guidelines govern the way we practice publication planning. Some are well established and generally accepted; others are relatively new, introduced in response to the need for increased transparency. This presentation reviews past and present guidelines, with the goal of ensuring that all participants can:

- Understand the essence and intent of the guidelines
- Work effectively within the guidelines
- Broadly communicate their commitment to the guidelines to their respective publications teams

9:30 AM

**David Korn, MD**

Senior Vice President  
Biomedical and Health  
Sciences Research  
ASSOCIATION OF AMERICAN  
MEDICAL COLLEGES (AAMC)

### The Future of Industry-Sponsored Clinical Trials and Their Publications

Over the past 12 months, the ethics and complexities of publishing industry-sponsored clinical trials have been hotly contested. A number of journals have featured editorials on the issue; industry has responded, with mixed success. This session invites attendees to consider both sides of the debate. This presentation:

- Examines key issues surrounding the reporting of industry-sponsored clinical trials' results
- Presents and dissects the ethical considerations
- Comments on the potential impact of curtailing the publication of industry-sponsored studies
- Reviews how industry and ISMPP have responded to the issues to date

10:00 AM

*Morning Refreshment Break*

10:30 AM

**John Kamp, JD, PhD**

Executive Director  
COALITION FOR HEALTHCARE  
COMMUNICATION

### Ensuring Transparency: Inviting the FDA/EMA to Your Publication Team Meeting

Publication planning teams, by definition, include persons with an interest in achieving journal publication. Representatives from the Food and Drug Administration (FDA) or European Medicines Agency (EMA) do not typically sit on such teams. But, given the changing publications landscape, should they? And, if they did, what would they hear? This presentation invites attendees to reflect on the relationship between the FDA/EMA and journal publication by examining the:

- Role of regulatory bodies in the design and reporting of clinical trial results
- FDA's/EMA's jurisdiction over published literature
- Role played by the FDA's Division of Drug Marketing, Advertising and Communications (DDMAC)
- FDA's/EMA's position on the role of publications agencies

11:00 AM

### Q&A

Take advantage of this rare assembly of industry thought-leaders. Be prepared to ask our morning speakers challenging questions regarding their views on the current publications' landscape. You just may be surprised at what you will hear!

11:45 AM

### Annual ISMPP Membership Business Meeting and Luncheon

Join us for the 1st official business meeting of the ISMPP membership. During this luncheon, your 2006-2007 elected officers will be announced, following online elections the week prior to the meeting. Additionally, attendees will vote to adopt the official Bylaws of ISMPP, to help govern our organization as we grow. To review a draft of the Bylaws, please visit [www.ismpp.org](http://www.ismpp.org).

### GLOBAL PUBLICATION PLANNING: BALANCING DOMESTIC & GLOBAL NEEDS

This portion of the program examines some of the similarities and differences between publication plans driven globally and from the US.

**Moderator: Kim Pepitone**

Senior Director, Client Services  
ACCESS COMMUNICATIONS INC.

1:00 PM

**Anil S. Jina, MD**  
 Medical Director  
 Psychiatry  
 PFIZER INC.

### The Global Perspective: An Overview of Global Publication Planning

This session explores publication planning at a broad international level. Global publication planning, by definition, must consider the publication of data as they relate to audiences across the entire international spectrum. It has to be mindful, however, of national and local needs, taking into consideration variations in regulatory requirements, timing of product launches, and outcomes that best suit the needs of individual markets. This is not without its challenges! By providing an overview of global publication planning, this presentation enables attendees to:

- Identify with the stakeholders of a global publication plan and relate to their needs
- Examine communications vehicles in an international context
- Anticipate some of the potential issues when different geographic markets are involved
- Effectively balance global planning with local needs

1:30 PM

**Richard F. Lamb**  
 Head, Medical Publications &  
 National Education, Acomplia  
 SANOFI-AVENTIS

### Parsing the Landscape: Global vs. Local Markets

This presentation offers a uniquely US perspective on publication planning. It challenges the notion that all journal publications are global in nature, and invites participants to consider the needs and issues of biopharmaceutical company personnel working in the US market. Tackling common questions, it asks:

- How should US and global company personnel work effectively together?
- Should US and global publication plans be separate entities?
- Do North Americans and Europeans read the same scholarly journals? If not, why not? And how can publication planning effectively address this?
- What value are European publications to US physicians, and vice versa?
- What drives international researchers to select US journals over others; and do non-US researchers have the same chance of acceptance?

2:00 PM

### Poster Presentations

Afternoon Refreshment Break

3:00 PM

**Moderator: Lisa R. Sack**  
 Principal  
 LRS CONSULTING, LLC

### SPECIAL PROGRAM NONTRADITIONAL AUDIENCES AND VEHICLES, AND THEIR IMPACT ON THE PUBLICATION COMMUNITY: FROM PATIENTS TO FINANCIAL ANALYSTS

Brief presentations from our esteemed panelists will be followed by a substantial question and answer period.

**Panelists on hand will represent the following business sectors:**

Financial Press  
 Web-Based Information Service  
 Television  
 Consumer/Advocacy Group  
 Open Access Journals

Publication planning means different things to different people. To some, it is essentially the planned roll-out of journal publications over time. To others, however, the scope can and should be much broader. This session invites attendees to consider new audiences and new vehicles in their publication planning, by focusing in on:

- The publications versus communications spectrum – issues of impact, immediacy, and prestige
- The concept of nontraditional audiences – lay press and the financial community
- Consideration of nontraditional publication vehicles – a publication need not be just a paper in a peer-review journal
- Barriers – real and perceived – to nontraditional publication vehicles
- E-publishing – has this changed the role of the traditional print journal?

4:30 PM

Meeting concludes for the day.

5:00 - 7:00 PM

## Networking Reception

Join your fellow friends and colleagues for an enjoyable start to your evening across the street from the hotel at historic **Old Original Bookbinder's**. Come hungry and thirsty...leave relaxed. It's a perfect excuse to ignore your email, mobile phones and PDAs just a bit longer!



ISMPP would like to thank Pfizer for its generous support of the evening's networking reception and continued support of the Society as a whole.

# Wednesday, April 26

7:00 AM

Continental Breakfast

7:45 AM

## Day 2 Opening Remarks and Recap of Day One

**Timothy Bacon**  
President and CEO  
PEERVIEW, INC.

8:00 AM

## KEYNOTE PRESENTATION

### Read Anything Good Lately?: *An Editor's Endless Quest*

**Faith McLellan, PhD**  
North American Senior Editor  
*THE LANCET*

**Faith McLellan, PhD**, earned her Bachelor's degree in English from Wake Forest University in Winston-Salem, North Carolina, and PhD in the medical humanities (literature and medicine) from the University of Texas Medical Branch at Galveston. Her dissertation was about narratives of illness that patients and their families are writing on the Internet. She has worked as a medical editor for two academic departments of anesthesiology, the American College of Physicians, and the Current Science Group. With Anne Hudson Jones, she is co-editor of *Ethical Issues in Biomedical Publication* (Johns Hopkins University Press, 2000). She currently serves as International Contributing Editor for Literature and Medicine, and as President of the Council of Science Editors. Her research interests are in publication ethics, patients' narratives and the effects of the Internet on the patient-physician relationship. She works in New York City as North American Senior Editor of The Lancet.

## CLINICAL TRIAL REGISTRIES, RESULTS DATABASES & PUBLICATIONS: WHAT'S THE COURSE IN 2006?

Regulatory mandates for public disclosure of clinical trial information as a prerequisite for journal publication is now a practical consideration in publication planning. This session provides participants with the most up-to-date information on what has to be considered a rapidly evolving field.

**Moderator: Joanne Conaty**  
Senior Director, Medical Communications  
ASTRAZENECA PHARMACEUTICALS

8:45 AM

**Understand What Industry Is Doing to Increase Patient and Physician Access to Clinical Trial Information**

**Dan McDonald**  
Vice President  
THOMSON CENTERWATCH

The issue of transparency, as it relates to information about active clinical trials and clinical trial results, continues to evolve at a rapid pace. Existing and pending federal legislation, along with new proposals and policies from some of the most influential professional associations and medical journals, have forced companies to alter what and how this information is shared with the public, either through registries or results databases. Arguably, industry has had to adjust and respond faster now than at any point in recent history. Companies have made remarkable progress over a relatively short time period and the amount of available information continues to expand rapidly. This session discusses how the issue of clinical trial transparency has evolved since the passing of FDAMA in 1997, especially as it relates to registering information on the Internet. The results of an ongoing CenterWatch study looking at the transparency activities of the top 50 biopharmaceutical companies are shared in this session.

- Understand how the accessibility of information has evolved historically
- Discover how the industry is responding to public, professional and regulatory pressure to be more transparent and what still needs to be done
- Learn challenges that have to be overcome and concerns that need to be addressed in order for companies to be more forthcoming with information

9:05 AM

**Clinical Trial Registries and Results Databases: A Need for Common Ground**

**Falguni K. Sen, PhD**  
Professor of Management  
FORDHAM UNIVERSITY  
GRADUATE SCHOOL OF  
BUSINESS ADMINISTRATION

A number of peer-reviewed journals are adopting a policy of requiring trial registration as a prerequisite for publication. Policies are still evolving and the specifics vary, but all have the potential to impact the way we practice publication planning. This session provides an overview of the different stakeholder perspectives on registries. It provides attendees with information on:

- Guidelines and policies issued by different organizations such as World Health Organization (WHO), the Pharmaceutical Research and Manufacturers of America (PhRMA), the International Federation of Pharmaceutical Manufacturers (IFPMA), and the International Committee of Medical Journal Editors (ICMJE)
- Identifies areas of debate
- Distinguishes between the needs of a registry and a results database
- Initiates discussion on issues of balance – how do we disclose information that is mandated by the regulators, clinically useful for the physician, and yet easily understandable and helpful to the patient?

9:35 AM

**Q&A**

Use this time to ask the unanswered questions that directly affect your publications practice. Be prepared to ask our esteemed segment speakers candid questions about their personal views on this hotbed topic.

10:00 AM

Morning Refreshment Break

**STRATEGIC PUBLICATION PLANNING: THE INDUSTRY PERSPECTIVE**

Strategic publication planning in the drug development and marketing sector is historically funded by pharmaceutical companies. With the recent changes in guidelines and questions about the validity of industry-sponsored clinical data and publications pharmaceutical companies have had to re-visit their approach to strategic publication planning and at times alter the ways in which they manage their internal and external processes. In this segment, you will hear from the hands-on experts how they have grappled with and succeeded in this new environment.

**Moderator: Erica Johansson-Neil**  
Board of Trustees  
ISMPP

General Manager  
COMPLETE MEDICAL COMMUNICATIONS

10:30 AM

**Larry Kovalick, PharmD, CGP**  
 Director, Scientific Communications  
 Neuroscience Medical Strategy  
 BRISTOL-MYERS SQUIBB

### Developing a Publication Plan in the Face of Data Disclosure & Other Corporate Governance Requirements

Publication planning today is practiced in an environment of increasing demands for public data disclosure, under the watchful eye of corporate governance. To be effective in this environment, we have to both understand and embrace the requirements. This presentation examines the impact of recent regulatory and corporate changes on the practice of publication planning and, in doing so, challenges some of our established publication planning techniques. Key points of focus include:

- What are the practical implications of clinical trial registries and results databases as they pertain to publication planning?
- Paperwork – what kinds of records should we be keeping?
- Have we come full circle – the return of data-driven publication planning?
- What is the impact of the Sarbanes-Oxley act?

11:00 AM

**Jon Druhan, PhD**  
 Associate Director,  
 Clinical Communications  
 Medical Communications &  
 Document Management  
 ASTRAZENECA

### What Constitutes Success for a Publication Plan?

A publication plan, strategically constructed and efficiently implemented, can deliver a return on investment many times over. But how do we measure the actual return? Is it simply the number of publications? Probably not. What about the uptake of those publications? And do they impact product sales? This session presents a number of options for assessing the success of a publication plan, including:

- Setting objectives
- Techniques for benchmarking
- Measuring components of the publication plan – numbers of papers, journal impact factors, time to publication, etc
- The impact of high-profile media coverage, positive or negative
- The value of drug prescription data

11:30 AM

**Michael A. Nissen, ELS**  
 HUMIRA Publications Manager  
 Medical Affairs, Immunoscience  
 ABBOTT LABORATORIES

### The Balancing Act: Marketing Message, Scientific Communication or Both?

The publication planning function of a biopharmaceutical or medical device company can sit within the Medical or Marketing organization. But what is the primary objective of a publication plan? To facilitate publication of *data-driven* papers or *message-driven* communications? Or both? This presentation addresses the delicate balance between marketing message and science, focusing in on:

- Right message, right audience, right time – too much tips the balance
- The ultimate goal – moving Medical and Marketing in the same direction
- Accurately and effectively communicating the negative as well as the positive.

12:00 NOON

**John Hoey, MD**  
 Former Editor  
 THE CANADIAN MEDICAL  
 ASSOCIATION JOURNAL

### SPECIAL PRESENTATION Why Put Up With General Medical Journals?

Dr Hoey, recently dismissed in a storm of controversy as editor of CMAJ, will address the role of general medical journals (like JAMA, NEJM, Lancet, BMJ and CMAJ) in western society. Do they exist only to publish peer-reviewed authoritative research, or are they also required (by whom?) to tackle the broader health care issues of our time, both here and in the developing world.

12:30 PM

Luncheon for Attendees and Participants



**1:30 PM Key Stakeholder Forum on the Issues That Affect Us All**

This timely and potentially controversial session on the final day examines industry-supported publications issues from the perspective of the journal editor, and incorporates the voice of the professional medical writer, biopharma and agencies.

**Moderator: Stan Heimberger, PhD, MBA**  
 Board of Trustees  
 ISMPP  
 Senior Vice President, Publisher  
 CURRENT MEDICAL  
 RESEARCH & OPINION

**Moderator: Robert A. Norris**  
 President-Elect & Program Chair  
 ISMPP  
 President  
 COMPLETE HEALTHCARE  
 COMMUNICATIONS

These distinguished thought leaders discuss hot topics in today's world of biomedical publishing. Issues to be discussed include:

- Conflict of interest as it pertains to authorship of papers supported by the biopharmaceutical and medical device industry
- The pros and cons of involving professional medical writers in the preparation of draft manuscripts for publication
- Recent developments in journal policies on the publication of industry-supported studies. Should journals refuse to publish such studies? What is the role for independent biostatistical review?

**Journal Representatives**

**John Hoey, MD**

Former Editor  
 THE CANADIAN MEDICAL  
 ASSOCIATION JOURNAL

**Christine Laine, MD, MPH**

Senior Deputy Editor  
 ANNALS OF INTERNAL MEDICINE

**Faith McLellan, PhD**

North American Senior Editor  
 THE LANCET

**Martin J. Murphy, Jr., PhD**

Executive Editor  
 THE ONCOLOGIST

**AMWA/EMWA Representative**

**Art Gertel**

Past President  
 AMERICAN MEDICAL WRITERS  
 ASSOCIATION (AMWA)  
 Vice President, Clinical Services,  
 Regulatory & Medical Writing  
 BEARDSWORTH  
 CONSULTING GROUP INC.

**BioPharma Representatives**

**Elizabeth (Betts) Field, PhD**

Senior Director  
 Medical Communications  
 EMD PHARMACEUTICALS

**Laurence Hirsch, MD**

Executive Director  
 Medical Communications  
 MERCK RESEARCH LABORATORIES

**Agency Representatives**

**Janet Johnson**

Commercial Director  
 Client Services  
 PPSI

**Gary McQuarrie, PharmD, MBA**

President & CEO  
 THOMSON SCIENTIFIC CONNEXIONS

**3:30 PM**

**Closing Remarks**

**Robert A. Norris**

President-Elect & Program Chair  
 ISMPP  
 President  
 COMPLETE HEALTHCARE COMMUNICATIONS INC.

**4:00 PM**

Meeting Concludes

## ISMPP CORPORATE SUPPORTERS

ISMPP wishes to thank the following organizations for their continued support of the Society.








publishing · symposia · patient education · trials review series




a Cardinal Health company








## 2006 ISMPP EXHIBITORS

Make sure you take the time to visit the Exhibit Hall, located adjacent to the General Session. Current exhibitors include:

Amgen Inc.

[www.amgen.com](http://www.amgen.com)

Complete Healthcare Communications, Inc.

[www.chcinc.com](http://www.chcinc.com)

Complete Medical Communications

[www.complete-grp.com/index.html](http://www.complete-grp.com/index.html)

Creative MediaWorks

[www.creativemediaworks.com](http://www.creativemediaworks.com)

Current Medical Research & Opinion

[www.cmrojournal.com](http://www.cmrojournal.com)

Envision Pharma, Inc.

[www.envisionpharma.com](http://www.envisionpharma.com)

PeerView, Inc.

[www.epeerview.com](http://www.epeerview.com)

PPSI

[www.ppsigroup.com](http://www.ppsigroup.com)

Reprints Desk

[www.reprintsdesk.com](http://www.reprintsdesk.com)

Thomson Scientific Connexions

[www.sciconnex.com](http://www.sciconnex.com)

Thomson Scientific

[www.thomsonscientific.com](http://www.thomsonscientific.com)

Please note that if you would like to highlight your company's products and/or services in a target-rich environment, space is still available in the Exhibit Hall, as well as sponsorship opportunities. To learn more, please contact Kimberly Goldin, executive director, at +1 914 945 0507 or [kgoldin@ismpp.org](mailto:kgoldin@ismpp.org).

### ATTENTION PUBLISHERS & EDITORS: PUBLISHERS' ROW

This year, ISMPP is adding a new component to the meeting called 'Publishers' Row' in an effort to attract more members from the publishing sector. One of the main concepts in establishing ISMPP is to bring together those from BioPharma, the agencies and the editors/publishers, to create an open and transparent forum to address the many issues between these groups, and to develop a common set of criteria on how to best work together. Publishers' Row provides an opportunity for publishers and editors to familiarize themselves with ISMPP, while allowing you to promote your publication(s), and to respond to questions regarding the development and acquisition of articles and other relevant content in the currently changing publications' environment.

ISMPP is offering one (1) **editorial representative** from your organization a tabletop display in our registration area so you can get to know ISMPP first-hand, as well as a complimentary pass to the meeting. The only thing required is for that particular individual to join ISMPP as an official member. Dues for 2006 are \$150.00. If you wish to send any other representatives, you are welcome to do so. Additional attendees from your group will be extended a pass at a 50% discount of \$400.00 + \$150.00 for 2006 membership dues.

For additional information, please contact Kimberly Goldin, executive director, at +1 914 945 0507 or [kgoldin@ismpp.org](mailto:kgoldin@ismpp.org).

### PROMOTE YOUR ORGANIZATION'S CURRENT EMPLOYMENT OPPORTUNITIES

Per the request of ISMPP members, we will be distributing a booklet to all registrants detailing your company's available job openings.

The cost is \$1,000 for each one (1) 8.5" x 11" page.

To receive a participation form, please contact Kimberly Goldin, executive director, at +1 914 945 0507 or [kgoldin@ismpp.org](mailto:kgoldin@ismpp.org).

*Please note this program is only available to those organization's that have representatives in attendance at the Annual Meeting.*

**SEE YOU AT THE  
3<sup>RD</sup> ANNUAL ISMPP MEETING!  
April 23 – 25, 2007 • Philadelphia, PA**



## REGISTRATION FEES:

### Monday, April 24: Choose from Two Full Day Workshops

- \$150 Publication Planning 101 / 201
  - \$150 Publication Planning 301
  - \$550 Attend Publication Planning 101 / 201 or Publication Planning 301 ONLY\*
- \*If interested in this option, please contact the ISMPP administrative office directly at +1 914 945 0507.*

### Tuesday, April 25 - Wednesday, April 26, 2006: General Session

- \$800 ISMPP Members ONLY\*
- \*2006 ISMPP membership is required.*
- \$400 Attend Either Tuesday, April 25 or Wednesday, April 26 ONLY\*
- \*2006 ISMPP membership is required. If interested in this option, please contact the ISMPP administrative office directly at +1 914 945 0507.*

[CLICK HERE TO REGISTER NOW.](#)

## VENUE AND HOTEL ACCOMMODATIONS

Sheraton Society Hill Hotel  
One Dock Street (2nd and Walnut Streets)  
Philadelphia, PA 19106  
(T) +1 215 238 6000 • (F) +1 215 238 6652

## RATES

- Single Occupancy:** \$199
- Double Occupancy** \$219

To make a reservation at the Sheraton Society Hill, please call **+1 800 325 3535**. Or make your hotel reservations now online by [CLICKING HERE.](#)

***Make sure you mention ISMPP to receive the negotiated nightly rate!***

Reservations must be received no later than April 3, 2006. Requests for reservations received after April 3 will be on a space-available basis and the rate will be at the discretion of the hotel. ***\*Please note that there is no guarantee of hotel availability through April 3. To secure your accommodations during the Meeting, please make your reservations as soon as possible.***

All individual reservations must be guaranteed and accompanied by a first night's room deposit, or guaranteed with a major credit card, which will be charged at the time of reservation. Reservations not cancelled within 48 hours prior to arrival or no shows will be billed the first night's room rate.

## ISMPP ANNUAL MEETING CANCELLATION POLICY

*If you need to cancel your registration, please note the following:*

### 4 or more weeks prior to event:

You will receive a full refund, minus the inclusive \$150.00 annual membership dues and 10% of the balance for processing fees, or you may substitute another ISMPP member to attend in your place. You may also request a voucher for the full registration fee (minus the inclusive \$150.00 annual membership dues) to be used towards a future ISMPP event within the following twelve-month period.

### 2 to 4 weeks prior to event:

You will receive a refund of 30% of the registration fees, less the included \$150.00 annual membership dues, or you may substitute another ISMPP member to attend in your place. You may also request a voucher for the full registration fee (minus the inclusive \$150.00 annual membership dues) to be used towards a future ISMPP event within the following twelve-month period.

### Less than 2 weeks prior to the event:

You may substitute another ISMPP member to attend in your place.

*\*Please note that if you opt for any form of refund, you will remain a member of ISMPP for 2006.*

**Note: 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.**

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