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# Evaluation and Protection of Business Information During the Preparation of Medical Publications

*Bradford H. Challis, Ph.D.  
Wendy P. Battisti, Ph.D.  
Nमित Ghildyal, Ph.D.  
Susan C. Glasser, Ph.D.*

*Scientific & Medical Publications  
Medical Knowledge Management  
Johnson & Johnson Pharmaceutical Research & Development, L.L.C.  
Raritan, NJ*



*Johnson & Johnson*  
PHARMACEUTICAL RESEARCH  
& DEVELOPMENT, L.L.C.

# Background



- ◆ Security of business information during preparation of publications is important but rarely discussed.
- ◆ Communication and exchange of drafts with people outside your company can compromise the security of the information.
- ◆ There is a potential for adverse impact on competitive position, compliance with regulations, and integrity and trust of a company or client.
- ◆ What are the current views and company policies among publication professionals?

# Survey of ISMPP Members



## ◆ The Survey

- via ISMPP website
- 18 questions
- 450 members
- 77 responded (17%)
- “*HUGE response compared to our average survey*”

## ◆ Results

- Only selected results presented
- Results will be available on ISMPP website

## ◆ Many thanks

- ISMPP members
- Kimberly Goldin, Executive Director

# Participant Characteristics

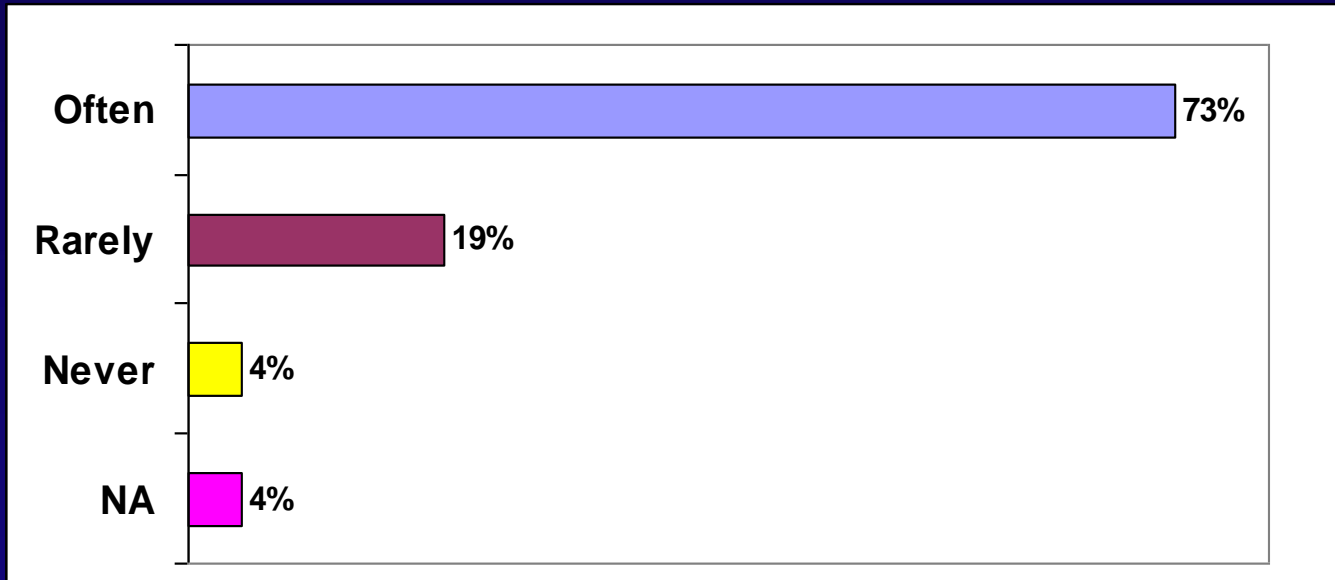


- ◆ Representative of the total membership
- ◆ 95% involved in medical publications
- ◆ Employer
  - Pharma/Biotech/Device = 56%
  - Medical Communications Agency = 34%
  - Publishing/Other = 10%
- ◆ Role(s) in medical publications
  - Writing = 48%
  - Editing = 56%
  - Client services = 24%
  - Publishing = 14% / Other = 20%
- ◆ Years experience
  - ≤3 = 39%
  - 4-6 = 24%
  - >7 = 37%

# Expectation of External Authors



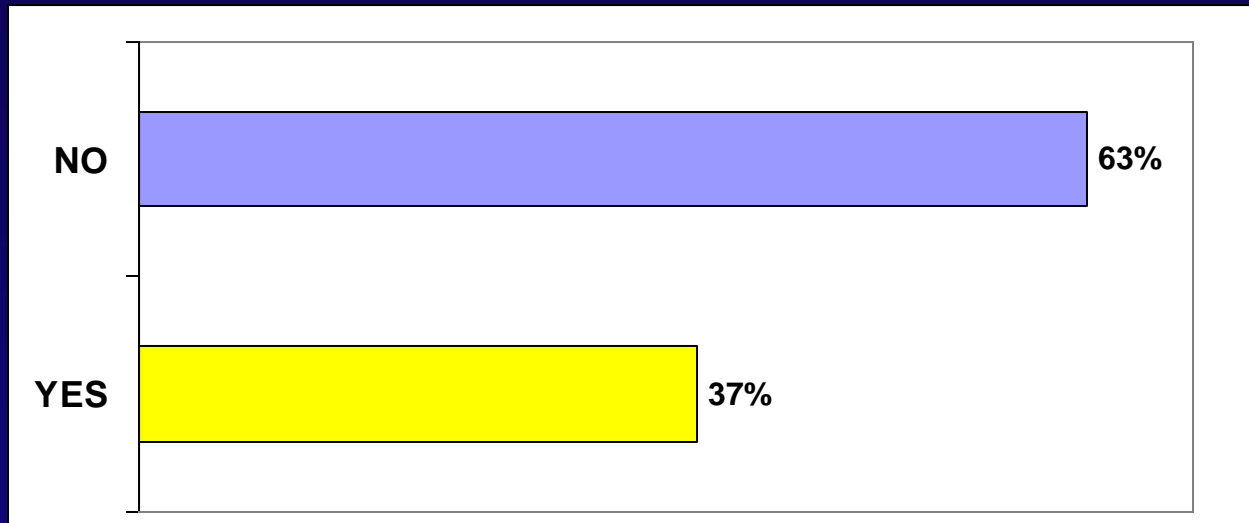
Have you received requests from external authors to send draft documents via non-secure methods? (n=70)



# Expectation of Employer



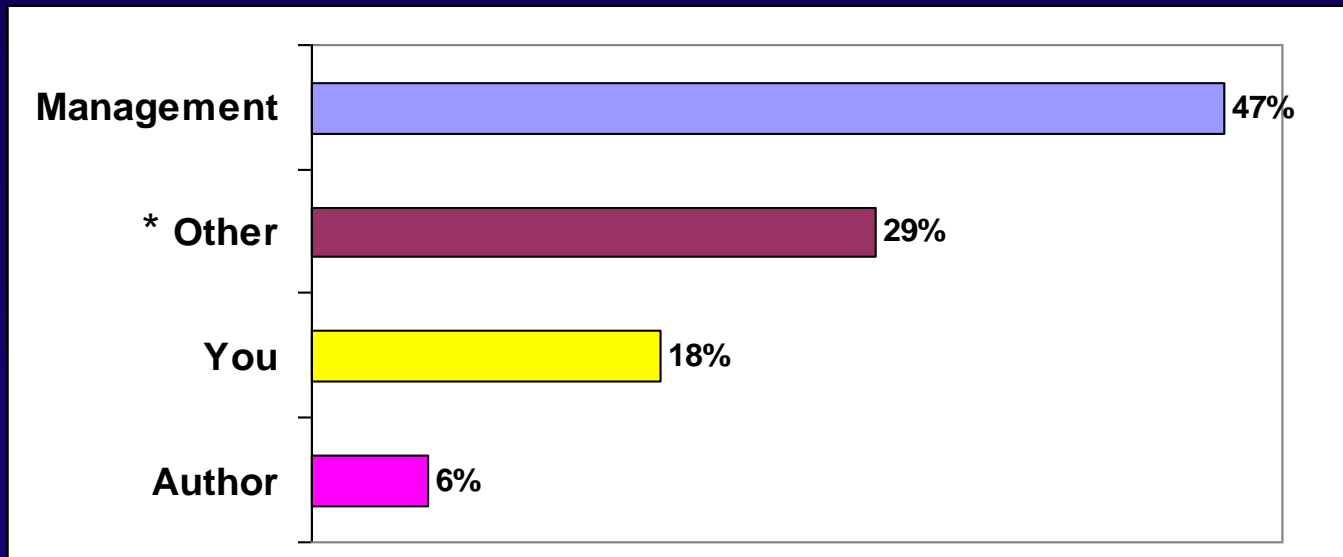
Is a “typical draft document” sensitive enough to distribute only via secured systems? (n=75)



# Decision Making



Who makes final decision on how information is protected? (n=72)

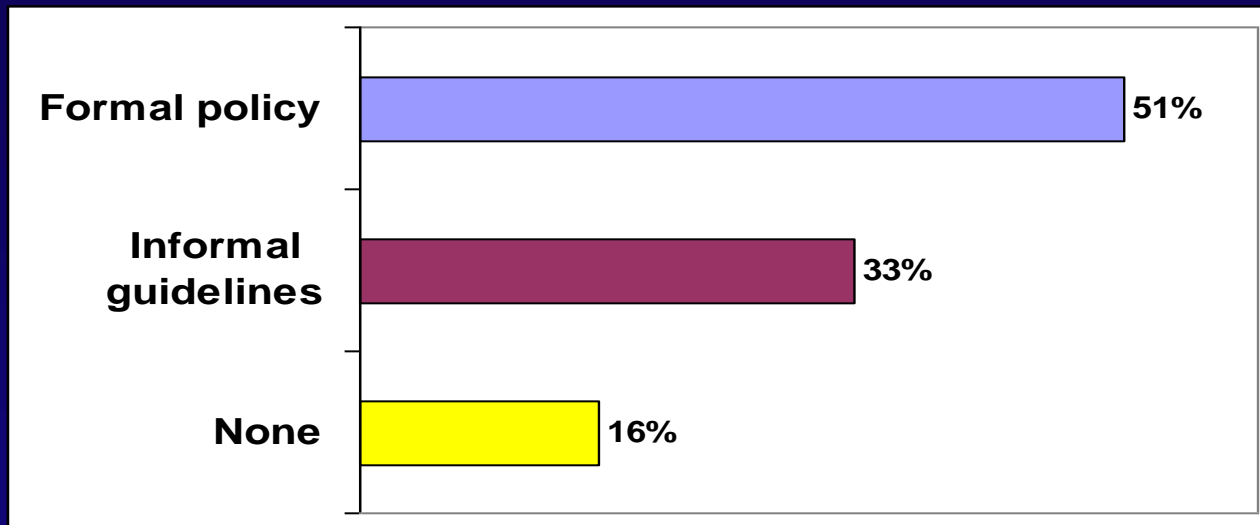


\* Other: client, client and author, publication team, not sure

# Employer Policy



Does your employer have a policy on protection of publication information? (n=75)

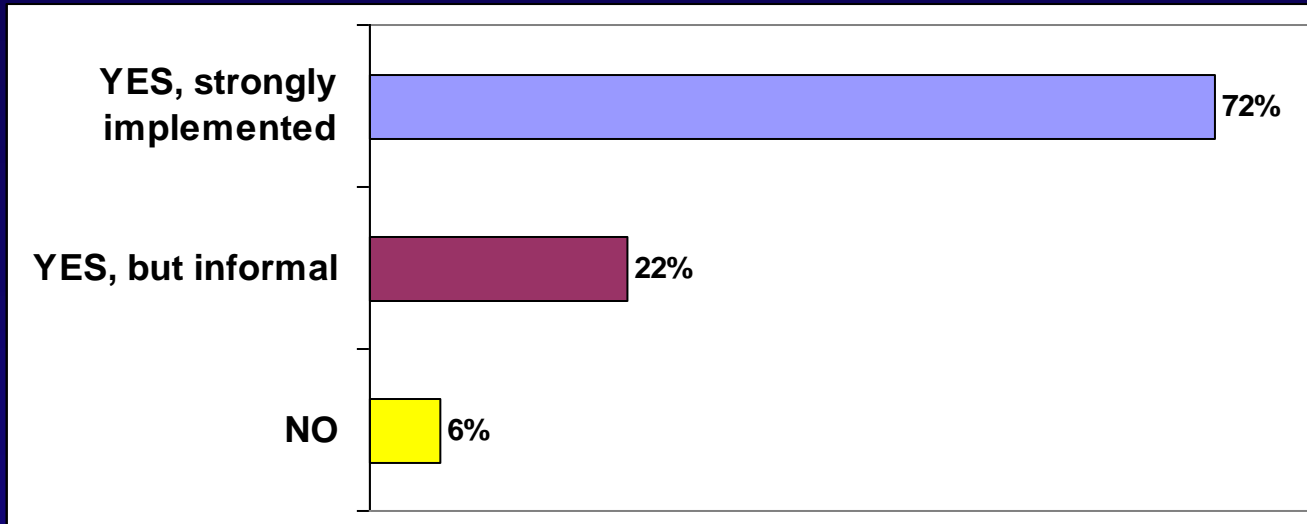




# Policy Warranted



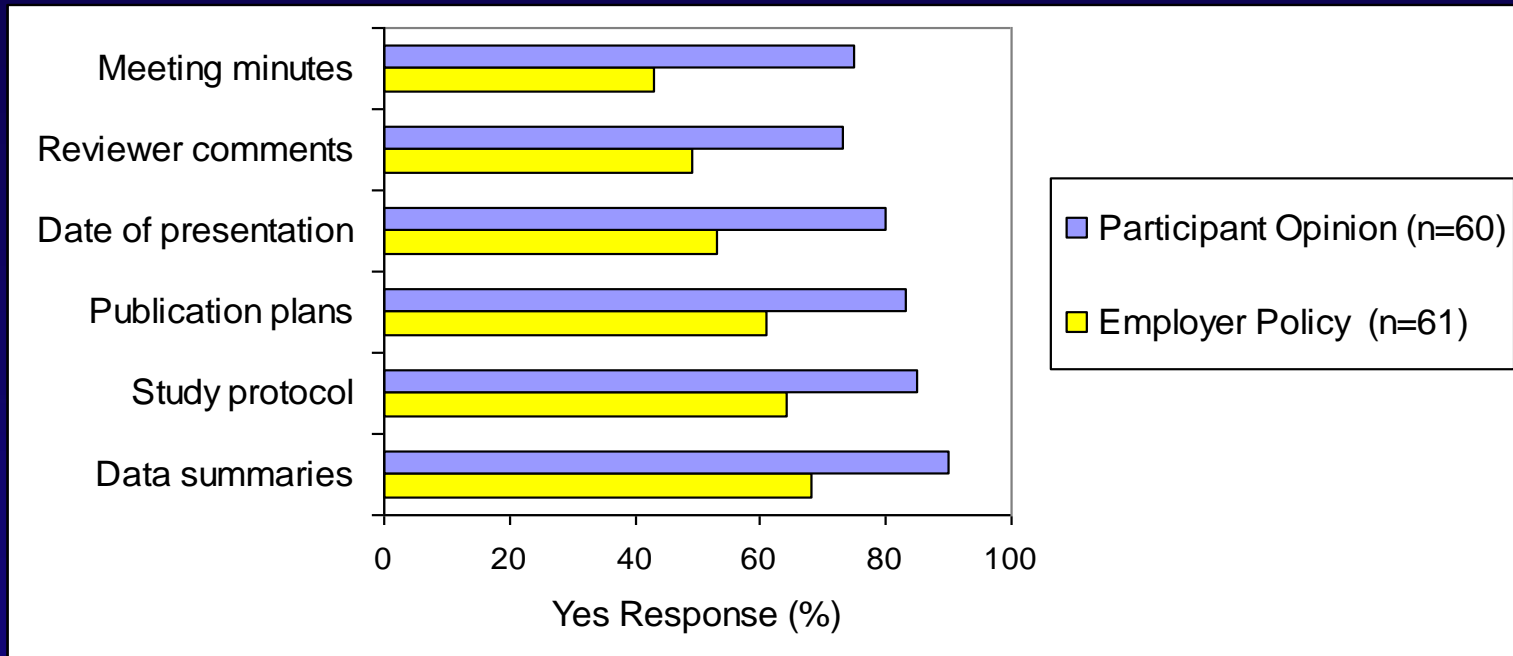
Is the protection policy warranted? (n=68)



# Business Critical Information



What is considered business critical information?

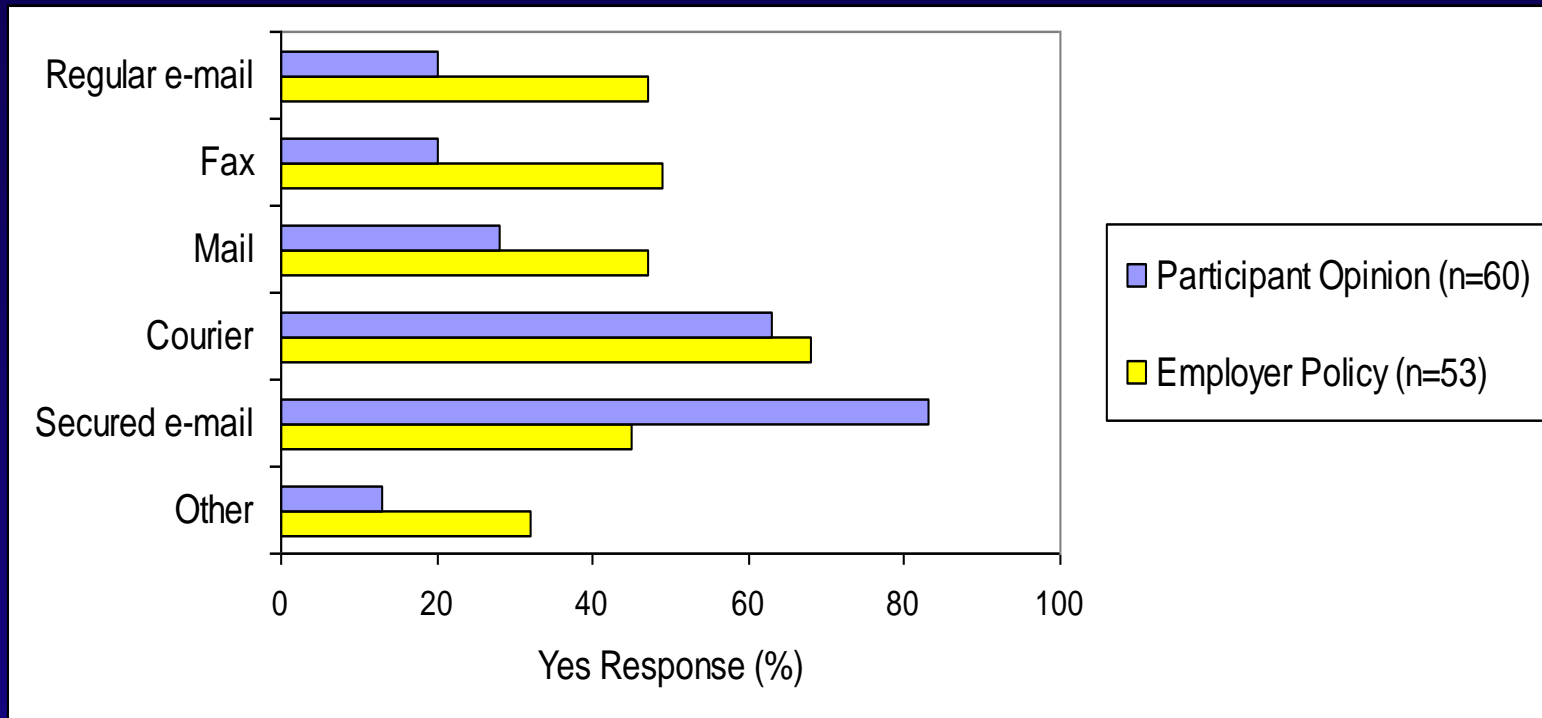


**Business critical:** If disclosed to unauthorized parties could negatively impact competitive position, compliance with regulations, and integrity of the company.

# Business Critical Information



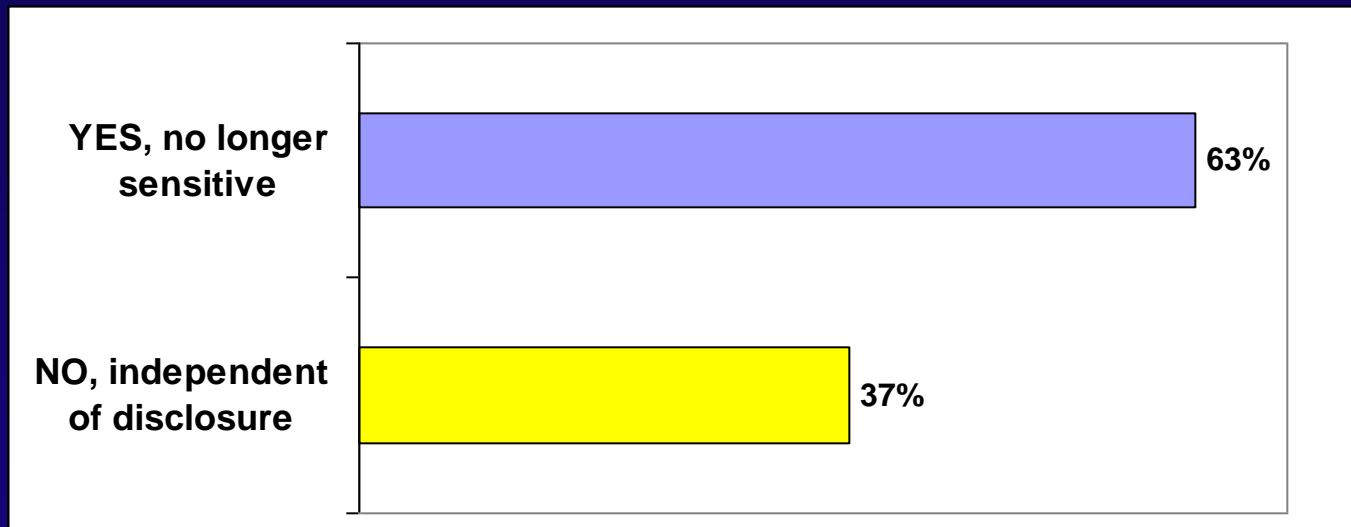
What procedures should be permitted to send business critical information?



# Previous Public Disclosure



Should level of protection depend on whether study data was previously disclosed to public in an abstract, presentation, announcement? (n=60)



# What Did We Learn?



- ◆ Interest in the protection of business information
  - Survey response rate and other feedback
- ◆ Current views and employer policies
  - Only about half of employers have a formal policy.
  - Most publication professionals favor a formal, strong policy.
  - Most favor a stricter method for sending business critical information (e.g., secure e-mail).
  - Many appear to be more conservative than employer policy.
- ◆ Further discussion on the issue is warranted.
- ◆ ISMPP provides an excellent venue for better understanding issues important to publication professionals.