In an effort to align with the most current guidelines for communicating scientific data, individual companies are changing their editorial policies in an effort to address these concerns.

Methods: To facilitate adherence to the highest standards in publication development, we conducted a review of existing standard operating procedures (SOP) for publications and established the Monitoring the External Publications Environment (MEPE) task force. The MEPE task force was convened in January 2009 to collect information on journal policies with regard to industry-sponsored medical writing support. The task force is responsible for reviewing, summarizing, and communicating significant developments in the area. The task force also reviews and provides advice from multiple external stakeholders, including the International Committee of Medical Journal Editors (ICMJE), changes in academic policies for authorship, and increases in journal and academic institution policies on industry-supported medical writing. The task force is responsible for reviewing, summarizing, and communicating significant developments in the area. The task force also reviews and provides advice from multiple external stakeholders, including the International Committee of Medical Journal Editors (ICMJE), changes in academic policies for authorship, and increases in journal and academic institution policies on industry-supported medical writing.

Results: This presentation will describe MEPE’s significant accomplishments in the last 2 years and will highlight the importance of a firm commitment to monitor the external publications landscape and communicate new developments to key internal stakeholders.

INTRODUCTION

- Over the past decade, media articles related to medical publications have cast a negative outlook on industry-sponsored medical writing.
- The continuing trend of negative perception of industry involvement in medical publications has led medical journals to change their editorial policies.
- Among the several issues discussed, ghostwriting/guest authorship, publication bias, and potential conflicts of interest are the subjects of much debate.

Figure 1. Increased Scrutiny of Industry-Sponsored Publications:

- Industry groups
- • Blogs / Lobby groups
- • Industry associations
- • Media
- • Groups and organizations
- • Influencers
- • Complainers
- • Experts
- • Editors
- • Academics
- • Patients
- • Government agencies

OBJECTIVES

- To monitor the external publications environment and to review, summarize, and communicate the following:
  - Significant new developments in publication policies by major journals
  - New or updated guidelines by professional organizations such as the ICMJE, International Society for Medical Publication and Communications (ISMPC), and the United States Committee on Public Affairs in Medicine (USCPA)
  - Targeting Ready Simple Synthesis (TRISS) leads to potential measures of publication issues in the following:
    - News
    - Letters
    - Case reports
    - Gene
    - Drugs
  - Targeting Guest Authorship Synthesis (TGA-SYS) leads to potential measures of publication issues.

RESULTS

- Methods: The MEPE monitors the external publications environment in the following:
  - Tracking of publication experiences by our medical writing department
  - Monitoring new developments in publication policies and conflict of interest from:
    - Journal
    - Academic institutional
    - Industry groups
    - Industry associations
  - Monitoring standards of practice by journal
  - Publishing new guidelines

Table 1. Examples of Journal and Academic Institution Policies Prohibiting Industry-Supported Medical Writing (Excerpt):

<table>
<thead>
<tr>
<th>Journal</th>
<th>Specifics of Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New England Journal of Medicine</td>
<td>Conflict of interest management plan for faculty with conflicts of interest with industry: Each faculty is expected to have a written plan for managing financial conflicts of interest. The plan may be revised or revised annually to ensure that the plan is updated and maintained.</td>
</tr>
</tbody>
</table>

Table 2. Examples of Journal Requirements for Manuscript Submissions (Excerpt):

<table>
<thead>
<tr>
<th>Journal</th>
<th>Specifics of Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England Journal of Medicine</td>
<td>Authors are encouraged to publish their own work. They can publish their own work in a white or blue-colored paper or in a white or blue-colored section.</td>
</tr>
</tbody>
</table>

STAKEHOLDERS

- Industry groups
- • Blogs / Lobby groups
- • Industry associations
- • Media
- • Groups and organizations
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REFERENCES