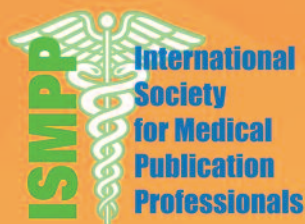


THE 7<sup>TH</sup> ANNUAL MEETING OF ISMPP

# ANTICIPATING CHANGE IN MEDICAL PUBLICATIONS: LEADING NOW FOR THE FUTURE

APRIL 4-6, 2011

CRYSTAL GATEWAY MARRIOTT  
ARLINGTON, VIRGINIA, USA



## DEAR COLLEAGUES:

As we reflect over the year since our last annual meeting, it's clear that change continues to occur—and the impact it may have on our future as publication professionals is not clear-cut. Issues regarding integrity, transparency, and trust continue to abound. To address the possible challenges our future may hold, and help us advance our profession, we are pleased to announce the 7th Annual Meeting of ISMPP: ***Anticipating Change in Medical Publications: Leading Now for the Future.***

**Our meeting opens on Monday afternoon, April 4, with a presentation by Jim Carroll**, a world-renowned expert on understanding trends, managing change, and preparing for the future. Mr. Carroll's innovative, motivational, and interactive presentation is only the first in an exciting educational program designed to get us thinking in a new direction for the future.

This is followed by a series of presentations from seasoned publication professionals who will share their plans for addressing anticipated near- and long-term changes in the medical publication arena. Their talks will draw from applicable lessons learned in other areas of the pharmaceutical, biotech, and device industries. Monday afternoon's program closes with a session on 'Publication Misconduct'—how to avoid it and how to manage it should it occur. Monday concludes with a poster showcase, where you will have a chance to wind down your day while viewing the excellent research conducted by your peers.

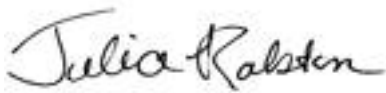
**On Tuesday, the meeting opens with a session on 'Emerging Markets'**—an area that is rapidly becoming one of the most important business and research sectors in the world, including India, China, and Latin America. The expanded conduct of clinical trials and results reporting in these regions make it critically important to ensure that our medical publication best practices and standards are made available—and implemented—all over the world. The session starts with a keynote presentation by Leslie Citrome, MD, Associate Editor, Psychiatry, *International Journal of Clinical Practice*, and is followed by an interactive panel presentation and discussion. Tuesday then continues with a session called 'Money Matters,' which will focus on budgets and costs associated with the planning and publication of clinical trial results. Next comes the annual Business Meeting, followed by a special session on comparative effectiveness research in the context of medical publications. The Roundtable Discussions, also on Tuesday afternoon, will offer you a chance to discuss key issues with your peers. Tuesday ends with our first-ever parallel sessions—multiple simultaneous sessions with a chance for you to select the topics that hold your greatest interest.

**Our Wednesday opening keynote session features Martin Delahunty**, Associate Director, Academic Journals at the Nature Publishing Group. Mr. Delahunty will share his publisher's perspective on the future of medical publications. Following this exciting keynote presentation, you will hear from your peers whose cutting-edge research was selected for oral presentation, and the annual poster awards will take place. The day will close with ISMPP's ever-important editors' session—but this year with a special twist. Two teams of editors will be presenting their 'Best Prescriptions for the Future of Medical Publication Professionals,' and they will be challenging a team of publication professionals to address how these prescriptions will be put into practice.

**New this year**, you will be eligible to earn continuing education credit hours that will be applicable toward recertification. Please refer to the detailed program to learn which workshops and courses qualify.

**Exhibitors are invited to set up their booths on Sunday and to keep them open throughout the meeting.** This way, you will have plenty of time to visit the exhibits and not miss any of the workshops, presentations, and other networking opportunities. As is our tradition, we will open the meeting with our **Sunday evening Welcome Reception**, and we look forward to seeing you at our **Tuesday evening Networking Reception**.

Please refer to the details contained in the Program-at-a-Glance to learn more about the sessions, speakers, and logistics so that you can reserve your place at the 7th Annual Meeting of ISMPP. On behalf of ISMPP, thank you for your continued support of our organization.



**Julia Ralston**

*ISMPP President 2010-2011  
President & CEO  
MedErgy HealthGroup*



**Rob Matheis, PhD**

*ISMPP President-Elect 2010-2011  
Director, Medical Communications  
EBM, Health Management Solutions  
sanofi-aventis US*

# GENERAL INFORMATION

ISMPP has adopted a new fee structure for the 7th Annual Meeting:

7th Annual Meeting of ISMPP, April 4-6, 2011, Arlington, VA, USA						
	Monday, April 4		Tuesday, April 5		Wednesday, April 6	
	Pre-Con Workshop AM	General Session PM	General Session Full Day	Networking Reception PM	General Session AM	Post-Con Workshop PM
March 1–28, 2011	\$250	\$275	\$520	\$0	\$275	\$250
Onsite	\$250	\$300	\$545	\$0	\$300	\$250

All attendees of the 7th Annual Meeting of ISMPP must be Society members in good standing.

## ISMPP Members

To register for the meeting, please log into the Member Lounge at:

<https://www4.eventsinteractive.com/ismpp/cm.esp?id=12003&pageid=LOGIN>

## Non-Members

Membership is required to attend. To join and register, please visit:

[https://www4.eventsinteractive.com/ismpp/getdemo.ei?id=12003&s=\\_8100PDKF7](https://www4.eventsinteractive.com/ismpp/getdemo.ei?id=12003&s=_8100PDKF7)

## ISMPP Annual Meeting Cancellation Policy\*\*

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

### Four (4) or more weeks prior to the event

You will receive a full refund, less 10% of the balance for processing fees, or you may substitute another ISMPP member to attend in your place. Alternatively, you may request a voucher for the full registration fee to be used toward a future ISMPP event within the following 12-month period.

### Two (2) to four (4) weeks prior to the event

You will receive a refund of 30% of the registration fee, or you may substitute another ISMPP member to attend in your place. Alternatively, you may request a voucher for the full registration fee to be used toward a future ISMPP event within the following 12-month period.

\*\*Please note that the above applies only to the Annual Meeting registration fee. If you joined ISMPP to be able to register for the meeting, your membership dues will not be refunded and you will retain your membership through the calendar year.

### Less than two (2) weeks prior to the event

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

### Venue and Hotel Accommodations

Crystal Gateway Marriott

1700 Jefferson Davis Highway

Arlington, Virginia 22202

Phone +1-703-920-3230 · Fax +1-703-271-5212

To make a reservation at the Marriott, please call 1-800-228-9290.

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

To make your hotel reservations online now, click or paste the following link into your browser:

<https://resweb.passkey.com/go/ISMPP2011>

### Hotel Room Rates

Single/Double Occupancy: \$239.00

Check-in Time: 4:00 PM

Check-out Time: 1:00 PM

Reservations must be received no later than Friday, March 11, 2011. Requests for reservations received after Friday, March 11, 2011, will be on a space-available basis and the rate will be at the discretion of the hotel.

All rooms require one night's deposit.

Please note that hotel reservations are made directly with the Marriott. If you require additional information about your accommodations, and/or need to cancel your reservation, please contact the Marriott directly at +1-703-920-3230.

For general inquiries about ISMPP and the 7th Annual Meeting, please contact ISMPP at +1-914-618-4453 or [ismpp@ismpp.org](mailto:ismpp@ismpp.org), or visit our Web site at [www.ismpp.org](http://www.ismpp.org).

## Get the most out of the 7th Annual Meeting of ISMPP!



Introduced last year, we will again record brief interviews with key presenters--and new this year, ISMPP committee volunteers--through INN (ISMPP News Network) will post them online for you to review and share with your colleagues. If interested in reviewing last year's interviews, please log into the Member Lounge at [www.ismpp.org](http://www.ismpp.org).

FOLLOW US ON **twitter**

ISMPP will be "tweeting" in real time from the meeting. Hear about exciting events as they happen! Follow ISMPP on Twitter at @ISMPP.

## Recertification Credit Information for CMPPs

New this year, some of the Annual Meeting workshops and presentations will qualify for recertification credits. One hour of presentation or workshop attendance will earn 1 credit hour. Look for the CMPP recertification credit icon ( ) throughout this brochure to identify qualifying sessions.



# AGENDA-AT-A-GLANCE

**Sunday, April 3, 2011**

**7:00 PM** Welcome Reception

## **Monday, April 4 • MORNING**

**7:30 AM – 8:30 AM** Registration and Continental Breakfast

**8:30 AM – 10:00 AM** Pre-Conference Workshops\*

**10:00 AM – 10:30 AM** Morning Break and Visit Exhibits

**10:30 AM – 12:00 PM** Pre-Conference Workshops (Continued)

**12:00 PM – 1:30 PM** Lunch for Workshop Attendees, Speakers, and Exhibitors only

\*Pre- and Post-Conference Workshops: Please see page 9 for the workshops' schedule and pages 21-32 for workshop descriptions

## **Monday, April 4 • AFTERNOON**

**1:30 PM – 1:45 PM** Welcome to ISMPP 2011

**1:45 PM – 2:45 PM** **Keynote Presentation:** A View Toward 2020: What Should Medical Publication Professionals Be Doing Now?  
**Jim Carroll**, *Futurist, Trends and Innovation Expert, and Author*

**2:45 PM – 4:15 PM** Exploring the Future of Publication Planning

**2:45 PM – 3:15 PM** Perspectives That Will Shape Our Future in Publication Planning

**3:15 PM – 3:45 PM** Afternoon Break and Visit Exhibits

**3:45 PM – 4:15 PM** The Future of Publication Planning: Lessons Learned from CME

**4:15 PM – 4:45 PM** Medical Publishing Insights and Practices (MPIP) Initiative Update

**4:45 PM – 5:45 PM** Publication Misconduct: What Publication Professionals Need to Know



**5:45 PM – 6:00 PM** Closing Remarks

## **Monday, April 4 • EVENING**

**6:00 PM – 7:00 PM** ISMPP Member Poster Presentation Assembly

## Tuesday, April 5 • MORNING

7:00 AM – 8:00 AM	Registration and Continental Breakfast	
8:00 AM – 8:15 AM	Opening Remarks	
8:15 AM – 9:00 AM	<b>Keynote Presentation:</b> The Future of Emerging Markets in Medical Publications <b>Leslie Citrome, MD</b> , <i>Professor of Psychiatry, New York University School of Medicine and Associate Editor, Psychiatry, International Journal of Clinical Practice</i>	
9:00 AM – 10:00 AM	Publication Planning in Emerging Markets: Scientific, Cultural, and Practical Issues	
10:00 AM – 10:30 AM	Morning Break and Visit Exhibits	
10:30 AM – 11:30 AM	Money Matters—Do You Have the Budget to Deliver High-Quality Publications?	
11:30 AM – 12:00 PM	Annual Business Meeting and CMPP Program Update	
12:00 PM – 1:00 PM	Lunch	

## Tuesday, April 5 • AFTERNOON

1:00 PM – 2:00 PM	The Evolving Landscape for Health Economics and Outcomes Research: Implications for Medical Publications	
2:00 PM – 3:00 PM	Roundtable Discussions	
3:00 PM – 3:30 PM	Afternoon Break and Visit Exhibits	
3:30 PM – 5:30 PM	<b>Parallel Sessions</b>	
	<b>Track 1</b>	<b>Track 2</b>
3:30 PM – 4:30 PM	Walking the Line: Balancing Intellectual Property Protection with Ever-Increasing Demands for Transparency 	Integrating Health Outcomes and Medical Publication Planning: A Real World Example 
4:30 PM – 5:30 PM	Personalized Medicine and Pharmacogenomics: Benefits and Possible Implications 	Practical Challenges in Publication Planning  • Steering Committees (30 min) • Managing Author Relations (30 min)
5:30 PM – 5:45 PM	Closing Remarks	

## Tuesday, April 5 • EVENING

6:00 PM	Annual Evening Networking Reception
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### Wednesday, April 6 • MORNING

7:00 AM – 8:00 AM	Registration and Continental Breakfast	
8:00 AM – 8:15 AM	Opening Remarks	
8:15 AM – 9:00 AM	<b>Keynote Presentation:</b> Future Trends in Maximizing Impact of Medical Publications <b>Martin Delahunty</b> , <i>Associate Director, Academic Journals, Nature Publishing Group</i>	
9:00 AM – 10:00 AM	ISMPP Member Oral Abstract Presentations and Poster Awards	
10:00 AM – 10:30 AM	Morning Break and Visit Exhibits	
10:30 AM – 11:05 AM	ISMPP Member Oral Abstract Presentations and Poster Awards (Continued)	
11:05 AM – 12:30 PM	Editors Session: Who Has the Best Prescription for the Future of Medical Publication Professionals?	
12:30 PM – 12:45 PM	Closing Remarks and the Future Ahead	

### Wednesday, April 6 • AFTERNOON

12:45 PM – 1:00 PM	Box Lunch for Workshop Participants	
1:00 PM – 2:30 PM	Post-Conference Workshops	
2:30 PM – 3:00 PM	Afternoon Break	
3:00 PM – 4:30 PM	Post-Conference Workshops (Continued)	
4:30 PM	Conference Adjourns	



# PRE- AND POST-CONFERENCE WORKSHOPS

This year, we've expanded our workshop offerings. Please check below to see what's new and when each workshop is offered.

## Workshop Schedule Overview

Monday, April 4 • MORNING		Wednesday, April 6 • AFTERNOON	
<b>7:30</b>	Continental Breakfast	<b>12:45</b>	Box Lunch for Workshop Participants
<b>8:30</b>	Workshops Begin	<b>1:00</b>	Workshops Begin
<b>10:00</b>	30-Minute Refreshment Break	<b>2:30</b>	30-Minute Refreshment Break
<b>10:30</b>	Workshops Continue	<b>3:00</b>	Workshops Continue
<b>12:00</b>	Workshops Conclude	<b>4:30</b>	Workshops Conclude
<b>12:00</b>	Lunch for Workshop Participants		

## Workshop Offerings

Pre-Conference Workshops Monday, April 4 • MORNING		Post-Conference Workshops Wednesday, April 6 • AFTERNOON	
Pub Planning 101		Pub Planning 301	
Pub Planning 201		Pub Planning 401	
Pub Planning 301		The Joy of Gap Analysis	
Global Pub Planning: Issues and Challenges in Global Publication Planning		HEOR: What Constitutes a Good Health Outcomes Manuscript?*	
The Manuscript: Challenges and Roadblocks		Regulations and Ethics	
CMPP Review Course		Ethics in Publications Practice: Publishing Data from "Negative" and Terminated Trials*	
Partnerships Between Pharma and Medical Communication Companies*			
The Mechanisms Behind a Systematic Review: Applying the PRISMA Statement*			
Metrics: Practical Application and Experiences			

 These workshops qualify for 3.5 CMPP recertification credit hours

\*New This Year!

# FULL PROGRAM AGENDA

## SUNDAY, April 3, 2011



7:00 PM

### Welcome Reception

For those who want to “check-in” when they check-in, come and join the ISMPP Board of Trustees at the bin1700 Lounge for cocktails and hors d’oeuvres before retiring for the night.

## MONDAY, April 4, 2011

7:30 AM – 8:30 AM

Registration and Continental Breakfast

8:30 AM – 10:00 AM

Pre-Conference Workshops

10:00 AM – 10:30 AM

Morning Break and Visit Exhibits

10:30 AM – 12:00 PM

Pre-Conference Workshops (Continued)

12:00 PM – 1:30 PM

Lunch for Workshop Attendees, Speakers, and Exhibitors only

1:30 PM – 1:45 PM

Welcome to ISMPP 2011

**Kim Goldin**, *Executive Director, ISMPP*

**Julia Ralston**, *President, ISMPP 2010-2011*

1:45 PM – 2:45 PM

**Keynote Presentation:** A View Toward 2020: What Should Medical Publication Professionals Be Doing Now?

**Jim Carroll**, *Futurist, Trends and Innovation Expert, and Author*



An innovative, world-renowned expert on understanding trends, managing change, and preparing for the future, Jim will be speaking about what the future holds for the medical publication professional and how to align medical publishing with rapidly evolving trends. In particular, Jim will address the accelerating changes occurring in science and healthcare and the effect social technologies such as Twitter are having on consumers. According to Jim, “With rapid change, the natural tendency of organizations is to slow down.” This keynote presentation will address how organizations can deal with rapidly changing technologies and consumer expectations.

2:45 PM – 4:15 PM

Exploring the Future of Publication Planning



*This session has been funded, in part, by an educational grant from Watermeadow Medical*

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**2:45 PM – 3:15 PM** Perspectives That Will Shape Our Future in Publication Planning  
**Steven M. Palmisano, Sr., CMPP, VP, Medical Communications, MedThink SciCom**

Following on from Jim Carroll, this session will provide some additional insights into what we can expect to see on a day-to-day basis, and how we can apply what we learn from Jim as we return to our offices immediately after the meeting.

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**3:15 PM – 3:45 PM** Afternoon Break and Visit Exhibits

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**3:45 PM – 4:15 PM** The Future of Publication Planning: Lessons Learned from CME  
**Jon Bigelow, President and CEO, KnowledgePoint360**



Publication professionals and medical communications companies provide important services that educate clinicians, inform researchers, and increase the transparency and timely circulation of clinical trial results; what's more, our field has worked diligently to define and follow best practices in publication planning. Yet ongoing controversies about alleged conflicts of interest or "ghostwriting" illustrate that our value to the healthcare system is not fully understood—and the experiences of the CME world offer sobering lessons on what can happen if we do not take this problem seriously.

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**4:15 PM – 4:45 PM** Medical Publishing Insights and Practices (MPIP) Initiative Update  
**Daniel G. Haller, Editor-in-Chief, Journal of Clinical Oncology**  
**John Gonzalez, PhD, Global Skills Leader, AstraZeneca**  
**Moderator: Frank David, MD, PhD, Director, Strategic Advisors, Leerink Swann LLC**

The Medical Publishing Insights and Practices (MPIP) initiative hosted its second journal-industry roundtable in November 2010. Entitled 'Closing the Credibility Gap in Industry-Sponsored Research,' the workshop surfaced several key unmet needs for improving trust and transparency in industry-sponsored research, and identified many shared concerns, best practices in ethical reporting, and opportunities for collaboration between journals and industry. In this session, two workshop attendees – a MPIP representative and a journal editor – will discuss the key outputs and recommendations from the meeting and proposed next steps for MPIP aimed at closing the 'credibility gap.'

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**4:45 PM – 5:45 PM**



**Publication Misconduct: What Publication Professionals Need to Know**

**Serina Stretton, PhD**, *Senior Medical Writer, ProScribe Medical Communications*

**John C. Galland, PhD**, *Director, Division of Education and Integrity, US Department of Health and Human Services, Office of Research Integrity*

**Session Moderator: Cindy W. Hamilton, PharmD, ELS**, *Principal, Hamilton House*

Publication professionals will have a unique opportunity to learn from the experts and ask questions about plagiarism, data falsification, data fabrication, and other types of publication misconduct. Dr. John Galland will talk about the Office of Research Integrity, including new forensic tools for detecting falsification. Dr. Serina Stretton will review publication misconduct and present original research on factors associated with retraction of published articles.

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**5:45 PM – 6:00 PM**

**Closing Remarks**

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**6:00 PM – 7:00 PM**

**ISMPP Member Poster Presentation Assembly**



Now in its 5th year, the ISMPP member abstract program has seen tremendous growth—especially in the topics and quality of our member-conducted research. You won't want to miss the opportunity to see this for yourself by attending the Poster Assembly, and, while there, do some networking and enjoy some light refreshments.

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**ISMPP thanks the following exhibitors for their support of the Member Poster Presentation Assembly**



## TUESDAY, April 5, 2011

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**7:00 AM – 8:00 AM** Registration and Continental Breakfast

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**8:00 AM – 8:15 AM** Opening Remarks  
**Julia Ralston**

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**8:15 AM – 10:00 AM** Emerging Markets and Publication Planning

Geographic balance in the worldwide pharmaceutical market continues to shift towards emerging economies. Those emerging economies are at varied stages of development, but overall are expected to grow at a 14-17% pace through 2014, while the traditional developed markets will grow at an estimated 3-6%. As the balance of power shifts, the approach to, and focus on, these markets will change as well. From global and regional specific data dissemination, to publications developed in the local market and in the local language, to country specific publication plans...publication professionals need to understand these changes and be able to develop new strategies to meet the needs of their new and emerging customers.

This session will feature a keynote address followed by a panel discussion by experts involved in various aspects of publication activity in emerging markets. The panel will share their views and experience on what the rise of these markets means for publication professionals.

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**8:15 AM – 9:00 AM** **Keynote Presentation:** The Future of Emerging Markets in Medical Publications



**Leslie Citrome, MD**, *Professor of Psychiatry, New York University School of Medicine and Associate Editor, Psychiatry, International Journal of Clinical Practice*

*This session has been funded, in part, by an educational grant from*





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**9:00 AM – 10:00 AM**



Publication Planning in Emerging Markets: Scientific, Cultural, and Practical Issues

**Charlie Buckwell**, MBA, *Chief Executive, Complete Medical Group Worldwide*

**Leslie Citrome**, MD, *Professor of Psychiatry, New York University School of Medicine and Associate Editor, Psychiatry, International Journal of Clinical Practice*

**Jodie Gillon**, *Director, Worldwide Publication Management, Pfizer Inc.*

**Renu Juneja**, PhD, *Senior Director, Strategic Scientific Communications, Novo Nordisk*

**Drew E. Lewis**, MD, MTM&H, FACP, *Senior Director, Infectious Disease for Emerging Markets, Pfizer Inc.*

**Session Moderator: Christopher Rains**, *Senior Director, Global Publications, Shire Pharmaceuticals*

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**10:00 AM – 10:30 AM**

Morning Break and Visit Exhibits

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**10:30 AM – 11:30 AM**



Money Matters—Do You Have the Budget to Deliver High-Quality Publications?

**Francois Di Trapani**, *Executive Director, Scientific Communications, Global Medical Affairs, Alexion Pharmaceuticals*

**Larry Hirsch**, MD, *Vice President, Global Medical Affairs, Diabetes Care, BD Medical; Past President, ISMPP*

**Karen Woolley**, PhD, *CEO, ProScribe Medical Communications*

**Session Moderator: Juli Clark**, PharmD, *Director, Global Medical Writing, Amgen*

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Do we dare talk about money and publications? We are, or should be, well aware of the ethical and scientific importance of publications, but how much do we know and share about the financial issues related to publications? Attend this session to hear publication experts present provocative evidence and opinions on financial issues—both strategic and tactical—that affect publications.

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**11:30 AM – 12:00 PM**

Annual Business Meeting and CMPP Program Update

**ISMPP Board of Trustees, 2010-2011**

**Danita Sutton**, PhD, *Executive Vice President, MedErgy HealthGroup, Inc., and Chair, Certification Board, 2010-2011*

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**12:00 PM – 1:00 PM**

Lunch

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1:00 PM – 2:00 PM



The Evolving Landscape for Health Economics and Outcomes Research: Implications for Medical Publications

**Alan Lyles**, ScD, MPH, RPh, *Henry A. Rosenberg Professor of Public, Private and Nonprofit Partnerships, Professor, School of Health and Human Services, School of Public and International Affairs, University of Baltimore*

About 20 years ago, the focus of medical publications began to shift from exclusively efficacy/safety studies to a broader range of health economic modeling and outcomes studies. The Patient Centered Outcomes Research Institute (PCORI), a direct result of the US healthcare reform bill, has made comparative effectiveness research its priority. A parallel but converging trend is for peer-reviewed cost-effectiveness and other health economic modeling studies to meet the demand for private sector decision-makers. This session (1) explains PCORI's mission, evolution and potential impact on medical publications, (2) offers a vision for the future of medical publications in a market-driven health care system, and (3) suggests the core competencies that will be expected of medical publication professionals in this new world.

This session has been funded, in part, by an educational grant from



2:00 PM – 3:00 PM



Roundtable Discussions

**Session Moderator:**

**Barbara Stafford**,  
*Executive Vice President,  
The JB Ashtin Group*

One important component of ISMPP annual meetings is the opportunity for practical and intellectual discussion among attendees. The Roundtable Sessions at the 7th Annual Meeting of ISMPP will provide a professional forum for attendees to gather and exchange ideas around preselected topics. The roundtables provide a hub for moderator-led discussions, attendee inquiry, and an open exchange of information about core topics that are evolving in the medical publications community.

Each meeting attendee will have the chance to attend two roundtable discussions.

**Table**

**Number Topic**

- |    |   |
|----|---|
| 1  | Authorship  |
| 2  | Trends in publication planning  |
| 3  | Evidence-based publication planning   |
| 4  | Establishing publication steering committees  |
| 5  | Advocacy: Responding to negative criticism of our industry  |
| 6  | Professional Development: What skills/competencies to develop, career paths to consider                                     |
| 7  | CER/HEOR  |
| 8  | Differences between medical device and drug publications  |
| 9  | Update on medical publication guidelines, e.g., GPP2  |
| 10 | Social Media: Who, how, why   |
| 11 | Challenges associated with review manuscript development and submission   |
| 12 | Working as a true team: Making the industry-agency relationship more collaborative and thereby more effective and efficient |

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**3:00 PM – 3:30 PM** Afternoon Break and Visit Exhibits

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**3:30 PM – 5:30 PM** Parallel Sessions

New this year, Tuesday ends with our first-ever parallel sessions—multiple simultaneous sessions with a chance for you to select the topics that hold your greatest interest.

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### Parallel Session: Track One

**Session Moderator: Kim Pepitone**, *Director of Credentialing & Professional Development, ISMPP, and Certified Medical Publication Professional*

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**3:30 PM – 4:30 PM**



- **Walking the Line: Balancing Intellectual Property Protection with Ever-Increasing Demands for Transparency**  
**Stephen Brunton**, MD, *EVP for Education, Primary Care Education Consortium*  
**Lorraine E. Ferris**, PhD, CPsych., LLM., *Secretary, WAME Executive Board*  
**J. Michael Gonzalez-Campoy**, MD, PhD, FACE, *Medical Director and CEO, MNCOME*  
**Tim Bacon**, *CEO, Medicine in Practice and Certified Medical Publication Professional*

Many stakeholders are demanding ever-increasing disclosure of what has traditionally been considered confidential information by the research-based industry. This session has invited presenters to outline their different perspectives on how to balance transparency with protecting intellectual property, and then work as a panel to seek common ground.



This session has been funded, in part, by an educational grant from the Minnesota Center for Obesity, Metabolism and Endocrinology Foundation

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**4:30 PM – 5:30 PM**



- **Personalized Medicine and Pharmacogenomics: Benefits and Possible Implications**  
**W. Douglas Figg**, PharmD, *Head, Molecular Pharmacology Section, Senior Scientist, National Institutes of Health, Medical Oncology Branch and Affiliates*

Pharmacogenomics is seen by many as the future of medicine. Why is pharmacogenomics possible today when it was not 5 years ago? This presentation will highlight examples of pharmacogenomics and personalized medicine that have shaped and will continue to shape how clinical research is conducted, interpreted, and conveyed to clinicians. The objective is to apply the potential benefits of personalized medicine to active stakeholders, discuss the barriers to pharmacogenomics progress, and, most importantly, describe the impact on publication professionals and all associated with the publications. Finally, an important question that will need to be acknowledged and explored is why journals and medical writers may need to be more specialized to understand and optimally prepare reports of research findings in a meaningful manner.

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## Parallel Session: Track Two

**Session Moderator: Kirtida Pandya**, PharmD, *Associate Director, Global Medical Communications, Global Medical Affairs, Novartis Pharmaceuticals Corporation and Certified Medical Publication Professional*

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**3:30 PM – 4:30 PM**



- Integrating Health Outcomes and Medical Publication Planning: A Real World Example  
**Mehul Jhaveri**, PharmD, MPH, *Senior Manager, sanofi-aventis US, Evidence Based Medicine*  
**Jeffrey Frimpter**, *Senior Manager, EBM Publications, sanofi-aventis US*

The two speakers will present their experience at sanofi-aventis regarding the integration of health outcomes/economics research (HEOR) and resultant publication efforts with medical/clinical publication planning. The session will help attendees better understand the criticality of HEOR to a comprehensive communication plan by identifying relevant stakeholders and opportunities to integrate this research into a traditional publication plan and will propose a framework for successful integration.

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**4:30 PM – 5:30 PM**



- Practical Challenges in Publication Planning

**4:30 PM – 5:00 PM**

Steering Committees in Medical Publications: Roles and Responsibilities  
**Daniel Bridges**, PhD, *Business Unit Director—Publication Planning, Global Medical Communications, Excerpta Medica*  
**Mina Patel**, *Senior Director, Medical Communications, Cephalon Inc.*

This session will cover the importance of creating a publication sub-committee within the steering committee for prospective trials and elucidate who should be part of the publication committee, what the responsibilities are of each member, and how to implement GPP2 recommendations.

**5:00 PM – 5:30 PM**

Tinman, Lion, and Scarecrow: On the Yellow Brick Road to Successful Author Relations

**Beth Young**, PhD, *UBC Scientific Solutions*  
**Stacy J. Simpson**, ELS, *Assistant Director, Global Medical Publishing, Abbott*

This session provides practical information on managing author relations – looking at best practices to ensure good relations and a smooth manuscript development process. We will also address challenging situations and the means to prevent or resolve them.

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**6:00 PM – 8:00 PM** Annual Evening Networking Reception  
*McCormick & Schmick's Seafood Restaurant*  
*2010 Crystal Drive*  
*Arlington, VA 22202*



To maximize networking opportunities at the Annual Meeting Tuesday Evening Reception, please plan your post-reception dinners starting from 8:00 on.

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**WEDNESDAY, April 6, 2011**

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**7:00 AM – 8:00 AM** Registration and Continental Breakfast

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**8:00 AM – 8:15 AM** Opening Remarks  
**Robert J. Matheis**, *ISMPP President 2011-2012*

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**8:15 AM – 9:00 AM** **Keynote Presentation:** Future Trends in Maximizing Impact of Medical Publications  
**Martin Delahunty**, *Associate Director, Academic Journals, Nature Publishing Group*



The World Wide Web has profoundly changed global communications and impacted upon the role of medical publications and their respective publishers. As the Web was invented by scientists for scientists, it is only right that it continues to serve the advancement of science and medicine for the benefit of all. With this mission in mind, publishers are making rapid and highly innovative advances in publishing the outcomes of clinical trials. This presentation will share insights into these advances with supporting case studies and provide some answers as to what this really means for you and your profession.



<b>9:00 AM – 10:00 AM</b>	<p>ISMPP Member Oral Abstract Presentations and Poster Awards</p> <p><b>Session Moderator: Faith DiBiasi,</b> M(ASCP), CMPP, MBA, <i>Associate Director, Knowledge Management, Medical Affairs, Human Genome Sciences</i></p> <p>Six out of 30 abstracts that were submitted for review were selected, via a blinded peer-review process, for oral presentation. These six abstracts represent the best of the best—in terms of high-quality and innovative research, with results that continue to reinforce the value served by medical publication professionals. The annual poster awards follow immediately after the oral presentations.</p>	9:00 – 9:15	Threaded publications – the future of scientific communication? <i>Carrie Calder, Head of Marketing, BioMed Central</i>
		9:15 – 9:30	Comparison of results reporting on ClinicalTrials.gov by funding source <i>Jennifer L. Giel, PhD, Medical Writer, UBC-Envision Group</i>
		9:30 – 9:45	Trends in medical writing acknowledgment in medical journals over the last decade <i>Mee Rhan Kim, PhD, Global Medical Writing, Sr. Manager, Amgen Inc.</i>
		9:45 – 10:00	Application of a lean Six Sigma methodology for process improvement in publication activities <i>Michael Kahn, Director, Scientific Publications, Shire Development Inc.</i>
		Break	
		10:30 – 10:45	Impact of a structured training program on development of medical writers <i>Jackie Marchington PhD, CMPP, Scientific Director, Caudex Medical</i>
		10:45 – 11:00	Incorporating 21st Century technology to modernize scientific posters <i>Julie Newman, ELS, Associate Director, Strategic Medical Communications, Emerging Markets, Asia Pacific &amp; Japan, Bristol-Myers Squibb</i>
		11:00 – 11:05	Awards presentation
<b>10:00 AM – 10:30 AM</b>	Morning Break and Visit Exhibits		
<b>10:30 AM – 11:05 AM</b>	ISMPP Member Oral Abstract Presentations and Poster Awards (Continued)		

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**11:05 AM – 12:30 PM**



**Editors Session: Who Has the Best Prescription for the Future of Medical Publication Professionals?**

**Editor Panel**

**Rollin M. Gallagher, MD, MPH**, *Editor-in-Chief, Pain Medicine*

**Maja Zecevic, PhD, MPH**, *North American Senior Editor, The Lancet*

**Publication Professional Panel**

**Jonathan Druhan, PhD**, *Associate Director, Publications, AstraZeneca*

**Sarah L. Feeny, BSc**, *Head of Scientific Direction, Complete Medical Communications*

**Yvonne Yarker, PhD**, *Author of GPP2*

**Session Moderator: Bob Norris**, *President, Complete Healthcare Communications, Past President ISMPP*

This session will consist of a panel of editors representative of top-tier journals that publish results of clinical trials, and a panel of publication professionals. A case study highlighting important issues facing our profession will be presented. The editors will provide both a conservative (near-term) prescription and a more radical (future) prescription for addressing these issues and discuss what editors could do to help. The panel of publication professionals will react to these prescriptions and provide additional perspective. The audience will then be asked to vote for the best prescription!

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**12:30 PM – 12:45 PM**

**Closing Remarks and the Future Ahead**

**Robert J. Matheis**

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**12:45 PM – 1:00 PM**

**Box Lunch for Workshop Participants**

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**1:00 PM – 2:30 PM**

**Post-Conference Workshops**

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**2:30 PM – 3:00 PM**

**Afternoon Break**

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**3:00 PM – 4:30 PM**

**Post-Conference of Workshops (Continued)**

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**4:30 PM**

**Conference Adjourns**

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**See you at the 8th Annual Meeting of ISMPP!**  
**April 23-25, 2012 • Baltimore, Maryland, USA**

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.

DISCLAIMER: The opinions of the faculty do not necessarily reflect those of the companies they represent or the International Society for Medical Publication Professionals.

## Workshop Descriptions

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### **Pub Planning 101: The Best of the Basics for New Publication Planning Professionals (Monday only)**

**Prerequisite:** *This workshop is appropriate for new entrants with less than 1 year in the field of strategic publication planning and implementation.*

*The Pub Planning 101 workshop provides an interactive and instructive introduction to strategic publication planning. It includes didactic presentations tailored toward newly appointed planners in the pharmaceutical, biotech, and/or device industry, communication and publication agencies, publication support staff, publication writers and editors, and allied members of the publication planning team.*

#### **Learning Objectives**

At the end of this workshop, attendees will

- Understand the value and goals of effective publication planning
- Identify the major components of a strategic publication plan
- Be familiar with publication planning terminology and good publication practices
- Appreciate the importance and benefits of a collaborative team environment

#### **Workshop Faculty**

**Gregory Bezkorovainy, MA, CMPP**

Vice President, Scientific Services,  
AdelphiEden Health Communications

**Terri Greenley**

Vice President, Business Development and  
Client Services, Gardiner-Caldwell  
Communications

**Carol Sanes-Miller**

Global Publications Manager, AstraZeneca

**Johnathan C. Maher, PhD**

Manager, BioTherapeutics, Global Medical  
Affairs, Baxter BioScience

**Craig Smith**

Senior Supplements Editor, Elsevier

## Pub Planning 201: Ethical and Regulatory Challenges: Optimizing Your Publication Process in the Age of Transparency (Monday only)

**Prerequisite:** This workshop is appropriate for those with a basic awareness of publication planning (topics covered in Pub Planning 101) and/or at least 1 year of experience in the field of publication planning and implementation.

*This workshop will consist of didactic and interactive sessions discussing the need for transparency in order to develop credible publications based on industry-sponsored clinical trials. The US and European laws governing registration and posting of results of clinical studies and their implications for publications will be explored. Best practices for presenting data in a balanced manner as well as guidance on authorship will be discussed. In addition, this workshop will help frame current FDA guidelines that regulate the discussion of publications with healthcare professionals. These practices assure consistency with recognized publication policies and guidelines; adherence to these standards can promote greater efficiency in achieving ethical publication goals.*

### Learning Objectives

At the end of this workshop, attendees will

- Be able to identify best ethical practices in achieving publication goals following relevant laws and guidelines
- Know the key steps in working with authors and journals to ensure that Good Publication Practice 2 (GPP2) is followed
- Understand the need to keep up with constantly evolving laws and guidelines

### Workshop Faculty

#### Wendy P. Battisti, PhD

Director, Scientific & Medical Publications,  
Johnson & Johnson Pharmaceutical Research  
& Development, LLC

#### Jeffrey Fletcher, PhD, CMPP

Senior Clinical Publications Lead, AstraZeneca  
Pharmaceuticals LP

#### Robin Serody

Vice President, Account Services, PPSI, a  
PAREXEL company



## Pub Planning 301: Building a Strategy to Guide Your Plan (Monday/Wednesday)

**Prerequisite:** This workshop is appropriate for those with at least 3 years of experience in publication planning.

*The goal of this workshop is to help publication professionals better understand how to develop a publication strategy to improve the impact of the science and to ensure that the medical community has access. Many publication professionals find themselves focusing on tactics without a clearly defined strategy. However, with a carefully considered strategy as your foundation, you are in a better position to manage the publication plan, allowing it to evolve as needed based on the emerging results of your clinical development program and environmental activities. Throughout the workshop, attendees will be participating by sharing their ideas and experiences as publication professionals and will be asked to benchmark their practices against those of others in the group.*

### Learning Objectives

At the end of this workshop, attendees will

- Understand the role of strategy in publication planning
- Understand key building blocks and components of a publication strategy
- Be able to interface between the brand, clinical, and publication strategies
- Recognize the differences between the strategic and tactical plans
- Differentiate between a good strategy and a weak one
- Build in checks and balances to evaluate when changes in the environment might require changes to the tactical plan

### Workshop Faculty

**Rick Lamb**

President, Complete Publication Solutions, LLC

**William Glass, PhD**

Senior Publications Manager, Abbott Laboratories

**Jorge J. Moreno-Cantu, MSc, PhD**

Senior Publications Manager, Merck & Co., Inc.

**Eileen O'Connor**

Publication Manager, Merck & Co., Inc.





## **Pub Planning 401: Setting Up a Publication Team (Case-Based Workshop)** **(Wednesday only)**

**Prerequisite:** *This workshop is appropriate for those with at least 5 years of publication planning experience and who have met the requirements of Pub Planning 301.*

*The Pub Planning 401 workshop is an advanced course in strategic and tactical publication planning. In small groups and discussion sessions, participating seasoned publication professionals will tackle real-world challenges to gauge and expand their current knowledge of ethical publication planning practices. This workshop is aimed at publication professionals with at least 5 years of publication planning experience.*

*This workshop is based around the key challenges and opportunities faced by the advanced publication planning professional, and focuses on the development of policies and processes to meet and overcome these challenges. The workshop facilitators will present background information on timely, difficult issues, and will then facilitate small group discussion, with teams reporting back to the whole group. The workshop facilitators will continue to challenge/question the approaches posed by the teams in order to support continued learning and development. In advance of the workshop, participants will be asked to submit publication-planning issues they have encountered (blinded for confidentiality) for discussion in the workshop. These issues will be in addition to those proposed by the workshop facilitators, and will ensure the workshop addresses key real-world challenges faced by the participants.*

### **Learning Objectives**

At the end of this workshop, attendees will

- Better understand current standards of ethics in publication planning and implementation
- Apply sound, ethical publication practices to challenging real-world scenarios
- Consider all available options when applying one's experiences and expertise to problem solving to ensure consistent application of current standards

### **Workshop Faculty**

#### **Gene Snyder**

Division Lead, UBC-Envision Group; Past President, ISMPP

#### **Russell Traynor**

Strategic Business Unit Head, UBC-Envision Group; European Board Member, ISMPP

#### **Michael Wittek**

Senior Manager, Health Policy and Planning, Medtronic, Inc.



## SOLD OUT

### Global Pub Planning: Issues and Challenges in Global Publication Planning (Monday only)

**Prerequisite:** *This half-day interactive workshop based on a series of real-life scenarios is designed for experienced publication planning professionals with an interest in or responsibility for publication planning and tactical execution at a global level.*

*Delivering publication outputs and ensuring compliance with good publication practice are fraught with everyday challenges. These challenges are increased when working with multiple regions, sometimes with partner companies, or with different requirements regarding the timing of publications, or the need to address different regulatory situations. In addition, national activities and the need for global-to-local coordination efforts make the publication planner's decision-making even more complex.*

*Facilitated by representatives from pharmaceutical companies and medical communications agencies, this interactive workshop provides an overview of considerations in global publication planning and delivery, as well as the opportunity to work in small groups to discuss how to handle a series of real-life scenarios. Attendees will also be able to obtain advice on issues they are currently facing through an anonymous submission process that will allow their cases to be discussed without disclosing confidential information.*

#### Learning Objectives

At the end of this workshop, attendees will

- Know the guidelines and considerations affecting publications in major world markets
- Understand who the stakeholders are of global publication plans
- Be conversant in the issues affecting global publication planning and tactical execution
- Be knowledgeable in the best practices for planning globally with a partner biopharmaceutical company
- Be able to negotiate the challenges of working with multiple regions and different regulatory situations

#### Workshop Faculty

##### **Sarah Feeny**

Head of Scientific Direction, Complete Medical Communications

##### **John Gonzalez, PhD**

Global Skills Lead, Publications, AstraZeneca

##### **Tom Grant, PhD**

Publications Director, AstraZeneca

## **The Manuscript: Challenges and Roadblocks (Monday only)**

**Prerequisite:** *This interactive workshop is intended for individuals in pharma/biotech/medical device companies or in medical publications/communications agencies who have a basic awareness of publication planning (topics covered in Pub Planning 101) and/or at least 2 years of experience in the field of publication planning and implementation.*

*The course is broken into 2 distinct areas of exploration with particular emphasis on potential challenges and roadblocks.*

**Getting It Written.** *Topics will include: types of manuscripts and considerations specific to each; logistics (eg, who will write the manuscript, scope of involvement of external authors, authorship criteria); essential components/optional components (including discussion of reporting standards); internal and external review; appropriate journal selection and submission protocol; issues with data disclosure; and timelines for each step.*

**From Submission to Publication.** *Topics will include: review by journal staff, including editorial office screening; editorial decision-making; dealing with correspondence from the journal; rejection; addressing reviewers' comments, including those reflecting a hostile review; and next steps following acceptance. In addition, all forms of publication will be addressed, plus copyright issues; fixing errors, minor and major; and what constitutes the need for manuscript withdrawal.*

### **Learning Objectives**

At the end of this workshop, attendees will

- Describe the steps involved in developing a manuscript, from initial concept through submission, peer review, publication, and beyond
- Define the responsibilities of each of the stakeholders involved in the manuscript process
- Apply an increased knowledge of medical publishing, thus enabling more successful preparation, submission, and publication of scientific manuscripts

### **Workshop Faculty**

**Catherine Skobe**

Publications Management Team, Global Medical, Pfizer Inc.

**Colin Mitchell**

Sr. Medical Director, Complete Healthcare Communications

**Joe Bennett**

Publishing Manager, Pharma Solutions, Nature Publishing Group

NEW THIS YEAR!



### Ethics in Publications Practice: Publishing Data from “Negative” and Terminated Trials (Wednesday only)

**Prerequisite:** This workshop is appropriate for seasoned veterans with at least 3 years of experience in publication planning.

*This workshop will provide an interactive and instructive environment for seasoned veterans in publication practice to discuss the issues involved in accurate, contextual, and ethical reporting of data from trials that have either failed to achieve their goals or that have been terminated.*

#### Learning Objectives

At the end of this workshop, attendees will

- Know the definition of “negative” data
- Understand the issues involved in publishing negative data
- Be familiar with the concerns and perspectives of the stakeholders
- Be aware of potential barriers to publication
- Be able to identify the potential solutions and what it would take to achieve them

#### Workshop Faculty

**Diana Faulds**

Global Editorial Director, MPS, Wolters Kluwer

**Jeffrey Fletcher, PhD, CMPP**

Senior Clinical Publications Lead, AstraZeneca Pharmaceuticals LP

**Mukund Nori, PhD, MBA, CMPP**

Senior Medical Writer, UBC-Envision Group

**Anna Salt**

Publisher, Pharma Solutions, Nature Publishing Group

### The Joy of Gap Analysis (Wednesday only)

**Prerequisite:** This half-day workshop is appropriate for individuals with all levels of strategic publication planning and implementation experience who are interested in conducting a gap analysis.

*Using an interactive format, workshop leaders will guide participants through the process of conducting a gap analysis, including considerations of appropriate source material, assessment of the findings, and discussions on how to apply the results effectively to build a strategic publication plan. The workshop leaders will demonstrate how to gain the most value for a publication plan through analysis of the literature and other informational sources.*

#### Learning Objectives

At the end of this workshop, attendees will

- Define what a gap analysis is and the purpose of conducting one
- Understand how to conduct a gap analysis that will provide meaningful results
- Learn the potential ways that a gap analysis can go astray
- Describe how to use the information learned from the gap analysis

#### Workshop Faculty

**Thomas Gegeny, MS, ELS**

Team Lead, Envision Scientific Solutions

**Paul O’Grady, PhD**

Director, Global Scientific Communications - Oncology New Products, Novartis Pharmaceuticals Corporation

### CMPP Review Course (Monday only)

**Prerequisite:** Workshop participants must meet eligibility requirements for the CMPP exam, which can be found in the Candidate Handbook or in the “Application and Exam Details” flyer at [www.ismpp.org](http://www.ismpp.org).

*The workshop is designed for those who are planning to take the CMPP examination. Attendees are expected to have direct and significant publication planning experience or to have previously taken ISMPP courses (Pub Planning 101, 201, and 301). The workshop will consist of didactic components and case studies. During the case studies, participants will apply theory/knowledge to real-world situations/problems and present their solutions to other participants.*

#### Learning Objectives

At the end of this workshop, attendees will

- Understand the scope and depth of material covered during the CMPP examination
- Identify their own publication planning knowledge gaps
- Know what resources are available to fill their knowledge gaps in preparation for the examination

#### Workshop Faculty

##### Angela Cairns, CMPP

Senior Vice President, Medical and Scientific Services, KnowledgePoint360

##### Suzann Schiller, CMPP

Vice President, Client Services, ApotheCom

##### Danita Sutton, PhD, CMPP

Executive Vice President, MedErgy HealthGroup

## NEW THIS YEAR!

### Partnerships Between Pharma and Medical Communication Companies (Monday only)

**Prerequisite:** This workshop is open to all medical publication professionals.

*Optimizing the relationship between pharmaceutical clients and medical communication companies is challenging. This interactive workshop will be presented by publication professionals who have worked for both medical communication and pharmaceutical companies as medical writers and managers of large strategic publication plans. The workshop will provide in-depth information on how to understand the challenges of both groups and work together to meet scientific and business goals.*

#### Learning Objectives

At the end of this workshop, attendees will

- Understand who the “client” are and what challenges and expectations they have
- Know the roles and responsibilities that each member of the partnership is expected to assume
- Develop an optimal capabilities presentation that addresses client needs

#### Workshop Faculty

##### Bill Ferrell

Account Director, Complete Healthcare Communications Inc.

##### Laura M. LeGower, MBA

Account Supervisor, Complete Healthcare Communications Inc.

##### Sheba Mathew, PhD

Senior Manager, Medical Writing, Novo Nordisk

##### John Smith, PhD

Manager, Medical Writing, Novo Nordisk



## NEW THIS YEAR!

### HEOR: What Constitutes a Good Health Outcomes Manuscript? (Wednesday only)

**Prerequisite:** *This workshop is intended for individuals with 3 years of publication planning and/or writing experience, including 1 year of working with HEOR publications or having attended a HEOR workshop.*

*This will be a highly interactive workshop, designed to educate ISMPP members on more specific aspects of creating high-quality HEOR manuscripts, and to help them gain more insight into the effective interpretation and communication of health economic outcomes data. An initial didactic presentation will elaborate on the basic vocabulary and define the elements of a good HEOR publication, which will be followed by breakout groups evaluating examples of well- and poorly-written HEOR publications, especially pointing out the presence or absence of essential elements. The breakout groups then will present to the whole group in the final discussion period.*

#### Learning Objectives

At the end of this workshop, attendees will

- Know the components of a high-quality HEOR manuscript
- Be familiar with health outcomes trends
- Understand the implications of HEOR with respect to publication planning

#### Workshop Faculty

**Chris Carswell, PharmD**

Editor, PharmacoEconomics – Adis Journals

**Keith Evans, PhD**

Director, Global Health Outcomes – inScience Communications

**NEW THIS YEAR!**

**The Mechanisms Behind a Systematic Review: Applying the PRISMA Statement  
(Monday only)**

**Prerequisite:** *This workshop is intended for individuals in pharma/biotech/medical device companies or in communications agencies who have a basic awareness of publication planning (topics covered in Pub Planning 101 and 201 and/or at least 2 years of experience in the field of publication planning and implementation).*

*Designed for publication planners, medical writers, medical editors, and journal editors with an interest in or responsibility for preparing or evaluating a systematic review, this workshop provides an in-depth review of the PRISMA guidelines, with a step-by-step presentation guiding participants through the preparation of a systematic review. From the first steps of selecting a topic and conducting literature searches through applying study selection criteria and presenting results, this workshop explores each step of the writing process and how to interpret PRISMA guidelines throughout the review. Workshop leaders will also conduct an interactive discussion using sample systematic reviews to determine which papers best adhere to the PRISMA guidelines, which ones fall short, and which papers have the best chance of surviving a journal's peer review process.*

**Learning Objectives**

At the end of this workshop, attendees will

- Define the differences between traditional and systematic reviews
- Understand the PRISMA guidelines and how to apply them to a systematic review
- Be able to write, edit, or evaluate a systematic review, ensuring that it adheres to the PRISMA guidelines

**Workshop Faculty**

**Chris Carswell, PharmD**

Editor, Pharmacoeconomics – Adis Journals

**Teri O'Neill**

Executive Managing Editor, Peloton Advantage

## Regulations and Ethics (Wednesday only)

**Prerequisite:** : This workshop is appropriate for all publication managers, medical writers, medical editors, journal editors, and allied members of a publication planning team (eg, regulatory, legal, and marketing functions).

*This workshop will begin with a review of the revised ISMPP Code of Ethics, followed by an interactive discussion of the ethical challenges we face as writers, editors, and publication managers, and the impact of efforts by organizations and governments to drive ethical practice through guidelines and regulations. The workshop will use an interactive case approach to explore ethical issues and the current regulations providing oversight and guidance for publication processes. Issues to be discussed include: author accountability and access to data, disclosures and conflict of interest, impact of disclosure and sunshine laws on working with authors, use of authorship criteria, and roles of sponsors and professional medical writers.*

### Learning Objectives

At the end of this workshop, attendees will

- Describe the new changes to the ISMPP Code of Ethics and the rationale for those changes
- Explain how current regulations address the ethics of publications, including transparency for authors, sponsors and professional medical writers, data accuracy and availability, and documentation of publication processes
- Discuss differences and similarities among the various codes of practice developed to provide standards for publication and presentation of research

### Workshop Faculty

**Jon Druhan**

Associate Director, Publications, AstraZeneca Pharmaceuticals LP

**Cate Foster**

Senior Medical Editor, Watermeadow Medical

## Metrics: Practical Application and Experiences (Monday only)

**Prerequisite:** *This workshop is appropriate for those with a basic understanding of publication planning, including the manuscript development process, review and approval processes, and prioritizing publication activities and resources. Participants should have at least 1 year of experience in a publication planning role.*

*The goal of this interactive workshop is to provide a foundation for identifying appropriate metrics of success consistent with publication plan objectives, stage of drug development, data availability, and resources. This session will cover planning and implementation metrics, including quantitative and qualitative measures of success. In addition, factors that influence achievement of these goals will be addressed. Time will be allotted for an interactive case-study discussion.*

### Learning Objectives

At the end of this workshop, attendees will

- Understand the process of developing publication plan metrics
- Identify different types of publication metrics
- Apply metrics that are appropriate for various types of publication plans
- Develop processes and identify resources to help achieve publication plan goals

### Workshop Faculty

**Christine Gatchalian, PhD**

Director, Global Medical Writing, Amgen Inc.

**Renu Juneja, PhD**

Senior Director, Novo Nordisk, Inc.

## Media Partners



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**On behalf of ISMPP, we would like to express our sincere appreciation to the Program, Abstract, and Workshop Committees for an outstanding Annual Meeting.**

### Program Committee

#### Stan Heimberger (Chair)

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**ISMPP would like to thank its dedicated staff for their tremendous contributions to the 7th Annual Meeting:**

Kim Pepitone—content development, oversight, and management of the Annual Program Committee

Michele Kantrowitz—management of the Workshop and Abstract Committees, and technical support for registrants

Sue Marek—overall meeting support to the Annual Program Committee, and management of the Exhibits and Sponsors

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