

# INAUGURAL EUROPEAN MEETING OF THE INTERNATIONAL SOCIETY FOR MEDICAL PUBLICATION PROFESSIONALS (ISMPP)

JANUARY 20, 2010  
ROYAL COLLEGE OF PHYSICIANS, LONDON, UK

EU



We are delighted to announce details for the Inaugural European Meeting of ISMPP, to be held at the Royal College of Physicians, London, UK, on January 20, 2010.

The meeting will feature an outstanding group of medical publication experts from the pharmaceutical, medical publication and communications, and publishing industries. ISMPP anticipates more than 100 delegates will attend this first European meeting of its kind. This announcement covers details of the meeting programme and venue, how to register for the meeting, and how to become a sponsor of what will be the premier meeting for publication professionals in Europe.

## PROGRAMME

Our world is changing and we'll be discussing what, when, and why! Good publication practice has been a foundation for many of us for a number of years, but the sands are shifting and we need to fully understand how expectations are changing. Perhaps one of the most significant changes we've had to consider in recent years is the impact of FDAAA and data disclosure required for marketed products in the USA within 1 year of study completion. Now data disclosure legislation is coming to Europe. So what does that mean for publication planners in industry and agencies as well as for editors and publishers?

The goal of this Inaugural European Meeting of ISMPP is to draw together experts in the field to debate the issues that we, in publication planning and delivery, face and to tackle the topics that create unease. Join us and challenge your thinking, challenge our speakers, expand your knowledge, and share your experiences.

### 08.00–09.15 Registration and Networking Breakfast

### 09.15–09.25 Welcome

Sarah Bartlett (ISMPP & Complete Medical Communications)

### 09.25–10.05 Presentation and Q&A: Where are we and how did we get here?

Liz Wager (Committee on Publication Ethics [COPE] & Sideview)

Allegations of poor practices by the industry relating to the publication of product data continue to hit the headlines in Europe as well as the USA. It's frustrating for many because these *news* stories often refer to activities undertaken some time ago. Liz Wager will provide a historical perspective, reviewing the practices that have contributed to current perceptions, and ask us if we are 100% confident that our practices now meet best practice.

### 10.05–10.45 Presentation and Q&A: GPP-2: What's changing and why

Chris Graf (ISMPP & Wiley-Blackwell)

'Good Publication Practice' (GPP) is changing and we need to know more. Are we expecting major additions or modifications or are the changes more subtle? Chris Graf will update us on GPP-2: Why GPP needed updating, how the process has been undertaken, and, practically, what's going to change for us. We will also discuss whether monitoring of compliance with GPP is standard within our organisations and whether it should be.

### 10.45–11.15 Networking Break

## **11.15–12.00 Presentation: The future of scientific communication**

**Professor Richard Smith (Former Editor of the *BMJ*)**

## **12.00–13.00 Lunch**

## **13.00–13.45 Presentation: Clinical trial protocol posting and results disclosure in Europe**

**Fergus Sweeney (European Medicines Agency)**

Right now EudraCT is not publically available, but that is set to change. First (version 8) we will have clinical trial protocol posting and then (version 9) we will encounter clinical trial results disclosure. When will this happen? To which studies will this requirement apply? What sort of information will be disclosed? When will disclosure be required in relation to study start and end? We hope to get answers to these questions and more.

## **13.45–14.30 Interactive Panel: Impact of European clinical trial results posting on the poster, planner, and publisher**

**Catherine Begard (UCB Pharma), Leighton Chipperfield (Elsevier), Phil Daly (Wolters Kluwer Medical Research), Bryce McMurray (Wolters Kluwer Pharma Solutions), Kristin Strickler (Novartis Pharma), Arjen van Willenburg (CHC Europe)**

Following directly after the previous presentation, this interactive session will discuss the different issues EU clinical trial protocol and results posting raises.

## **14.30–15.00 Break**

## **15.00–16.15 Debate: Controversy in publication planning and delivery**

**John Gonzalez (AstraZeneca), Roger Pinder (founding Editor of *Neuropsychiatr Dis Treat*), Richard Smith (former Editor of the *BMJ*), Keith Veitch (Novartis Pharma), plus others**

*Should marketing departments be involved in publication planning and delivery?*

We know ‘marketing’ has been blamed, rightly or wrongly, for some of the selective data reporting of the past, but for some companies, marketing functions continue to contribute to publications. What value can marketing bring to publication planning and delivery or does its involvement devalue the outputs? Should publication planners distance themselves from their marketing colleagues?

*Is the future of the professional medical writer guaranteed?*

We are not ghost writers, we are professional medical writers and our contributions should be disclosed. But what does the future look like to writers in agencies, in industry, or working for themselves — will we still be working with authors in the same way ... will we still be working?!

*What involvement should the industry have in opinion piece review articles?*

For many companies, review articles are a key part of their publication plans. But some journals have made the decision not to consider review articles with any sort of industry or professional medical writer involvement because of so-called bias. Are review articles valuable to the reader? What role should industry scientists and physicians have in these articles? Can they be drafted by a professional medical writer under the direction of the author(s)?

*And more...*

Ask your questions, share your views, and understand the views of others in the last, and perhaps mostly lively, session of the day.

## **16.15–16.30 Meeting Close**

**Russell Traynor (ISMP & UBC-Envision Group)**

## THE VENUE

The Inaugural European Meeting of ISMPP will be held January 20, 2010, at the Royal College of Physicians in the heart of London, UK.

The Royal College of Physicians, incorporated by Royal Charter in 1518, is the oldest and most prestigious English medical foundation, and for almost 500 years has promoted the highest standards of medical practice. Similarly, ISMPP's mission is to ensure the highest standards of medical publishing practice.

The college is now in its fifth home, an elegant, award-winning, modern building situated in a stunning setting overlooking Regent's Park.

## ACCOMMODATION

If you would like to book accommodation for the meeting, the Royal College of Physicians' preferred booking agent would be happy to assist you and is able to obtain preferential rates at a number of local hotels. To make use of this service, please visit:

<https://hotelreservations.vbookings.co.uk/b/royalcollege/>

## TO REGISTER

Registration for the Inaugural European Meeting of ISMPP is only available to members of ISMPP, and costs £150.

### ISMPP Members:

To register for the meeting, please log into the Member Lounge at [www.ISMPP.org](http://www.ISMPP.org)

### Non-Members:

Membership is required to attend the Inaugural European Meeting of ISMPP. To join and register, please visit:

[https://www4.eventsinteractive.com/ismpp/getdemo.ei?id=12003&s=\\_7PS13VAWS](https://www4.eventsinteractive.com/ismpp/getdemo.ei?id=12003&s=_7PS13VAWS)

## SPONSORS

### PLATINUM



### GOLD



Mapping your course to  
effective medical publication and communication



### SILVER



### BRONZE



## ISMPP CORPORATE SPONSORS

ISMPP gratefully acknowledges the generous support of its Corporate Sponsors:

### PLATINUM

BioCentric  
CHC Group  
KnowledgePoint360 Group

### GOLD

Abbott  
Advocet  
Boehringer-Ingelheim  
GlaxoSmithKline  
MedErgy HealthGroup  
Novartis/Novartis Oncology  
PAREXEL MedCom  
sanofi-aventis  
UBC-Envision Group

### SILVER

Peloton Advantage  
Postgraduate Medicine

### BRONZE

Cactus Communications  
Churchill Communications

If interested in becoming a Corporate Sponsor of ISMPP,  
please visit [www.ismpp.org](http://www.ismpp.org) or contact Kim Goldin at  
[kgoldin@ismpp.org](mailto:kgoldin@ismpp.org) or +1 914 945 0507