

2015 EUROPEAN MEETING OF ISMPP



**MEDICAL PUBLICATIONS FOR
BETTER PATIENT CARE:
INTEGRITY, INNOVATION,
AND IMPACT**

20 - 21 January, 2015
etc.venues, St. Paul's - 200 Aldersgate
London, UK



Dear Colleagues:

We are excited to release an updated version of the programme for the **2015 European Meeting of ISMPP, Medical Publications for Better Patient Care: Integrity, Innovation, and Impact**. The relatively recent shift in healthcare policy toward more active involvement of patients has sparked numerous patient-centric initiatives throughout Europe and the world. Health care professionals and policymakers have come to appreciate the value of patient partnerships in ensuring individual good health as well as the sustainability of healthcare itself. We chose our 2015 meeting theme to acknowledge this rapidly expanding movement and to explore the implications of developing medical publications that effectively encapsulate the patient perspective.

We have added roundtables to our programme, moderated by experts exploring diverse topics at the forefront of medical publications. Our keynote event will feature two presenters, a distinguished practicing physician and a well-known patient advocate. We have also responded to your calls for more interactive sessions, breakout opportunities, expanded Q&A periods, and a more Eurocentric general session. **As always, most sessions, including select roundtables, qualify for ISMPP Certified Medical Publication Professional (CMPP™) continuing education credits.**

The members of ISMPP's Board of Trustees, European Programme Committee, and staff **WELCOME** you to this event and to the magnificent City of London!

Sincerely,



Alice Choi, MPH, PhD, ISMPP CMPP™
Chair, ISMPP Board of Trustees
Global Head, Complete Medical Communications



Laura McGovern, BSc (Hons), ISMPP CMPP™
Chair, European Meeting Programme Committee
Associate Editorial Director, Nucleus Global

WHY ATTEND THE MEETING?

- To hear from a roster of inspiring and influential speakers as they share their perspectives on hot topics in medical publications
- To learn how peers with diverse global backgrounds tackle the challenges of involving patients in aspects of the publication process
- To experience the human-to-human connection absent from today's virtual business world; people you meet can be the biggest ROI from your meeting participation
- To have fun! Socialize with peers and catch some of London's must-see attractions after meeting hours



WHO ATTENDS ISMPP MEETINGS?



Programme Agenda | Tuesday, 20 January 2015

MORNING

9:00–10:00

Registration and Continental Breakfast

10:00–10:15

Welcome to the 2015 European Meeting of ISMPP

Laura McGovern

Chair, European Meeting Programme Committee

10:15–11:15

2014: A year in review

2014 was a good year for the medical publication and wider pharmaceutical industries, as we continued to strive towards a more patient-focused and transparent approach. Central to this are some of the major developments over the year, such as the launch of new avenues for independent trial data access and the completion of GPP3. This session will therefore briefly highlight the year's developments before moving on to discuss the recommendations made in GPP3, with particular emphasis on variations to previous guidelines. Finally, Trish Groves will present *BMJ*'s recently launched "Partnering with Patients" initiative, highlighting the rationale and challenges of implementing patient peer review of research.

Learning objectives:

At the end of this session, attendees should be able to:

- Understand the key developments in 2014 that impacted medical publications professionals
- Recognize, adopt and promote the new recommendations provided by GPP3, and understand how they impact on the production of peer-review publications
- Identify the rationale for *BMJ*'s "Partnering with Patients" strategy and the features that affect publication professionals

Faculty

Dan Bridges

Regional Director-Europe, Nucleus Global, London

Trish Groves

Deputy Editor, *BMJ* and Editor-in-chief, *BMJ Open*, London

Keith Veitch

Owner, keithveitch Communications, Amsterdam, the Netherlands

MORNING

11:15–12:00

Medical publications for devices and diagnostics

Evidence shows that appropriate diagnostics can beneficially affect patients by detecting patient disease risk, providing accurate diagnoses, predicting disease progression, and even patients with disease management and prevention. Medical devices prevent, treat, mitigate, or cure disease via mechanical, physical, or thermal means. Factors inherent to the lifecycle of these products, including marketing and regulatory processes as well as trial design, contribute to a communication and publication process that differs significantly from that for pharmaceuticals. Practical examples will be presented to provide a well-rounded depiction of what is involved in communicating the value of these products to physicians, patients, and the general public.

Learning objectives:

At the end of this session, attendees should be able to:

- Recognize the importance of devices and diagnostics in patient care for specific diseases
- Understand how marketing and regulatory processes and lifecycle for these products differ from those for pharmaceuticals
- Gain insight into the work involved in communicating utility and value of devices and diagnostics

Faculty

Presenters:

Patrice Becker

Global Director, Scientific Communications. Surgical Solutions Medical Affairs
SOFRADIM Production/COVIDIEN, Trevoux, France

Alisa Davis

Publication Lead, Medical and Scientific Affairs
Roche Diagnostics International AG, Rotkreuz, Switzerland

Mayra Mori

Scientific Communication Specialist, Medical Affairs
Medtronic, Inc., Amsterdam, The Netherlands

Moderator:

Alice Choi

Global Head
Complete Medical Communications, Macclesfield, UK



AFTERNOON

12:00–13:15

Lunch

13:15–13:45

“Speed” research: Oral presentations

Authors of 4 abstracts selected from those submitted for peer review must present their research in 5 minutes or less; moderated questions follow

- An evaluation of the utility and impact of PubMed Commons during the pilot phase (Glynis Davies)
- Few medical researchers and healthcare professionals use social media to discover publications (Tom Rees)
- A review of open access clinical trials published in leading hybrid journals (Neil Adams)
- What’s the hold up? Factors influencing manuscript development time (Danielle Machin)

13:45–14:45

Roundtables Session

- Professional forum for engagement and active, in-depth discussion of topics of interest to the medical publication community with peers and expert moderators
- Attendees have the opportunity to participate in two roundtables during the hour session
- Areas of focus include: *peer review evolution, social media, publishing innovations, healthcare access, publications in Asia, and more*
- Some tables offer a “Meet the Expert” format; select topics earn ISMPP CMPP™ recertification credit
- “Meet the Expert” tables (Primary Care Physician and Patient Advocate)
- Select topics earn recertification credit

14:45–15:15

Afternoon break and visit exhibits

15:15–16:15

Keynote presentation

In the spirit of the Meeting theme, a physician who treats cancer patients and a patient advocate/cancer survivor address issues pertinent to today’s medical publication professionals.

Faculty

Richard Stephens

Patient advocate, Chair, National Cancer Research Institute’s Consumer Liaison Group

Adrian Tookman

UK Clinical Director, Marie Curie Hospital and Medical Director, Marie Curie Hospice in Hampstead, London

16:15–16:45

ISMPP update

Al Weigel

President and COO

News from the Certification Board

John Gonzalez

Publications Director, AstraZeneca Pharmaceuticals, Alderley Park, UK

16:45–16:50

Closing remarks

EVENING

17:00–18:30

ISMPP member poster presentation assembly and networking reception

MORNING

8:00–9:00

Registration and Continental Breakfast

9:00–10:35



This session qualifies for 1.5 ISMPP CMPP™ recertification credits

Understanding the impact of publications in specialist areas: Vaccines, orphan drugs and generic pharmaceuticals

Therapeutic agents can encompass large scale healthcare programmes, such as those required for worldwide vaccination programmes to the individualised care needed for patients with rare diseases. Generic drugs can span both these arenas, but come with a different set of challenges. As vaccines are administered to a healthy population, safety is clearly critical, but how do you measure outcomes when looking at population effects in terms of reducing disease onset vs individual improvements in a specific disease? What are the considerations needed from a publication planning perspective for a new vaccine? A rare disease is generally considered as one that affects no more than 5 in 10,000 people, yet due to the number of such diseases more than 30 million people in the EU are affected. Clinical trial programmes, as well as medical/scientific knowledge of many of these diseases, are very limited. How can you educate physicians on orphan drugs when they may never encounter a patient with such a rare disease? (An update and enhancement of last year's well received session with an intensive focus on publication plan and tactical plan development)

Learning objectives:

At the end of this session, participants should be able to:

- Understand the latest thinking on what defines vaccines, orphan drugs and generic pharmaceuticals and their potential impact on the future of healthcare
- Understand the regulatory perspective governing approval in each of these three specialist areas
- Identify the key challenges and opportunities for publication activities in such specialist publication areas

Faculty

Sékolène Aymé

Founder/Editor-in-Chief
Orphanet Journal of Rare Diseases, Paris

Andrew Desson

Head of Scientific Publications
International Regions, Shire, Zug, Switzerland

Joanna Hulme

Scientific Director
The Prime Medical Group, St. Albans, UK

Angela Kaya

Associate Director, Scientific Communications,
Teva Pharmaceuticals, Frazer, Pennsylvania, USA

Åsa Lommele

Medical & Scientific Communication
Alexion Pharma International, Lausanne, Switzerland

Debra Mayo

VP, Global Scientific Communications,
Teva Pharmaceuticals, Frazer, Pennsylvania, USA

Jamie Stirling

Head, Global Publications,
Novartis Vaccines and Diagnostics, Amsterdam, The Netherlands

Keith Veitch

Owner,
keithveitch Communications, Amsterdam, The Netherlands

MORNING

10:35–11:00

Morning break and visit exhibits

11:00–12:30



*This session
qualifies for 1.5
ISMPP CMPP™
recertification
credits*

Informing healthcare audiences across Europe for optimal patient care

The European Region comprises 53 countries from the Atlantic to the Pacific, ranging from Iceland in the West to Russia in the East. Although these disparate countries are faced with many of the same pressures, such as an aging population and increased financial constraints, significant differences (even within countries themselves) exist in terms of healthcare provision, language, attitudes, culture, income and welfare. Life expectancy alone can differ by 20 years for men and 12 years for women among these countries. This session will focus on similarities, differences and related challenges, particularly involving regulations and reimbursements and the cultural and social aspects of healthcare, and what they mean for medical publication planners. Solutions for confronting and overcoming the challenges of working in these varied environments, with the ultimate goal of enhancing and optimizing the development of medical publications, will also be explored.

Learning objectives:

At the end of this session, participants should be able to:

- Gain insights into the diversity of health care systems, market access and attitudes across Europe
- Understand how considerations such as language, audience identification, and author relationships affect the role of medical publication professionals
- Appreciate the importance of communicating the right information to the right audience for the benefit of patients in Europe

Faculty

Presenters:

Farah Dunlop

Global Publications Manager, Sirtex Medical Europe GmbH, Bonn, Germany

Reinhard Griebenow

Senior Physician, Medical Clinic II, Clinics of Cologne GmbH, Cologne, Germany

Richard Lawson

HEOR Senior Scientist, AstraZeneca Pharmaceuticals, Alderley Park, UK

Moderator:

Susan Scott

Director, Scott Pharma Solutions Ltd, Ashwell, Baldock, UK

AFTERNOON

12:30–13:30

Lunch

13:30–15:00

Medical publications from bench to patient: Seeking the views of all concerned

It is rare for all those involved in the publication journey to have the chance to meet and exchange views. This interactive, moderator-led panel discussion will provide that opportunity. This session seeks to clarify the opinions of all those involved in a medicine or device from inception, development, publications and prescription through to the bedside. The session will be driven by audience input and will encourage interactivity throughout.



This session qualifies for 1.5 ISMPP CMPP™ recertification credits

Learning Objectives

At the end of this session, participants should be able to:

- Learn what patients, doctors, medical media and the pharma/medical device industry are seeking from the publication process. What really matters to each group?
- Identify what can be done to optimise this process and achieve a better understanding of the needs and pressures facing each stakeholder
- Gain insight into each groups' viewpoint as they are asked to address a series of questions/typical scenarios

Faculty

Presenters:

Carmel Hutchcraft

District Nurse, Nottingham City Care Partnership, Nottingham, UK

Sandy Macrae

Global Medical Officer, Takeda Pharmaceuticals International, West Conshohocken, Pennsylvania, USA

Rajan Somasundaram

Professor and Lead Physician, Internal Medicine, Charité University Medicine, Berlin, Germany

Michael Seres

Patient Blogger/Advocate. Owner, Michael Seres Consulting, Watford, UK

Medical Journalist, TBC

Moderators:

Jane Nunn

Head of Operations, Complete Healthvizion, Cheshire, UK

Steven Walker

Medical Director, Bioscript Group, London, UK



Wednesday, 21 January 2015 (continued)

AFTERNOON

15:00–15:15

Afternoon break and visit exhibits

15:15–15:45

Henry Thomas Marsh

Leading British neurosurgeon, author of an acclaimed memoir, and pioneer of neurosurgical advances in Ukraine, shares some experiences and insight in an inspiring “send-off” speech as the Meeting comes to a close.

15:45–16:00

Awards, exhibitor passport raffle, meeting close

16:00–16:10

Closing remarks



General Information & Program

REGISTRATION FEES

	Tuesday, 20 January	Wednesday, 21 January
Early Bird Pricing: Through 16 December	£345*	£345*
Standard Pricing: 17 Dec 2014 - 13 Jan 2015	£360*	£360*
Onsite Pricing	£375*	£375*

*All registration fees will be charged in the equivalent USD.

Venue

etc.venues, St. Paul's is centrally located at 200 Aldersgate, near St. Paul's Cathedral in London, UK.

To find directions to the Meeting, [click here](#).

Hotel Information

etc.venues is a high-end conference centre in the heart of London proper.

Although there are no lodging accommodations available onsite, there are several in the general vicinity.

To find a hotel nearby in the price range you seek, [click here](#).

Cancellation Policy

To review the ISMPP cancellation policy, [click here](#).



2015 European Meeting of ISMPP | Poster Presentations

(Title and First Author)

Evaluating the impact of congress poster presentations

Clare Baker, Biogen Idec, Zug, Switzerland

Adoption of PubMed Commons as a forum for post-publication peer-review

Paul Lane, Envision Pharma Group, Horsham, UK

What's the hold up? Factors influencing manuscript development time

Danielle Machin, Costello Medical Consulting Ltd, Cambridge, UK

The anatomy of a publication programme as seen through article-level and alternative metrics

Andy Shepherd, Caudex Medical, Oxford, UK

Clinical trials: Do the patients get the thanks they deserve?

Radhika Bhatia, Envision Pharma Group, Horsham, UK

Results of a survey to better understand how medical publication professionals evaluate and utilise open access journals

Andrea Cole, Ashfield Healthcare Communications, Macclesfield, Cheshire, UK

A Review of open access clinical trials published in leading hybrid journals

Neil Adams, Nature Publishing Group, New York, USA

An Evaluation of the utility and impact of PubMed Commons during the pilot phase

Glynis Davies, Complete HealthVizion, Macclesfield, UK

Professional medical writing support improves the quality but not the speed of reporting of randomized controlled trials

William Gattrell, Research Evaluation Unit, Oxford PharmaGenesis Ltd, Oxford, UK

Public availability and scope of publication policies

Debbie Briggs, Nucleus Global, London, UK

Overcoming language barriers in non-English speaking markets

Pablo Pons, Content Ed Net Communications S.L., Madrid, Spain

Few medical researchers and healthcare professionals use social media to discover publications

Tom Rees, PAREXEL International, Worthing, UK

AAG Medial Writing
Actelion Pharmaceuticals
Adelphi Communications
ADIS, Springer Healthcare
Alexion Pharma International
Amgen (Europe) GmbH
ApotheCom ScopeMedical
Ashfield Healthcare Comm
Aspire Scientific
Astellas Pharma
AstraZeneca
AVEO Oncology
AXON Communications
Bayer
Becton Dickinson
Bioscript Group
Bioscript Regulatory
Boehringer Ingelheim Pharma GmbH
Bristol-Myers Squibb
British Journal of Haematology
British Medical Journal
CACTUS Communications Int'l
Calrec LTD
Caudex Medical
Chameleon Communications Int'l
CHC-Europe
Chugai Pharmaceutical

CircleScience
CMRO Journal Series, Informa Healthcare
Complete HealthVizion
Complete Medical Communications
Content Ed Net Communications
COVIDIEN
Darwin Healthcare
DOVE Medical Press
Edge Medical Communications
Elmcroft Editorial Services
Emergency Care + Nurse Educator
Envision Pharma Group
Excerpta Medica
Faculty of 1000
Fishawack Group of Companies
Future Science Group
Gardiner-Caldwell Communications
Genentech
GlaxoSmithKline Biologicals
H. Lundbeck A/S
Health Interactions
Hermes Medical Communications
Highfield Communications
Hoffman-LaRoche
Innovative Strategic Communications
inScience Communications
Ipsen Biopharm

JVO Consultancy
keithveitch communications
King's College
LEO Pharma
Lion's Den Communication
Macmillan Science Communications
Maquet Critical Care AB
MedErgy HealthGroup Europe
MediCom Consult
Medlink Healthcare Communications
MedSense
Medtronic
Mundipharma Research GmbH
National Health Service
National Institute for Health &
Clinical Excellence (NI)
Nature Publishing Group
NetworkPharma
Newmed Publishing Services
Novartis Healthcare
Novartis Vaccines and Diagnostics
Novo Nordisk
Nucleus Holdings
Nursing Times
Oxford PharmaGenesis
PAREXEL
Pfizer

Pharmaceutical Market Europe
PMGroup
Proprietary Association of
Great Britain
PubsHub
Queen's University
Quintiles
QXV Communications
Reprints Plus
Roche Diagnostics Int'l
SAGE Publications
Sanofi Oncology
Sanofi Pasteur
Shire AG
Succinct Healthcare Communications
Sygent
Sygent Europe
Takeda Pharmaceuticals
TEVA Pharmaceuticals
UCB Pharma
University of York
Virginia Commonwealth University,
Medical College
Virgo HEALTH Education
Watermeadow Medical
Wiley
Words & Science

WHO ATTENDED THE 2014 EUROPEAN MEETING OF ISMPP?

