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

20 - 21 January, 2015
e.tc.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?

- AGENCIES: 49%
- BIOTECH, MEDICAL DEVICE, & PHARMA COMPANIES: 35%
- PUBLISHERS/JOURNALS: 10%
- OTHER: 6%

CLICK HERE TO REGISTER!
# Programme Agenda | Tuesday, 20 January 2015

## MORNING

<table>
<thead>
<tr>
<th>9:00–10:00</th>
<th>Registration and Continental Breakfast</th>
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<table>
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<tr>
<th>10:00–10:15</th>
<th>Welcome to the 2015 European Meeting of ISMPP</th>
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<tr>
<td></td>
<td>Laura McGovern</td>
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<td></td>
<td>Chair, European Meeting Programme Committee</td>
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<thead>
<tr>
<th>10:15–11:15</th>
<th>2014: A year in review</th>
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<td></td>
<td>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.</td>
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### 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
Tuesday, 20 January 2015 (continued)

**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

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>12:00–13:15</td>
<td>Lunch</td>
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| 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                                                           | News from the Certification Board                                         
  **Al Weigel**  
  President and COO, AstraZeneca Pharmaceuticals, Alderley Park, UK  
  **John Gonzalez**  
  Publications Director, AstraZeneca Pharmaceuticals, Alderley Park, UK |
| 16:45–16:50 | Closing remarks                                                         |                                                                         |

## EVENING

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<tr>
<th>Time</th>
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<tr>
<td>17:00–18:30</td>
<td>ISMPP member poster presentation assembly and networking reception</td>
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## Morning

### Registration and Continental Breakfast

<table>
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<th>8:00–9:00</th>
<th>Understanding the impact of publications in specialist areas: Vaccines, orphan drugs and generic pharmaceuticals</th>
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<td>9:00–10:35</td>
<td>This session qualifies for 1.5 ISMPP CMPP™ recertification credits</td>
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### 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 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

- **Ségoîlene 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, 21 January 2015 (continued)

#### MORNING

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<th>Time</th>
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<td>10:35–11:00</td>
<td>Morning break and visit exhibits</td>
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<td>11:00–12:30</td>
<td><strong>Informing healthcare audiences across Europe for optimal patient care</strong>&lt;br&gt;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. <strong>Learning objectives:</strong>&lt;br&gt;&lt;br&gt;<em>At the end of this session, participants should be able to:</em>&lt;br&gt;- Gain insights into the diversity of health care systems, market access and attitudes across Europe&lt;br&gt;- Understand how considerations such as language, audience identification, and author relationships affect the role of medical publication professionals&lt;br&gt;- Appreciate the importance of communicating the right information to the right audience for the benefit of patients in Europe&lt;br&gt;&lt;br&gt;<strong>Faculty</strong>&lt;br&gt;<em>Presenters:</em>&lt;br&gt;Farah Dunlop&lt;br&gt;Global Publications Manager, Sirtex Medical Europe GmbH, Bonn, Germany&lt;br&gt;Reinhard Griebenow&lt;br&gt;Senior Physician, Medical Clinic II, Clinics of Cologne GmbH, Cologne, Germany&lt;br&gt;Richard Lawson&lt;br&gt;HEOR Senior Scientist, AstraZeneca Pharmaceuticals, Alderley Park, UK&lt;br&gt;&lt;br&gt;<em>Moderator:</em>&lt;br&gt;Susan Scott&lt;br&gt;Director, Scott Pharma Solutions Ltd, Ashwell, Baldock, UK</td>
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Wednesday, 21 January 2015 (continued)

**AFTERNOON**

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<th>Time</th>
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<tr>
<td>12:30–13:30</td>
<td>Lunch</td>
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| 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.  

**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

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

[CLICK HERE TO REGISTER!]
Wednesday, 21 January 2015 (continued)

**AFTERNOON**

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<tr>
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| 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**

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<tr>
<th></th>
<th>Tuesday, 20 January</th>
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<tr>
<td>Early Bird Pricing:</td>
<td>£345*</td>
<td>£345*</td>
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<td>Through 16 December</td>
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<tr>
<td>Standard Pricing:</td>
<td>£360*</td>
<td>£360*</td>
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<tr>
<td>17 Dec 2014 - 13 Jan 2015</td>
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<tr>
<td>Onsite Pricing</td>
<td>£375*</td>
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*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](#).
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
WHO ATTENDED THE 2014 EUROPEAN MEETING OF ISMPP?