

THANK YOU FOR JOINING
ISMPP U TODAY!

The program will begin promptly at 11:00 am EST

March 12, 2014

ISMPP WOULD LIKE TO THANK . . .

. . . the following Corporate Platinum Sponsors for their ongoing support of the society

The logo for Amgen, featuring the word "AMGEN" in a bold, blue, sans-serif font with a registered trademark symbol.The logo for CHC Group, consisting of the letters "CHC" in a grey, serif font, followed by a graphic of three blue squares of varying sizes stacked vertically, and the word "GROUP" in a smaller, grey, sans-serif font below the graphic.The logo for KnowledgePoint360, featuring a stylized blue and white circular graphic on the left and the text "KnowledgePoint360" in a blue, sans-serif font on the right.The logo for MedThink SciCom, featuring a green graphic of a crown-like structure with dots above the text "MedThink" in a bold, brown, sans-serif font, and "SciCom" in a green, sans-serif font below it.The logo for Pfizer, featuring the word "Pfizer" in a white, italicized, sans-serif font inside a blue, oval-shaped graphic.

ISMPP ANNOUNCEMENTS

- Registration is now open for the 10th Annual Meeting of ISMPP 2014, *Leading Through Collaboration*, April 7-9, 2014, at the Hyatt Regency Crystal City in Arlington, Virginia, USA
- Members who earned their ISMPP CMPP™ certification in 2009 are reminded to submit an application to recertify by September 30, 2014
- ISMPP would like to wish the best of luck to those taking the March CMPP exam; the next round of exams will be in September 2014

FOR THE BEST LISTENING EXPERIENCE . . .

To optimize your ISMPP U webinar experience today, please be sure to:

- Turn up the volume of your computer speakers
- Use the fastest internet connection available to you
- Use a hardwire connection if available

A REPORT FROM THE EXECUTIVE COMMITTEE: 10 YEARS OF ISMPP

Al Weigel, President & COO, ISMPP

Lorna Fay, Chair, ISMPP Board of Trustees

Alice Choi, Chair-Elect, ISMPP Board of Trustees

Moderator: Manon Boisclair, Celegene Corporation

INTRODUCTIONS

- **Al Weigel, MEd, ISMPP CMPP™** is President and COO of the International Society for Medical Publication Professionals (ISMPP). Al joined ISMPP in November of 2013; he has primary responsibility for implementing the strategic goals and vision of the Society, in addition to ensuring that ISMPP meets established milestones for ongoing development, growth and success. Before joining ISMPP, Al led cross-therapeutic medical publication and scientific communication teams at Sanofi-Aventis, Boehringer-Ingelheim and Celgene Corporation. Al earned his master's degree in education at the University of Arizona and is currently a Certified Medical Publication Professional.

INTRODUCTIONS, CONT'D

- **Lorna Fay** has more than 20 years' experience in the pharmaceutical industry, holding positions in Europe and North America. Currently, she is the head of the publications team for Pfizer, and is located in New York. Lorna was responsible for creating the team, which leads the development and implementation of Pfizer's publications policies and procedures and supports the publication efforts for both Pfizer's pipeline and marketed products. Lorna has been a member of ISMPP since 2006 and is currently the Chair of ISMPP's Board of Trustees.

INTRODUCTIONS, CONT'D

- **Alice Choi, MPH, PhD, ISMPP CMPP™** is Global Head of Complete Medical Communications (CMC). She has been with CMC for over ten years and previously worked at a number of healthcare agencies specializing in medical communications, insight research, business intelligence, and health outcomes. In addition to her operational responsibilities at CMC, Alice provides consultancy and supports clients with external and internal communication programs. Within ISMPP, she presently serves on the Annual Program Committee and is the current Chair-Elect of ISMPP's Board of Trustees.

INTRODUCTIONS, CONT'D

- **Manon Boisclair, MSc, ISMPP CMPP™** is currently a Director of Global Scientific Communications in hematology at Celgene Corporation, overseeing the multiple myeloma franchise. She has more than 16 years of experience in the pharmaceutical/biotech industry, and has been an Asc. Director of Global Scientific Communication at Novartis, and held several medical field positions in Canada at Novartis and Merck. She completed her graduate studies in nursing (McGill University and Université de Montréal). Manon is CMPP certified, and has been an invited speaker at TIPPA, ISMPP, and CBI. She is an active member of ISMPP U for the past 3 years and has recently joined the GPP3 taskforce.

OBJECTIVES

- At the end of this session, participants should understand ISMPP's:
 - History, growth and membership sectors
 - Operating structure and mission/vision
 - Rationale for new ISMPP structure
 - New areas of focus, including:
 - Strategies for continuing education, best practice, and empowerment of publication professionals
 - Plans for increasing globalization of scientific exchange

AGENDA

- History, Mission and Vision
- Organizational Structure
- Membership
- Financial Overview
- Key achievements and ongoing annual activities
- Strategic Focus
- Q & A

HISTORY, MISSION AND VISION

The background features a complex, abstract design. It is composed of several overlapping, semi-transparent geometric shapes. A large green shape occupies the upper left and center. A blue shape with a hexagonal pattern is in the upper right. A large orange shape with a hexagonal pattern is in the lower right and center. A dark blue shape is in the lower left. The overall effect is a layered, crystalline structure.

HISTORY OF ISMPP

- First educational meeting held in Princeton, NJ
- Following 2nd educational meeting, conversation about need for an organization to discuss, educate and advocate for medical publication best practices
- Non-profit, tax-exempt, professional membership association - 501(c) 6
- Annual Meeting continues to be US-based; expansion to annual EU meeting, and early Asia-Pacific efforts in development

Pharmaceutical Education Associates Proudly Presents:

Publication Planning 2003

Utilizing Scientifically Accurate, Commercially Relevant Strategies for Optimal Drug Acceptance and Exposure

November 12-14, 2003 • The Westin Princeton at Forrestal Village • Princeton, NJ

Featuring Case Studies and Presentations from:

- Elizabeth Andriole, WYETH
- Timothy D. Bacon, PERRINEX, INC.
- Joanne Cooney, ASTRAZENECA LP
- Elizabeth Field, PhD, END PHARMACEUTICALS
- MaryAnn Focht, PhD, AMGEN, INC.
- N. Brady Gleason, PharmD, TALENDA PHARMACEUTICALS
- Stan Hamberger, CURRENT MEDICAL RESEARCH AND OPINION
- Richard F. Lamb, AVANTIS
- Lorenza E. Libari, MS, PhD, ASTROLABE ANALYTICA, INC.
- Kyle Isaac, BOEHR
- George D. Lindberg, MD, MEDISCARE GENERAL MEDICINE, by Wyeth
- Kathleen S. Moore, PharmD, KY MEDICAL SPECIALTIES
- Ken Myers, PharmD, APPLIED CLINICAL COMMUNICATIONS, INC.
- Neil Mustafa, THE MATALLA GROUP, INC.
- Gordon Muir-Jones, DDC NORTH AMERICA
- Christopher Rolin, ASTRAZENECA LP
- Peter O. Saffi, JD, COVINGTON & BURING

This exclusive event addresses all relevant areas including:

- Why we publish scientific studies and articles
- The risks of clinical development and commercial team members within a publication program
- Establishing a scientifically rigorous and commercially relevant evidence base
- Obtaining maximum impact of a publication strategy through clinically relevant data mining
- Selecting optimal venues to reach your target audience
- Utilizing the solid foundation of peer reviewed publications to support all elements of the marketing mix
- How vendors can contribute to the overall success of a publication program
- ...and much more!

Must Not Miss our Post-Conference Tutorial:

Publication Partnerships: How to Select and Manage Your Medical Communications Agency

Facilitated by Richard F. Lamb, Director, Scientific Publications, US Medical Research of AVANTIS and Timothy D. Bacon, President & CEO of PERRINEX, INC.

Media Partners:

Co-Sponsors:

Register Today! Call 800-486-2276 or Visit Us at www.pharmedassociates.com

Pharmaceutical Education Associates Proudly Presents:

Publication Planning 2004

Practical Strategies for Publication Excellence

May 24-27, 2004 • The Radisson Hotel Princeton • Princeton, NJ

Benefit from the Practical Experiences of These Industry Experts:

- Timothy D. Bacon, PERRINEX, INC.
- Kim Barone, JOHNSON & JOHNSON PHARMACEUTICAL R&D
- Carolyn S. Clark, MBA, MEDISCA PUBLICATIONS GROUP
- Diane Clewley, PhD, ENDERBIA MEDICA
- Joanne Cooney, ASTRAZENECA LP
- Scott L. Cunningham, COVINGTON & BURING
- Daniel J. Devoe, ENVISSION PHARMA, INC.
- Jean W. Fagan, BOEHR
- Elizabeth (Beth) Field, PhD, END PHARMACEUTICALS
- MaryAnn Focht, PhD, AMGEN
- Lawrence J. Hirsch, MD, MERCK RESEARCH LABORATORIES
- Jerome P. Krasner, MD, NEW ENGLAND JOURNAL OF MEDICINE
- Christine Labbe, MD, MPH, ANNALS OF INTERNAL MEDICINE
- Richard F. Lamb, AVANTIS PHARMACEUTICALS
- George D. Lindberg, MD, MEDISCARE GENERAL MEDICINE, by Wyeth
- Neil Mustafa, THE MATALLA GROUP, INC.
- Robert Norris, COMPLETE HEALTHCARE COMMUNICATIONS, INC.
- Peter O. Saffi, COVINGTON & BURING

Attend This Exclusive Event to Learn Practical Publication Strategies and Tactics Through Presentations and Case Studies On:

- Publication Planning Throughout a Product's Lifecycle
- Establishing and Staffing a Publications Department
- Managing the Review Process - Both Internally and Externally
- The Legal Aspects of Publication Planning
- Achieving Publishing Excellence
- Determining the Correct Journal Selection
- Establishing and Adopting Internal Publication Policies
- Utilizing Scientific Data in a Marketing Plan
- ...and much more!

Attend Our Two Pre-Conference Workshops and Post-Conference Tutorial:

Formulating a Publication Plan
Explored by Carolyn S. Clark, MBA, Vice President, Publications Services, MEDISCA PUBLICATIONS GROUP in Business of CardioHealth

Developing a Publication Plan Strategy
Explored by Robert Norris, President of COMPLETE HEALTHCARE COMMUNICATIONS, INC.

Three Behind the Scenes Publication Planning 2003
Publication Planning Strategies
How to Select and Manage Your Medical Communications Agency
Explored by Richard F. Lamb, Director, Scientific Publications, US Medical Research of AVANTIS and Timothy D. Bacon, President and CEO of PERRINEX, INC.

Sponsored by:

Media Partners:

Register Today! Call 800-686-2276 or Visit Us at www.pharmedassociates.com

MISSION AND VISION

Vision

- The vision of ISMPP is to be the recognized and respected authority for the medical publication profession

Mission

- Advance the medical publication profession through education and advocacy
- Drive integrity, excellence, and transparency in medical publications
- Lead the establishment and adoption of medical publication standards and best practices

ORGANIZATIONAL STRUCTURE

The background features a vibrant, abstract design. It is composed of several overlapping, wavy, organic shapes in shades of green, orange, and blue. In the upper right quadrant, there is a distinct pattern of interconnected hexagons, similar to a honeycomb or molecular structure, rendered in various tones of blue. The overall aesthetic is modern and dynamic.

CURRENT ISMPP ORGANIZATIONAL STRUCTURE



RATIONALE FOR NEW STRUCTURE

- More concentrated focus on organizational leadership, strategy development, external affairs, and operational management
- More visible "external face" for ISMPP
- Continuous and recognized leadership
- Increased organizational collaboration
- Reduced role strain on volunteer Board of Trustees

BOARD OF TRUSTEES

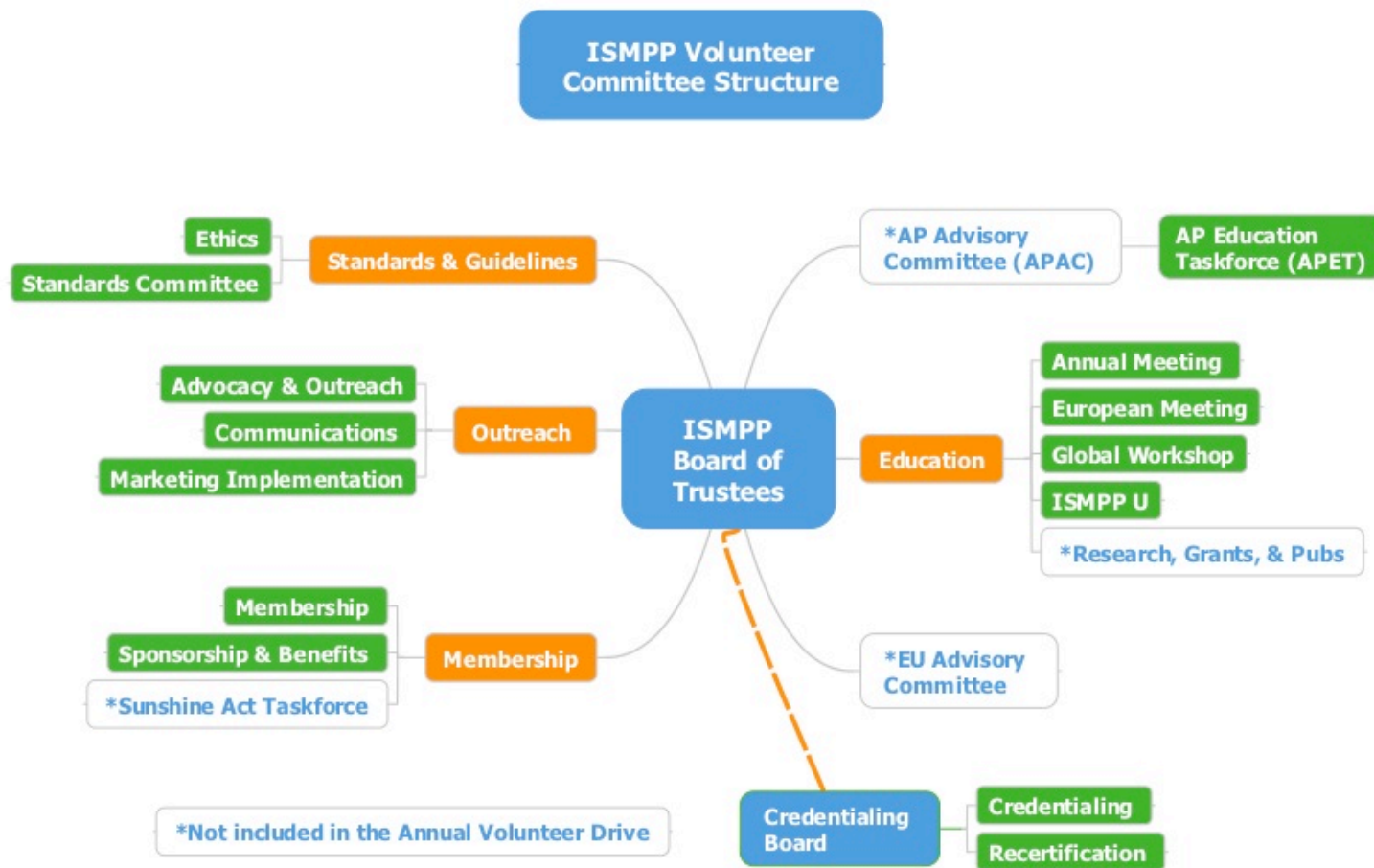
- Chair (Lorna Fay)
- Chair-Elect (Alice Choi)
- Secretary (John Gonzales)
- Treasurer (LaVerne Mooney)
- Asia-Pacific Trustee (Karen Woolley)
- European Trustee (Sarah Feeny)
- At-Large Trustee (Juli Clark)
- At-Large Trustee (Mina Patel)
- At-Large Trustee (Samantha Gothelf)
- Immediate Past Chair (Russell Traynor)
- President/COO – ex officio (Al Weigel)

BOARD RESPONSIBILITIES

- Monthly teleconferences and 1-2 yearly live meetings
- Establish and review strategic society direction supporting mission/vision
- Set yearly annual budgets
- Review and approve key strategic initiatives (eg, Sunshine Act guidance, Social Media and Investment policies, etc.)
- Speak and advocate on behalf of ISMPP as necessary

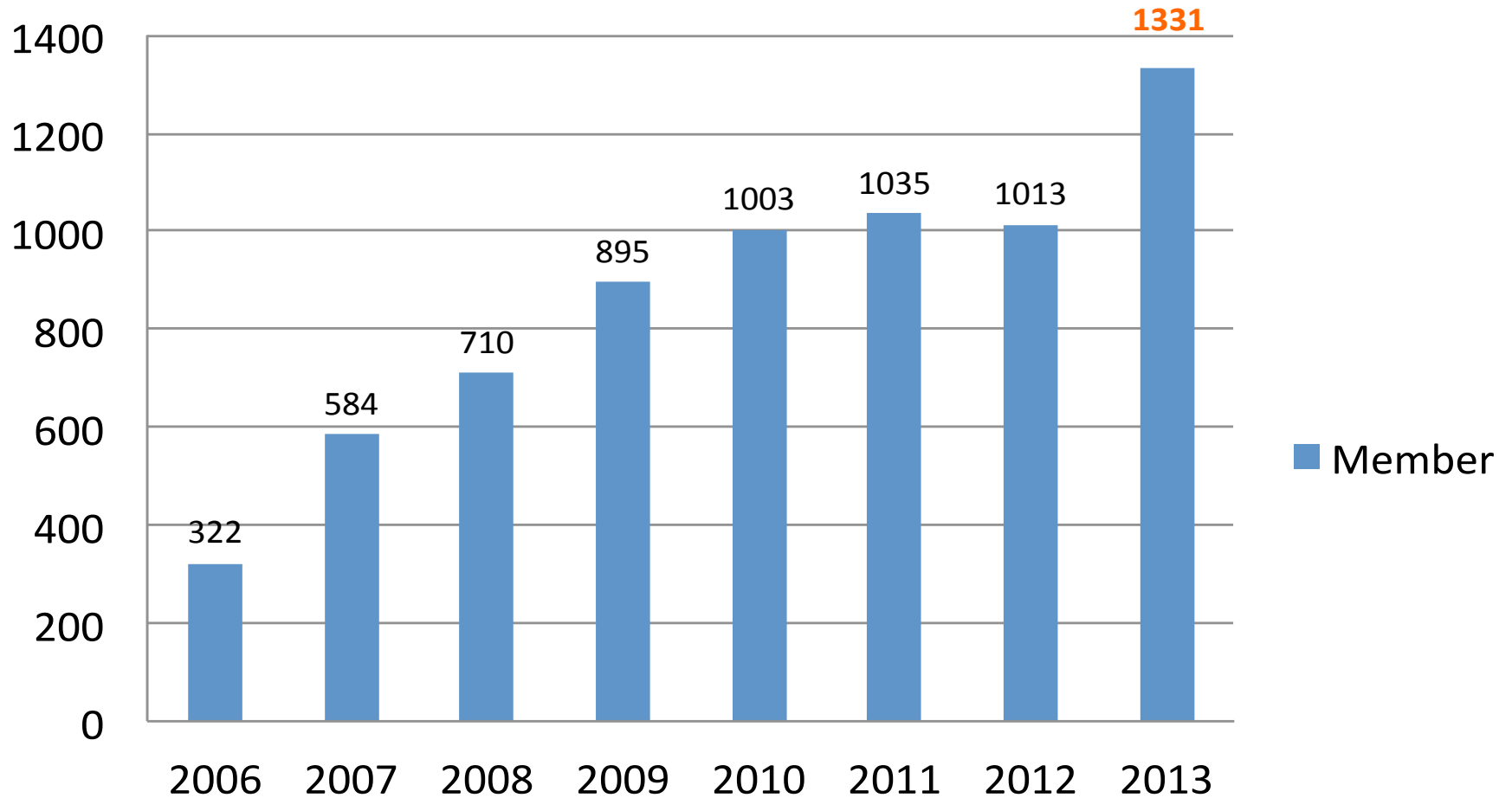
ISMPP VOLUNTEER COMMITTEE STRUCTURE

19 Committees composed of ~130 Volunteers!



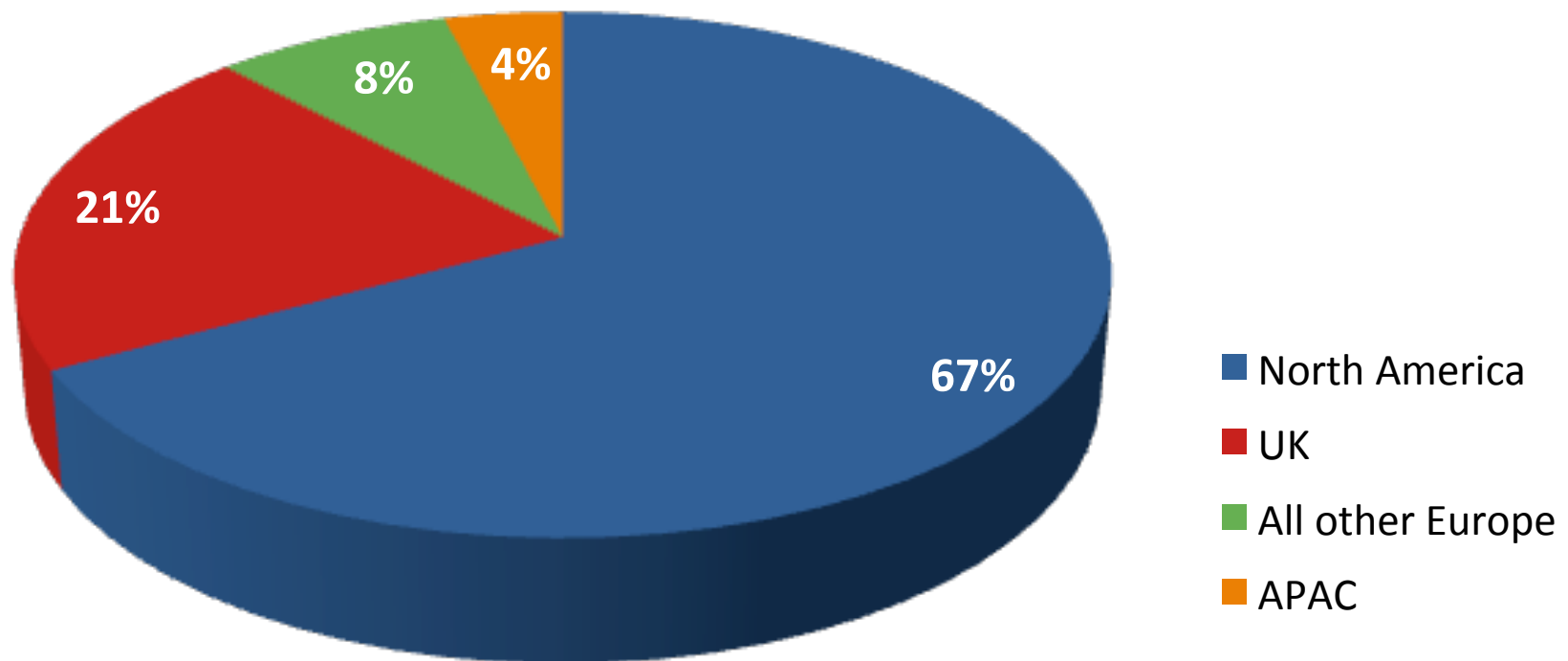
MEMBERSHIP

ISMPP MEMBERSHIP: GROWTH BY YEAR

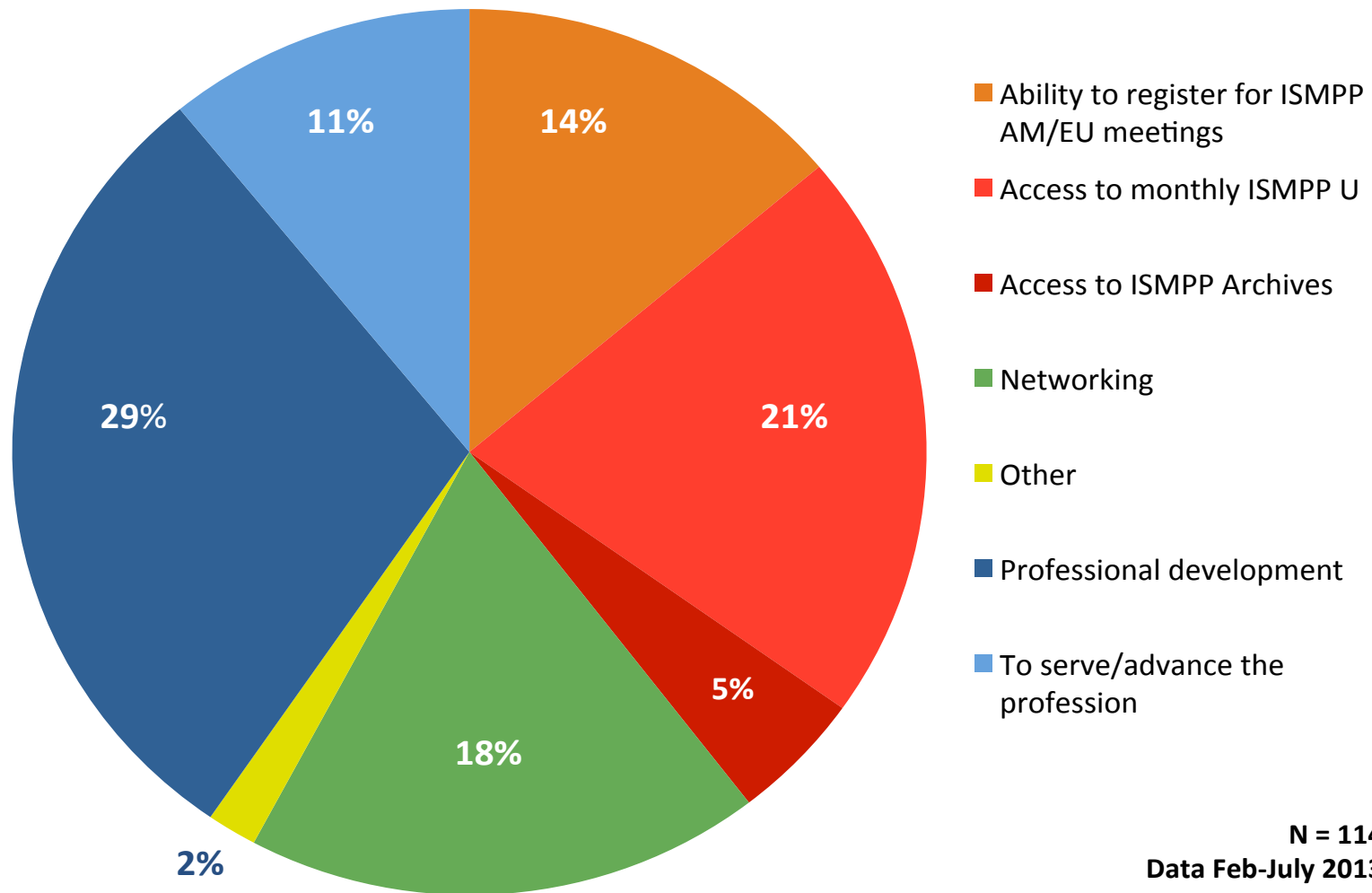


As of December 31, 2013

CURRENT MEMBERSHIP: GEOGRAPHIC BREAKDOWN



CURRENT MEMBERSHIP: REASONS FOR JOINING ISMPP



CURRENT ISMPP CORPORATE SPONSORS

Industry (n=15)

Abbvie
Allergan
Amgen
AstraZeneca
Boehringer Ingelheim
Bristol-Myers Squibb
Celgene
GlaxoSmithKline
Janssen
Medtronic
Merck
Novartis
Novo Nordisk
Pfizer
Sanofi

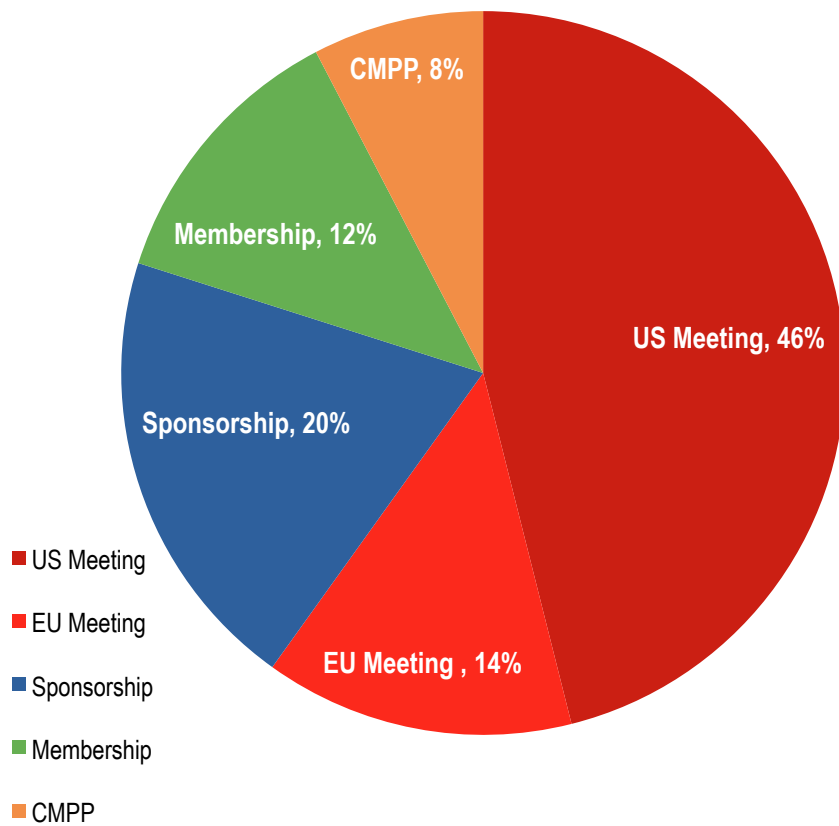
Agencies (n=14)

Apothecom
Cactus
Caudex Medical
CHC
Churchill Communications
CMC
InScience Communications
KP360
Medergy
MedThink
MedVal
PAREXEL
Peloton Advantage
UBC

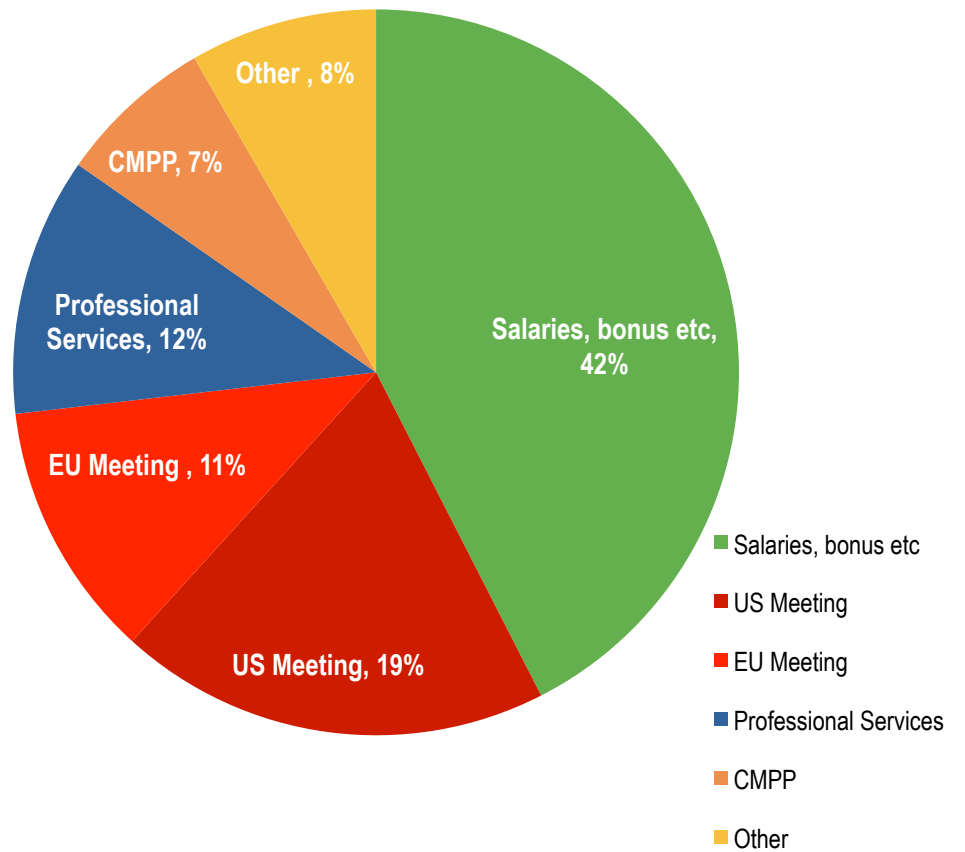
FINANCIAL OVERVIEW

FINANCIAL UPDATE

2013 Revenue (%)



2014 Anticipated Expenses (%)



FINANCIAL STRATEGIC ISSUES

- **Financial Stability**
 - Operating reserve (One year annual operating expenses)
 - Investment strategy established
 - Reduced reliance on Annual Meeting
 - EU meeting
 - Corporate Sponsorship
 - Membership Fees
 - Evaluating other revenue streams
- **Continued Investment in Society/Initiatives**
 - Geographic (eg, A-P and LA)
 - More formal and comprehensive advocacy initiative
 - Infrastructure/staff
- **Income required to sustain continued growth**



OPERATING RESERVE POLICY TOOLKIT FOR NONPROFIT ORGANIZATIONS

FIRST EDITION
(SEPTEMBER 15, 2010)

Sponsored by the National Center for Charitable Statistics, Center on Nonprofits and Philanthropy at the Urban Institute, and United Way Worldwide

Link: http://www.nccs2.org/wiki/index.php?title=Nonprofit_Reserves_Workgroup



KEY ACHIEVEMENTS AND ONGOING ANNUAL ACTIVITIES

KEY ACHIEVEMENTS: A FEW HIGHLIGHTS (1)

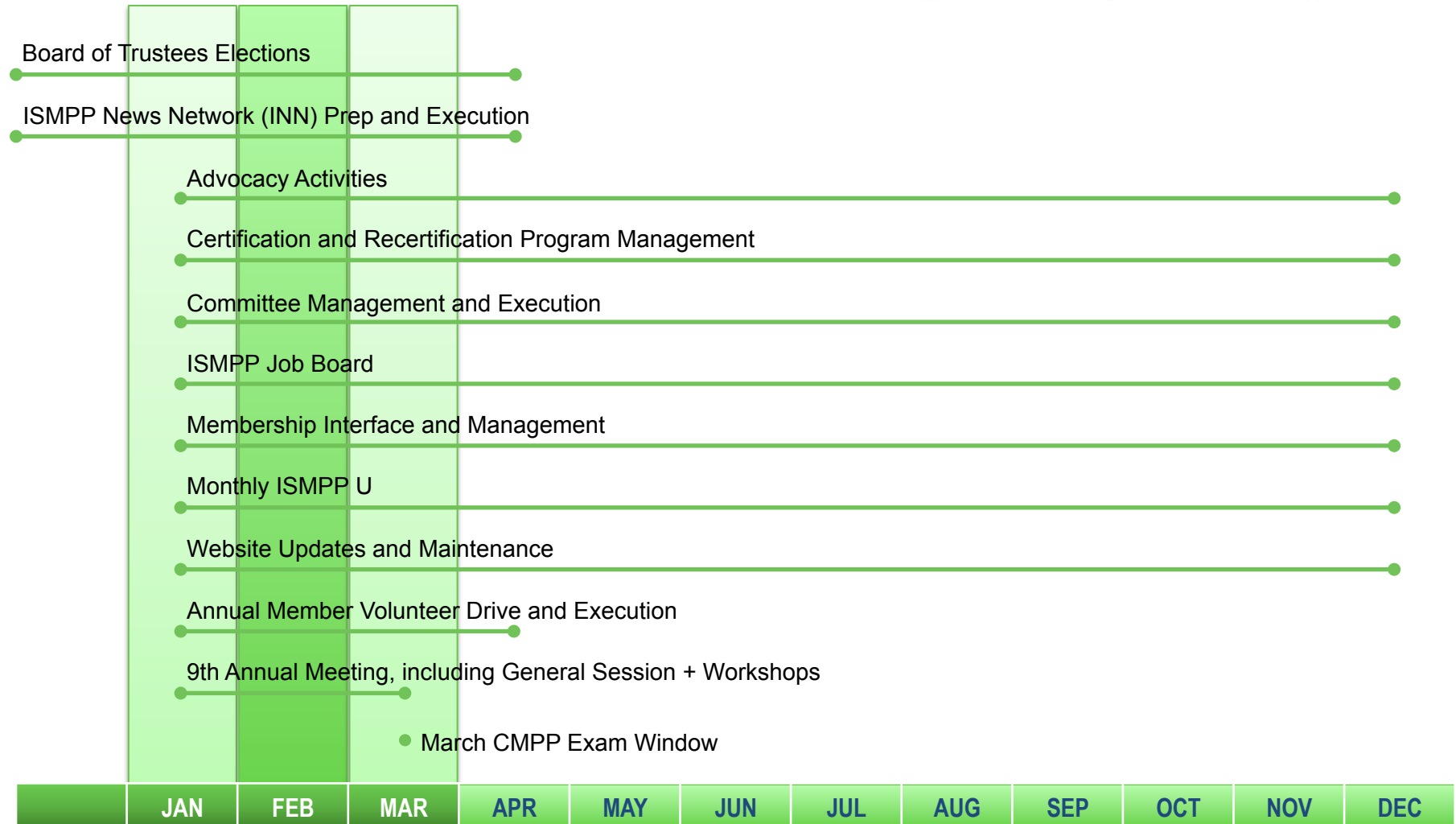
- 2003: First GPP published in CMRO (Wager et al.)
 - 2 main themes: publication bias and relationships between pharmaceutical companies and academic investigators
- 2009: GPP2 published in BMJ (Graf et al.)
 - Initiated by ISMPP and with expanded guidance on:
 - Roles of authors, sponsors, and other contributors; Publication steering committees; Role of professional medical writer; Reimbursement and honoraria; Publication planning and documentation; Checklists, etc.
- CMPP: the first certification of its kind
 - Today there are 804 CMPPs
 - Recertification program is up and running
 - CMPP has gone global – now offering the exam in more than 50 convenient locations in the APAC region

KEY ACHIEVEMENTS: A FEW HIGHLIGHTS (2)

- Successful ongoing education: ISMPP U program
- Regional expansion
 - EU and AP representation on the Board of Trustees
 - Highly successful and growing EU meeting program
 - AP advisory committee
- Continued growth in membership and sponsorship
- Regular updates and guidance
 - Sunshine Act
 - Policy changes
 - Key guidelines

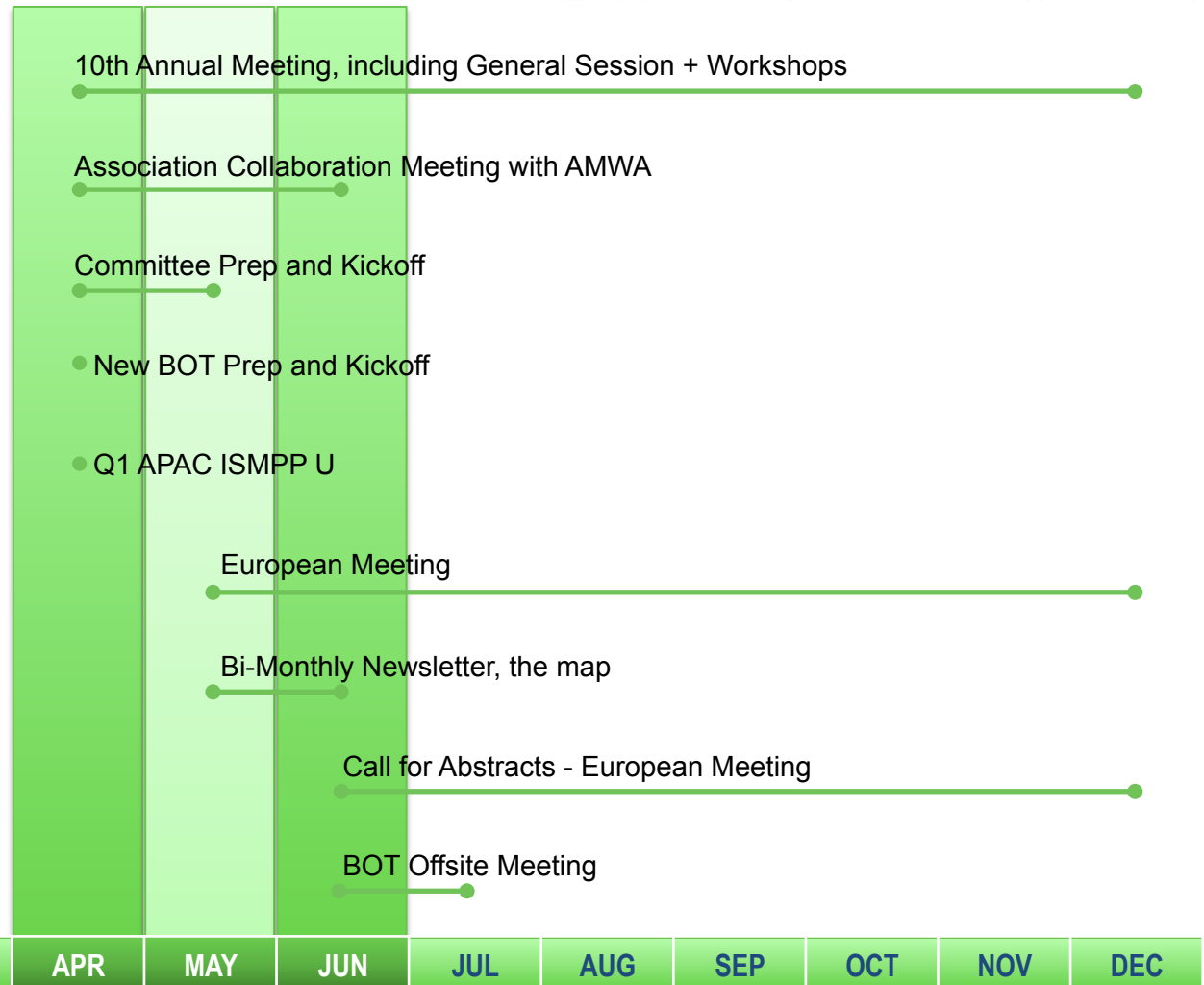
ISMPP KEY ACTIVITY TIMELINE

JAN–MAR

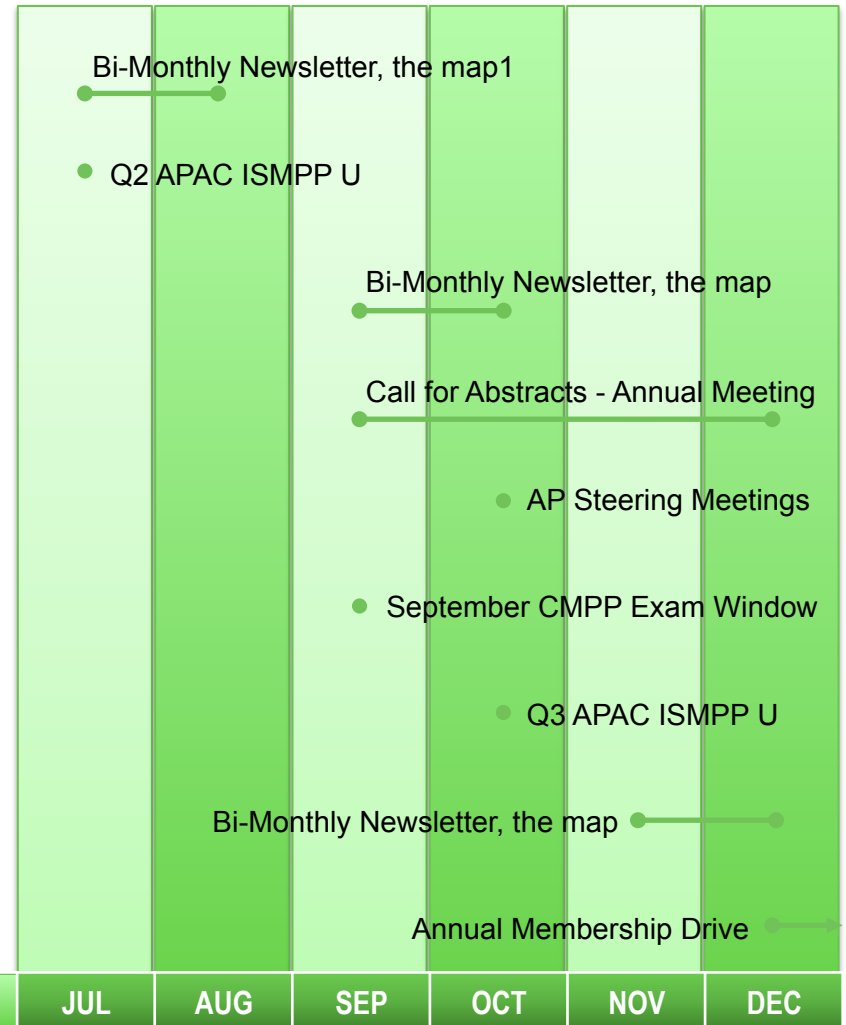


ISMPP KEY ACTIVITY TIMELINE

APR–JUN



ISMPP KEY ACTIVITY TIMELINE JUL-DEC



JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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STRATEGIC FOCUS

The background features a complex, abstract design with overlapping geometric shapes. A large green area is on the left, a blue area with a hexagonal pattern is on the top right, and a large orange area with a hexagonal pattern is on the bottom right. A dark blue area is at the bottom left.

KEY STRATEGIC AREAS

- Global Presence
- Coalition/Partnerships
- Advocacy
- Education & Standards
- Committee Optimization
- Membership
- Marketing

PLANNED ACTIVITIES TO SUPPORT OUR STRATEGY: GLOBAL PRESENCE, COALITION/PARTNERSHIPS

- Asia Pacific Educational Taskforce
 - 4 Webinars to be conducted in 2014
- Leadership Summit Meetings
 - Multiple countries
 - Collaboration Theme (academics, editors, publishers, sponsors, publication professionals)
- Increased Coalition and Advocacy Activities
 - Association Coalition meeting with AMWA, DIA, STC
 - Developing broader and more comprehensive Advocacy platform
- Increased outreach e.g. expanded social media platforms
 - Initiate and continue social media conversations on critical topics

PLANNED ACTIVITIES TO SUPPORT OUR STRATEGY: GLOBAL PRESENCE, COALITION/PARTNERSHIPS

- GPP3 is on its way! (Anticipated development during Q214)
- Original CMPP cohort due for recertification 9/14: 154 expected to recertify
- Growing number of educational outlets to receive eligible recertification credits (AMWA, DIA, CBI, TIPPA)
- CMPP Code of Conduct soon to be released
- Publication Primer
- Publication Plan in development (expected completion Q3/4)
- Glossary of industry terms
- "Standard's Handbook: Best Practices in Medical Publications": further modules

PLANNED ACTIVITIES TO SUPPORT OUR STRATEGY: GLOBAL PRESENCE, COALITION/PARTNERSHIPS

- Increased liaison with committee chairs
- Continued development of membership benefits e.g. Daily newsfeeds
- Increased focus on membership and sponsorship
- Reassessment of sponsorship benefits
- Raised awareness for organization through marketing and publication activities

QUESTIONS . . .

To ask a question, please type your query into the 'Q&A' chat box at the bottom left of your screen. Every attempt will be made to answer all questions.

NEXT ISMPP U PRESENTATIONS

- **Date:** April 30
- **Topic:** Publishing negative study results in the scientific literature
- **Presenters:** Louise Wyhopen (Novartis), Rebecca Lawrence (F1000 Research), John Overbeke (Past President, WAME)
- **Moderator:** Neil Adams

- **Date:** May TBD
- **Topic:** Health Outcomes: ISPOR and the CHEERS Statement
- **Presenter:** Donald Husereau (lead author of CHEERS)
- **Moderator:** Charles Rosenblum



THANK YOU FOR ATTENDING!

We hope you enjoyed today's presentation.

Please take a moment to click on the link that will be provided and complete the survey. We depend on your valuable feedback as we develop future educational offerings.



Thank You!