Welcome to the SECOND ISMPP Asia-Pacific webinar

Boosting your chance of publication success in international journals
- practical tips for the Asia-Pacific region

Friday, 17 May 2013
(during your morning, afternoon, or evening!)

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Thank you to all attendees… wherever you may be!

Ni hao    Chao
Kia ora    Lei hou
Selamat tengahari
Annyeong haseyo
Namaste
Konnichi wa
Selamat siang
Kumasta kayo
Hello
Sawatdee kah

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Agenda
- Welcome and opening remarks
- Poll questions
- Boosting your chances of publication
  - Dr Trish GROVES, BMJ (London)
  - Medical publication in the Asia-Pacific region – context and practical tips
  - Dr Jodi ZHU, Eli Lilly (Shanghai)
- Questions and, hopefully, answers!

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Disclosures
- Dr Trish GROVES
  - Deputy Editor, the BMJ
  - Editor-in-Chief, BMJ Open
- Jodi ZHU
  - Employed by Eli Lilly
- Professor Karen WOOLLEY (WU Kai-run)
  - Trustee, ISMPP, Chair Asia-Pacific Advisory Committee
  - Professor, University Qld, University SC, Australia
  - Employed by ProScribe Medical Communications

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Learning objectives
- By the end of this webinar, attendees should be able to:
  - Describe the high rejection rates of Asia-Pacific manuscripts submitted to a leading international journal
  - Recall the types of manuscripts from the Asia-Pacific region most likely to be published in a leading international journal
  - Explain the importance of appropriate journal selection
  - Apply practical tips to help authors respond to reviewers

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Warning: There are many more steps, risks, and benefits associated with publishing research from the Asia-Pacific region in international journals than shown in this simplified “snakes and ladders” graphic.
Warning: There are many more steps, risks, and benefits associated with publishing research from the Asia-Pacific region in international journals than shown in this simplified "snakes and ladders" graphic.

Publish
Enhance outcomes
Conduct research
Prepare manuscript
Identify topic
Not new, relevant or important
Aimed WAY too high!
Used a ghostwriter
Ignored difficult comments
Respond to reviewers
Send to journal
Publication problems!

Warning: There are many more steps, risks, and benefits associated with publishing research from the Asia-Pacific region in international journals than shown in this simplified "snakes and ladders" graphic.

Credible, complete, cordial responses
Followed publication plan
Identify topic
Used SPIRIT
Prepare manuscript
Send to journal
Respond to reviewers
Publication problems!

How to vote and ask a question

I can type my question here – only the facilitator and speakers can see it
When the poll is shown here, I can vote – nobody will know how I voted

Poll Question 1*

- When Asia-Pacific authors want to publish in an international journal, they choose a journal that is appropriate (e.g., in terms of scope, rejection rate etc…):
  - Always
  - Frequently
  - Some times
  - Infrequently
  - Never

* Nobody knows how you vote

Poll Question 2*

- When Asia-Pacific authors want to publish in an international journal, they follow the relevant best-practice reporting guidelines (e.g., CONSORT, PRISMA, STARD etc…):
  - Always
  - Frequently
  - Some times
  - Infrequently
  - Never

* Nobody knows how you vote

ISMPP AP Webinar 17 May 2013
Boosting your chances of publication

Asia-Pacific webinar, ISMPP
17 May 2013
Dr Trish Groves
Deputy editor, BMJ &
Editor-in-chief, BMJ Open

1.2m unique browsers
download 5m pages a month

bmj.com geotargeted
India, US, International, UK

The BMJ: research priorities

Internationally relevant studies:
Clinical trials comparing effectiveness & safety
Systematic reviews & meta-analyses of risks, outcomes, treatments
Studies of risks, advantages, and properties of diagnostic tests
Observational studies on causes, prognosis, risks, & safety of common diseases or therapies - and of practice/policy

The BMJ’s peer review process

3-4000
2-3000
Approx 500 annually for open review
500 then rejected
500 with Snr editor, BMJ team, statistician
3-6% OAs (E3k)
No word limit
BMJ, pico, Editorials

Submissions to The BMJ from Asia-Pacific 2012

<table>
<thead>
<tr>
<th>Country</th>
<th>Submitted</th>
<th>Accepted</th>
<th>Accepted %</th>
</tr>
</thead>
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<td>India</td>
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<td>Japan</td>
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<td>2</td>
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<td>Korea</td>
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<td>1</td>
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<td>Nepal</td>
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<td>1</td>
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<tr>
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<tr>
<td>Taiwan</td>
<td>51</td>
<td>1</td>
<td>2.0</td>
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Research published in the BMJ

<table>
<thead>
<tr>
<th>Year</th>
<th>Research published</th>
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<tbody>
<tr>
<td>2012</td>
<td>120</td>
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<tr>
<td>2013</td>
<td>150</td>
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<tr>
<td>2014</td>
<td>180</td>
</tr>
<tr>
<td>2015</td>
<td>210</td>
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</tbody>
</table>
What is BMJ Open?

**Open access** online only general medical journal
- part of BMJ family
- indexed by ISI Current Contents (Web of Science), PubMed, PubMed Central, Scopus, Google Scholar
- article processing fee £1350 (waivers & discounts available)

**For research and protocols**
- quick and transparent, with previous version(s) & reviews posted alongside all accepted articles
- decisions based on scientific merit and transparent reporting

**Data sharing**
- anonymised raw data in linked repository Dryad

http://bmjopen.bmj.com

What kind of research?

**all medical research** study types eg protocols, phase I trials, meta-analyses and including:

**studies that reinforce practice, policy, or research** (eg in countries with fewer resources, different epidemiology or healthcare than in primary studies)

**preliminary or only locally relevant** research, as long as it’s cautiously interpreted

Submissions to BMJ Open from Asia-Pacific 2012

<table>
<thead>
<tr>
<th>Country</th>
<th>Submitted</th>
<th>Accepted</th>
<th>Accepted %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1253</td>
<td>688</td>
<td>55</td>
</tr>
<tr>
<td>Australia</td>
<td>126</td>
<td>97</td>
<td>77</td>
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<tr>
<td>China</td>
<td>26</td>
<td>10</td>
<td>38.5</td>
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<td>India</td>
<td>59</td>
<td>16</td>
<td>27.1</td>
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<td>Japan</td>
<td>83</td>
<td>48</td>
<td>57.8</td>
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<tr>
<td>Pakistan</td>
<td>11</td>
<td>1</td>
<td>9.1</td>
</tr>
<tr>
<td>New Zealand</td>
<td>10</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

<10 submissions also from each of Bangladesh, Hong Kong, Indonesia, Korea, Malaysia, Myanmar, Nepal, Singapore, Taiwan, & Thailand

Rejection from The BMJ

Rejection rate >90%
- study design
  - research question not original/important/relevant enough
  - wrong design &/or method to answer question
- reporting and transparency
  - poorly reported question, methods, results
  - unregistered clinical trial
  - drug or device trial with no commitment to share patient level data on reasonable request

Checklist: Is The BMJ the right journal for my research article?

Rejection from BMJ Open

Rejection rate 40%
- **scope**
  - not about patients or healthcare
- **design**
  - no or unclear research question
  - unclear study design
- **reporting and transparency**
  - poor reporting of research question, methods and/or results
  - unregistered clinical trial

3 top tips for publication in The BMJ

1. Tell the story:
   - what was the Research Question & why does it matter?
   - which methods were used to answer it?
   - what was the answer, what limits it, & why should we care?

2. Be transparent and follow:
   - [reporting guidelines](http://www.equator-network.org)
   - [ICMJE requirements](http://www.icmje.org)
   - [GPP2](http://www.ismpp.org/gpp2)
   - [BMJ authors' advice](http://bit.ly/17TCrvN)

3. Be collegiate and follow:
   - [Author’s Toolkit. CRIO August 2010. Chipperfield L et al](http://dx.doi.org/10.1186/1471-2288-10-49934)
Thanks

@trished
tgroves@bmj.com

Medical Publication in the Asia-Pacific Region
– Context and Practical Tips

Jodi Zhu, Asia-Pacific Medical Communications, Eli Lilly
May 17, 2013

Content Overview

- Background: Publish or Perish for Researchers in the AP region
- Practical tips before submission: Journal Selection
- Practical tips after submission: Addressing reviewers’ comments
- Summary

Why do we publish?

- “The goal of scientific research is publication... A scientific experiment, no matter how spectacular the results, is not complete until the results are published... only thus can new scientific knowledge be authenticated and added to the existing database called scientific knowledge”
  From How to Write and Publish a Scientific Paper, by Robert A. Day, 1998

Publish or Perish – what is the reality in China?

- Practical importance of publication
  - As stressed at recent job affairs, major hospitals consider that a publication in a Science Citation Index (SCI) journal is a must or priority.
  - In hospitals, SCI article is mandatory for promotion or bonuses.
  - Fate of young doctors: to become research superpower in 2020?

- Concerns from young doctors
  - basic science = outside of scope of daily clinical work; spent long hours in labs doing unfamiliar experiments
  - clinical research = requires long-term follow-up or large sample size
  - “Takes up much time that should have been spent on accumulation of clinical experience and improving communication skills with patients”

- Concern from publication professionals
  - Under such pressure, how is quality of scientific publication affected?

Why do we publish?

- “The goal of scientific research is publication... A scientific experiment, no matter how spectacular the results, is not complete until the results are published... only thus can new scientific knowledge be authenticated and added to the existing database called scientific knowledge”
  From How to Write and Publish a Scientific Paper, by Robert A. Day, 1998

Ten-year survey on oncology publications from China and other top-ranking countries. (2001 — 2010)

- Positive output in oncology research from 2001 to 2010.
- Results imply China falls behind in conducting high-quality oncology research.
International guidelines on Publication

ICMJE (International Committee of Medical Journal Editors)
- Uniform Requirements for Manuscripts (URM) by ICMJE:
  - State the ethical principles in the conduct and reporting of research
  - Provide recommendations of editing and writing and are accompanied by a rationale
- Good publication practice for communicating company sponsored medical research: the GPP2 Guidelines (BMJ 2009, 339:b4330)
- "publication workshop/gpp-2_2009.pdf"

Guidelines for Writing publications

- Randomised controlled trials: CONSORT
  - http://www.consort-statement.org/home/
- Observational studies: STROBE
  - http://www.strobe-statement.org/
- Systematic reviews and meta-analyses: PRISMA
  - http://www.prisma-statement.org/
- Journal-specific author instructions

Content Overview

- Background: Publish or Perish for Researchers in the AP region
- Practical tips on journal selection
- Practical tips on addressing reviewers’ comment

Journal Selection – Important Questions

- Is the topic of the manuscript within the scope of the journal?
- How quickly do you want results reviewed/published?
- Are the audiences the intended readers?
  - Try to identify a 2nd target journal at the same time as the 1st target
  - Start high but be realistic!!

- Look at past issues of the journal to get a sense.
- Consult with a senior doctor/colleague for successful and not-so-successful publication stories.
- Possibly contact the journal to assess interest.

Journals: Objective Performance Measures

<table>
<thead>
<tr>
<th>Journal</th>
<th>Impact Factor</th>
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<tbody>
<tr>
<td>NEJM</td>
<td>53.298</td>
</tr>
<tr>
<td>Lancet</td>
<td>38.278</td>
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<tr>
<td>Lancet Oncology</td>
<td>22.589</td>
</tr>
<tr>
<td>Journal of Clinical Oncology</td>
<td>18.372</td>
</tr>
<tr>
<td>Annals of Oncology</td>
<td>16.425</td>
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<tr>
<td>Annals of Surgical Oncology</td>
<td>4.166</td>
</tr>
<tr>
<td>Journal of Thoracic Oncology</td>
<td>3.861</td>
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<tr>
<td>Lung Cancer</td>
<td>3.434</td>
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<tr>
<td>Current Oncology</td>
<td>2.473</td>
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<table>
<thead>
<tr>
<th>Journal</th>
<th>Impact Factor</th>
<th>Acceptance</th>
<th>Frequency</th>
<th>Total circulation</th>
</tr>
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<tbody>
<tr>
<td>The New England Journal of Medicine (NEJM)</td>
<td>53.298</td>
<td>5%</td>
<td>Weekly</td>
<td>184914</td>
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<td>Lancet</td>
<td>38.278</td>
<td>5.8%</td>
<td>Weekly</td>
<td>29103</td>
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<td>Lancet Oncology</td>
<td>22.589</td>
<td>3%</td>
<td>Monthly</td>
<td>1691</td>
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<td>Journal of Clinical Oncology</td>
<td>18.372</td>
<td>3%</td>
<td>Monthly</td>
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<td>16.425</td>
<td>25%</td>
<td>Monthly</td>
<td>6050</td>
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<tr>
<td>Annals of Surgical Oncology</td>
<td>4.166</td>
<td>35-40%</td>
<td>10 issues/year</td>
<td>3000</td>
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<tr>
<td>Journal of Thoracic Oncology</td>
<td>3.861</td>
<td>15%</td>
<td>Monthly</td>
<td>3409</td>
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</table>
Example 1: Journal and Publication from China
Breast Cancer Research and Treatment
NLM abb: Breast Cancer Res Treat
Impact factor: 4.4 (2011)
Acceptance rate: 56%
Pub frequency: 18 / year
Practical tips from physicians:
- Need to recommend peer reviewers
- Emphasize native use of English grammar
- Efficient journal, effective communication and response with authors

Example 2: Journal and Publication from China
Cancer Letters
NLM abb: Cancer lett
Impact factor: 4.2 (2011)
Acceptance rate: 21%
Pub frequency: 26 / year
Practical tips from physicians:
- Peer review: 1-2 months
- Recommend peer reviewers (high chance of accepting)
- Objective review comments
- No prejudice against Chinese papers (or non-English native language papers) by editor

Example 3: Journal and Publication from China
Medical Oncology
NLM abb: Med Oncol
Impact factor: 2.1 (2011)
Acceptance rate: 15%
Pub frequency: seasonal
Practical tips from physicians:
- Peer review: ~1 months
- Friendly to manuscripts submitted from AP region, e.g. China

Content Overview
- Background: Publish or Perish for Researchers in the AP region
- Practical tips on journal selection
- Practical tips on addressing reviewers' comments

Outcomes from journal: What do they really mean??
- Your paper has been examined by 2 expert reviewers. We cannot accept this manuscript for publication. We would consider a revised version that takes these criticisms into account but cannot offer assurance that submission of a revised manuscript will lead to acceptance.
- Follow up with journal, obtain confirmation
- Acceptance with major revisions
- Acceptance with minor revisions
- Acceptance with no revisions required
- Rarely

Outcomes from journal: what do we do??
- Rejection – no peer review: hit scope, work not novel enough
- Rejection following peer review
  - Can appeal to journal, or submit to a second journal
  - Follow up with journal, obtain confirmation
- Acceptance with major revisions
- Acceptance with minor revisions
- Acceptance with no revisions required
- Rarely
How to manage peer reviewers’ comments?

Group the review comments into the following classes:

1. Requests for clarification of existing text, addition of text to fill a hole in the paper, or additional experimental details;
   Do your best to clarify.

2. Requests to reanalyze, re-express, or reinterpret existing data;
   Decide whether you have the resources to do so, or consult with a professional statistician.

3. Requests for additional experiments or further proof of concept; and
   Decide whether you have the resources to do so, or begin to design experimental protocols with realistic timeline.

4. Requests you simply cannot meet.
   Still need to satisfy the reviewer; begin to develop a logical explanation for how and why the study is not affected by a failure.

Referee Point 1: The authors make the point that A shows B through C in D cells, but they do not provide any evidence to show that B works through C in clinical samples from patients with E syndrome. Demonstrating B functions through C in the F model of E syndrome would be required at a minimum.

Response 1: We thank this reviewer for his/her critical and helpful evaluation of our manuscript. In response to the reviewer’s critique, our manuscript has undergone a major revision. In Figure 4 we have added new data in the F model of E syndrome that demonstrate that B goes through C. In Figure 5 we investigated B expression in a case series of biopsies from patients with E syndrome to confirm the result in human samples.

Summary

- Strong emphasis on SCI journal publication places heavy pressure on young clinicians.
- Despite high output, high quality publication is still needed in the Asia Pacific region.
- International guidelines do exist to support our local physicians with manuscript development and submission.
- Aim high but be realistic in journal selection. Impact factor should not be the only consideration.
- Understand what the editor and reviewers communicate in the letter, respond logically and be creative.

• Thank you for your attention!

Reminder…how to ask a question

I can type my question here – only the facilitator and speakers can see it.

International Society for Medical Publication Professionals

- ISMPP (not-for-profit)
  - > 1000 members
  - Write, plan, edit, publish, peer-review, research...
  - Education
    - Webinars (Asia-Pacific; international)
  - Conferences
  - International certification
    - Certified Medical Publication Professional (CMPP)
  - Next application deadline = 1 August 2013
  - Testing centres = 62 in Asia-Pacific region!
Questions
1. What are the main reasons for rejection for manuscripts from the Asia-Pacific region?
2. Do you check all manuscripts for plagiarism?
3. Do you check the primary and secondary outcomes reported in manuscripts for consistency with trial registration record and results?
4. What is your view on authors from the Asia-Pacific region using professional medical writing assistance, particularly from a Certified Medical Publication Professional?
5. What is your view on pre-submission enquiries?
6. What is your view on authors nominating potentially suitable peer-reviewers or unsuitable peer-reviewers?

Thank you for attending!
- We hope you enjoyed today’s presentation
  - Please complete a 2-minute survey that ISMPP will send to you
  - Your feedback will help us develop future educational events for the Asia-Pacific region
- Next topics proposed
  - How do I make my Asia-Pacific research internationally relevant?
  - How do I choose, train, and monitor medical writers in the Asia-Pacific region?
  - What do Asia-Pacific editors need to know about publication professionals?
  - Your suggested topic?