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Conference Insights

*Strategies and
Solutions for
Publication Planning
and Execution
Excellence:*



*in-depth report from The International Publication
Planning Association's 5th Annual Meeting*

held in San Francisco, CA, 25–26 June 2007

by Elizabeth Wager



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A KeywordPharma **Expert Review** by Elizabeth Wager

Published June 2007

ThePharmYard product code kwp016

ISBN 978-1-905676-15-6

Liz Wager explains the concerns about the role of medical writers in developing peer-reviewed publications and helps writers and communications companies keep abreast of recent guidelines and new journal policies.

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Strategies and Solutions for Publication Planning and Execution Excellence

First published September 2007 by NetworkPharma Ltd

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A CIP catalogue record for this title is available from the British Library.

ISBN: 978-1-905676-17-0

Managing Director: Peter Llewellyn; Editor: Chris Ross; Production/editorial: Gill Gummer; Typesetting and artwork: Blenheim Colour

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Strategies and Solutions for Publication Planning and Execution Excellence:

*in-depth report from The International
Publication Planning Association's
5th Annual Meeting*

by Elizabeth Wager

Executive summary

The reputation of the global pharmaceutical industry is currently suffering, and there is public mistrust of drug companies' publication practices. The industry can only eradicate this problem through increased transparency, honesty and openness in its publications. Clearly, the provision of unbiased information to medical decision makers is essential, not only for the sake of the industry's image, but, more importantly, for the good of public health.

In an environment of rapidly changing rules and regulations, pharmaceutical companies must develop their own robust publication policies that reflect the latest guidelines. Crucially, they must also develop compliance programmes to ensure that all those working on publications not only understand company policy, but actively implement it.

This *Conference Insights* review provides an in-depth review of the 5th Annual Meeting of The International Publication Planning Association held in San Francisco, CA, 25–26 June 2007. It details the major challenges facing publications professionals, including the need for disclosure, transparency and compliance. It offers guidance on how to develop and implement company policy, looks at the involvement of marketing in the publication process, the growth of open-access publishing and how agencies and drug companies can develop effective partnerships.

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Strategies and Solutions for Publication Planning and Execution Excellence – Programme

Organised by The International Publication Planning Association, San Francisco, CA, 25–26 June 2007

Co-Chairs:

Dan Donovan, *Founder and President, Envision Pharma*

Jodie M Sherman Gillon, *Associate Director, Publications Management Team, Pfizer Inc.*

Day one

Legal and Regulatory Update on Publication Planning and Dissemination

James H Smith, *Associate Chief Counsel, Office of General Counsel – US Food and Drug Administration*

Ioana Petrou, *Chief, Major Crimes, Criminal Health Care Fraud Coordinator, US Attorney's Office, NDCA*

Alan Minsk, *Partner and Leader, Food and Drug Practice Group, Arnall Golden Gregory LLP*

An Editor's Perspective: The Outlook for the Convergence of Journal Requirements

Trish Groves, *Deputy Editor and Sr. Research Editor, British Medical Journal*

Academia and Industry: Strategies for Positive Collaboration

Thomas P Stossel, *American Cancer Society Clinical Research Professor, Harvard Medical School; Co-Director, Hematology Division, Brigham & Women's Hospital*

Point-Counterpoint: Is There a Role for Marketing? What About Payment for Publication?

Jodie M Sherman Gillon, *Associate Director, Publications Management Team, Pfizer Inc.*

Jessica Colon, *Associate Director Clinical Communications, Global Clinical Development & Medical Affairs, Novartis Pharmaceuticals Corporation*

[†]Peter Banks

It is with regret that we announce that Peter Banks died on 21 July 2007, after battling cancer for several months.

With a 25-year career in publishing and as a key advocate of healthcare information, Mr Banks will be greatly missed.

Day two

Industry Panel: Developing and Maintaining a Company Wide Publication Policy

Elizabeth Crane, *Assistant Director, Publications, TAP Pharmaceutical Products Inc.*

Jessica Colon, *Associate Director Clinical Communications, Global Clinical Development & Medical Affairs, Novartis Pharmaceuticals Corporation*

Michael Petrarca, *Director of Medical Writing, Amgen Inc.*

Fostering Effective Publication Planning Team Dynamics

Lynda C McDermott, *President, EquiPro International Ltd*

Clearly Identifying Authors in the World of Guest and Ghost Authorship

Neil W Matheson, *CEO, Axis Healthcare Communications, LLC*

Discussion Tables

Moderator: Kevin G. Doty, *Director Client Development, Complete Healthcare Communications, Inc.*

Survival in the Wake of Cost Cutting and Global Sourcing Initiatives

Dan Donovan, *Founder and President, Envision Pharma*

Joseph Haldey, *Senior Associate Director-Medical Publications Department, Medical Affairs, Boehringer Ingelheim Pharmaceuticals, Inc.*

Varying Perspectives: The Latest on Open Access Publishing vs. the Traditional Journal Model

Barbara Cohen, *Senior Editor, PLoS Medicine*

Peter Banks[†], *Founder, Banks Publishing*

An Industry Roundtable on Results Disclosure

Moderator: Art Gertel, *Vice President of Clinical Services, Regulatory, and Medical Writing, Beardsworth*

Panellists: Ida Sim, *Associate Professor of Medicine, University of California San Francisco, Past Project Coordinator, International Clinical Trials Registry Platform, World Health Organization*

Emma Veitch, *Publications Manager, PLoS Clinical Trials*

Pamela A Rose, *Director, Clinical Trial Information Registries, TAP Pharmaceutical Products Inc.*

Career Management: The Outlook for Publication Planning Professionals (and other information your manager preferred you didn't know)

Michelle Poloni, *Project Manager, Pharmaceutical and Biotechnology, Management Recruiters of Vancouver, LLC*

TIPPA

The International Publication Planning Association



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The International Publication Planning Association (TIPPA) is an industry-run association. Our mission is to foster excellence in medical publications and communications within the biopharmaceutical industry by providing a foundation from which industry can stand together to organize thoughts, present recommendations and ethical guidance.

In addition TIPPA provides practical strategies for developing, implementing and executing an effective publication and communication plan as a critical component of the clinical biopharmaceutical development process. Our aim is to help biopharmaceutical communication executives and their agencies produce ethical and targeted publications and clinical data throughout the product lifecycle.

Benefits of Membership

TIPPA brings together professional from pharmaceutical companies, medical journals, academia and medical communication agencies to tackle the challenges of publication planning. There is no fee for membership and some of the benefits include:

- An annual meeting that offers fresh insight on the most pressing issues facing publication planning professionals and networking time to exchange ideas with your peers.
- Regional events that provide additional educational resources and net working opportunities during the months between the annual meeting.
- Online web meetings that provide the latest information and guidance from industry experts on pressing industry topics.
- A mailing list that provides members with an online resource for idea sharing and networking

As a member of TIPPA, you will join a network of peers from the pharmaceutical industry including:

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Amgen Inc.
Genentech, Inc.
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And many more!

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WWW.PUBLICATIONPLANNINGASSOCIATION.ORG**

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Introduction



The world of medical publishing is complicated and fast-moving. It involves complex relationships between journal editors, academic investigators and publication professionals working in or for pharmaceutical companies. The 5th Annual Meeting of The International Publication Planning Association (TIPPA) highlighted the need for companies to keep abreast of the latest rules and regulations and to develop guidelines and policies to improve the publication planning process. Such improvements may, in turn, help repair the image of the sector, and restore public trust in industry-sponsored publications which has been damaged recently.

A wide range of issues was addressed. Transparency, disclosure and compliance emerged as keywords. The need to develop and maintain robust company policies that reflect changing publications requirements was also noted. In addition, the meeting looked at authorship guidelines, the latest developments in results disclosure, and the impact of cost-cutting and globalisation on publication planning.

The publication planning process requires cooperation from a diverse group of people and input from a number of different sources. Coordinating such teams and drawing together such information to create transparent, unbiased and educational documents for publication is a major challenge. Likewise, creating, maintaining and enforcing effective company policies can be challenging.

The 5th TIPPA meeting provided a valuable information exchange for stakeholders across the industry, offering practical guidance for all those seeking publication planning and execution excellence.

Elizabeth Wager
September 2007

About the author

Elizabeth (Liz) Wager is the author of books on '*Getting Research Published: An A to Z of Publication Strategy*' and '*How to Survive Peer Review*'. She is a co-author of '*Good Publication Practice For Pharmaceutical Companies*' and the European Medical Writers Association guidelines on the role of medical writers.

After obtaining a First Class zoology degree from Oxford in 1983 she worked for Blackwell Scientific Publications, Janssen-Cilag then Glaxo-Wellcome. In 2001, she set up her own company, Sideview, which provides training, writing, editing and publication consultancy services.

She is a member of: the *BMJ's* Ethics Committee, the World Association of Medical Editors Ethics Committee, the Council of the Committee on Publication Ethics, the editorial board of *European Science Editing* (the journal of the European Association of Science Editors) and the World Health Organization Scientific Advisory Group on trial registration.

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