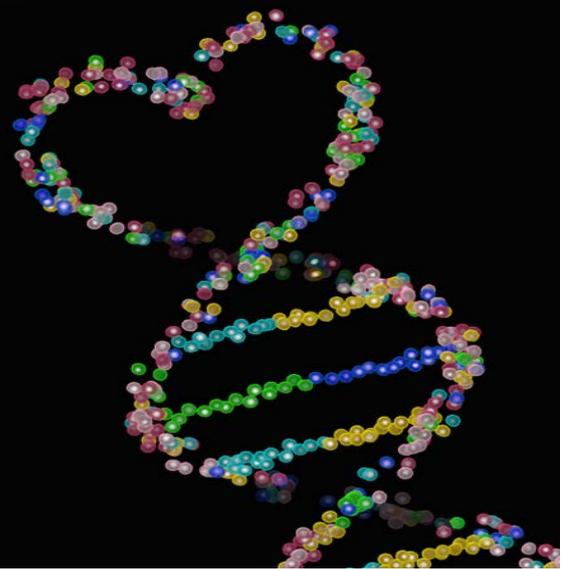


# ISMPP 2018: ADVANCING SCIENCE THROUGH EFFECTIVE COMMUNICATION



THE 14<sup>TH</sup> ANNUAL MEETING OF THE INTERNATIONAL SOCIETY FOR MEDICAL PUBLICATION PROFESSIONALS (ISMPP) TOOK PLACE FROM 30 APRIL TO 02 MAY 2018 AT THE GAYLORD NATIONAL RESORT AND CONVENTION CENTER, NATIONAL HARBOR, MD, USA.

As the largest ISMPP meeting to date, a record-breaking 610 registrants participated in a range of opportunities for learning and networking, with 13 unique parallel-session topics, 20 roundtable topics, 14 workshops, 51 member posters and 38 exhibitors' booths.

ISMPP made several important announcements, including their updated vision and mission to encompass a broader scope of communications activities, beyond traditional publications.

**VISION:** to become the leading global authority on the ethical and effective communication of medical research to inform treatment decisions.

**MISSION:** to advance the medical publication and communications professions globally through:

- enhanced integrity and transparency in medical publications and wider communications
- improved standards and best practices
- education, advocacy and professional collaborations.

UNDER THE THEME OF **FROM PUBLICATION TO PRACTICE: ADVANCING SCIENCE THROUGH EFFECTIVE COMMUNICATION**, FIVE KEY TAKEAWAYS OF THE MEETING WERE:

## 1. Patient centricity

There is growing recognition that patients want accessible information about biomedical research, and this is now coupled with calls for pharmaceutical companies to consider patients as 'research partners', potentially involving them in study design, publication planning, authorship and the development of plain-language summaries. This has been reflected by the development of [GRIPP2](#) in 2017, the first international guidance for reporting of patient and public involvement in health and social care research.

## 2. Data sharing

There are continued drives towards wider sharing of clinical data, but study sponsors should retain control of how this is achieved, and patient privacy must be safeguarded (a particular concern in the context of rare diseases and stigmatised conditions). Evidence suggests that pharmaceutical companies are actively responding to data requests from researchers but, so far, there has been minimal publishing of outputs from any resulting confirmatory or novel analyses.

## 3. Preprints

Preprint servers are accelerating scientific progress by enabling early sharing of draft manuscripts; while the upcoming launch of [medRxiv](#) (later in 2018) is expected to make this more commonplace for clinical data, content should be interpreted with caution until the final peer-reviewed publications are available, particularly if it could impact on patient behaviours.

## 4. Open-access publishing

Governmental and charitable research funders are increasingly mandating open access publishing, which, in its least restrictive sense, can mean that scientific publications are available for anyone to access, share and re-use without fees; however, this is associated with financial considerations for medical publishers.

## 5. Engaging and 'snackable' content

Time-poor healthcare professionals are looking for engaging and 'snackable' content to stay abreast of current information – innovative multichannel approaches (eg podcasts, video abstracts, graphical abstracts, use of social media to draw attention to key publications, use of digital technology at congresses), effective poster design and plain-language summaries may all play a part.

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Additional topics included: the implications of the General Data Protection Regulation (GDPR) that comes into effect on 25 May 2018, the use of [ORCID](#) (Open Researcher and Contributor ID) and CRediT (Contributor Roles Taxonomy) to better track author contributions to the field, scientific platforms, real-world evidence, handling journal rejections, healthcare economic outcomes research and copyright.

The meeting closed with a thought-provoking keynote presentation by Hilary Gentile, Chief Strategy Officer at Truth Central, part of McCann Health. Hilary highlighted research into the realities of life as a doctor in the modern world, describing how a caring and well-regarded profession is succumbing to the negative impact of an overwhelming volume of patients and a focus on paperwork and profits. In the face of these challenges, delegates were invited to consider the roles that they could play in better supporting the healthcare community.

**The next Annual Meeting of ISMPP will be held on 15-17 April 2019**

**For more information about ISMPP, visit [www.ismpp.org](http://www.ismpp.org)**



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