

OUR HIGHLIGHTS FROM THE ISMPP 16th ANNUAL MEETING

EVOLVING THE PROCESS AND EXTENDING THE REACH OF SCIENTIFIC PLATFORMS

SO YOU HAVE A SCIENTIFIC PLATFORM – WHAT NEXT?

- Interactive PowerPoint can be the most user-friendly and cost-effective option, but online platforms may be preferable.
- An online platform is a centralized repository that can also encompass educational elements to help ensure impact, but it also needs to be intuitive and easy to access.
- The update of a scientific platform depends on where the product is in its lifecycle. An update will be necessary should new data become available or if there is a significant change in the scientific landscape. In a fast-moving field, be prepared to update the platform every 6 months.
- One of the key challenges in updating a platform is getting the team to refocus on it as they often feel that they have only just updated it.
- A face-to-face workshop is a useful training format (upcoming launch), or shorter webinars may be useful for products at earlier stages in their lifecycle.
- Guidance on how to use the platform at a global and national level is critical, and should be part of a training program.
- Collecting metrics, as well as auditing communications, is a useful way to track success.



INDIVIDUALIZING COMMUNICATIONS: FROM CONCEPT TO IMPACT



- Storytelling can be used to deliver science in a more impactful way, but we need to recognize the importance of including human experience when constructing a storytelling framework.
- Data visualization is key to improving knowledge retention, understanding, and action.
- Shifting medical communications towards precision communications using a tailored approach for diverse audiences will hopefully create positive changes in clinical decision-making.
- Think outside the box to deliver what your audiences want (i.e., content and delivery preferences).

PATIENT INVOLVEMENT IN MEDICAL COMMUNICATIONS: A LIVE HOW-TO GUIDE



- Patient involvement is feasible and adds value. Top tips for respectful patient involvement – ask for early input, use acceptable terminology, change your working practices, and avoid legal jargon in agreements.

DEBATE: PUBLICATION PLAIN-LANGUAGE SUMMARIES – SCIENTIFIC EXCHANGE OR PRODUCT PROMOTION?

- Greater attention to publication plain-language summary (PPLS) peer review by journals and publishers, and the existence of universal industry guidance concerning PPLS, will facilitate the continued uptake of PPLS as a communication vehicle. In the meantime, pharmaceutical companies will proceed in a self-regulated fashion – each taking their own stance on the benefit versus risk.

ADVANCING HEALTH LITERACY IN CLINICAL RESEARCH: CLEAR COMMUNICATIONS FOR EVERY PARTICIPANT

- Clear communication is essential throughout the participant's journey through the clinical trial lifecycle: discovery, recruitment, consent, on study, and end of study.
- Patients have lived the experience so including their input is an essential part of creating understandable materials.
- Use STAR principles for patient engagement: Shared ambition, Transparency, Accountability and Respect.
- We all play a critical role – clear participant-facing materials are essential throughout the lifecycle.
- Preparation and planning for clear communications need to start early in the process.
- Including the participant's input is essential to creating understandable materials. Getting input from even just one or two patients can improve the usability.
- There is no need to reinvent the wheel! See the MRCT Center website for resources.



TEMPTED BY THE DARK SIDE? LEARNING FROM THOSE WHO WENT BEFORE (MEMBER PROPOSAL)

- If you like chaos and travel, and seeing the big picture, then medical affairs is your thing.
- Agency work can be much more satisfying if you like delivering projects and teamwork, and dislike project management!



TWO PEAS IN A POD: HOW CAN ORCID HELP, AND THEN SOME

- Still struggling with lack of uptake; there's still a lack of realization as to the benefits of having (or risks of not having) an ORCID ID. There was a unanimous agreement that pharmaceutical companies should make the use of ORCID mandatory in their publication processes.

POSTER 2.0



- The traditional scientific poster format may actually be a bottleneck to scientific exchange and medical progress.
- We need to ensure that scientific posters are fit for purpose:
 - Printed (with author standing there)
 - Printed (without author standing there)
 - Virtual.
- Clarity, transparency, integrity, and avoidance of bias are still essential requirements.
- Next time you create a poster, ask yourself:
 - What is the objective of this communication?
 - Is it more important to you to check a box and look competent, or to get your science into the minds of healthcare professionals?



WATCH ON DEMAND: PUTTING THE 'DRIVE' IN PATIENT-DRIVEN PUBLICATIONS

- Training patients to be authors and reviewers is pivotal.
- Publication professionals are perfectly positioned to be patient-engagement champions and to persist in advocacy.
- Long term, we need to cement that patients have a key role to play throughout the research and communications process. We must encourage clinicians to work with them hand in hand, provide feedback to effect change, and help patients play their pivotal role.
- Don't be overly concerned about causing harm to patients in engaging them – they're tougher than you think and shouldn't be patronized – trust, training, and negotiation are key.

FOR THE PRESENT PURPOSE: USING MEDICAL RHETORIC TO ENHANCE SCIENTIFIC COMMUNICATION IN AN OPEN WORLD

- Thinking is a primary value in scientific inquiry.
- Keeping goodwill, good sense, ethics, and competence in the foreground can make any job easier.
- Understanding the differences between practical wisdom, applied knowledge, and practice can ease everyday processes and enhance policies for publication professionals.
- Publication professionals can show real leadership by understanding how different types of practical wisdom and applied knowledge operate in different communications settings.



2020 AND BEYOND: HOW THE "OPEN" RESEARCH PARADIGM WILL IMPACT THE NEXT-GENERATION RESEARCH DISSEMINATION

- Open science is enabled by trust.
- An unintended consequence of open access is the financial hurdle of article-processing charges for early-career researchers, or researchers in less wealthy countries. Preprints should be regarded as a step in the research process rather than an end in themselves.

MAPPING AND NAVIGATING THE NEW FRONTIER OF GENE THERAPY PUBLICATION PLANNING



- Gene therapy has come of age and represents the ultimate tool in precision as well as personalized medicine.
- For people involved in publication planning, we need to think about rare diseases, cutting-edge/complicated therapy, and personalized medicine aspects.
- Top tip – develop a lexicon early.

SYNERGIZING SCIENTIFIC TRANSPARENCY: A CRASH COURSE FROM NATIONAL ACADEMY OF SCIENCES DISCUSSIONS

Reproducibility and replicability (R&R) in science is poor. We need to:

- Generate research products that fit minimum standards frameworks on the horizon
- Synergize efforts to achieve scientific transparency by providing the industry/medical communications point of view in open discussions
- Predict research and manuscript preparation strategies necessary for addressing upcoming initiatives in scientific transparency.



COMMITMENT TO:	PUBLICATION PLANNERS	MED COMMS AGENCIES	PUBLISHERS
Reporting	Confirm adequate methods are provided by investigators	Verify that the information provided is sufficient to meet the minimum framework	Utilize frameworks to assess, report, and recommend revisions/rejections
Training	Endorse stats inference training for investigators	Verify that stats inference training is available to writers	Ensure stats inference training is available to editors
Policy on R&R	Provide policy to investigators	Provide policy to clients	Provide policy to authors
Infrastructure	Confirm resources to record data and methods	Confirm resources to verify adherence to frameworks	Incorporate resources to ease author and editorial burden

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