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Publication Practices for Compliance and Credibility

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Abstracts

Don't miss this up-to-the-minute report on publication practices.

Pharma's efforts to disseminate the results of its clinical research have never been under such intense scrutiny. Such high levels of suspicion make publication compliance and credibility two top priorities for pharma companies. GlaxoSmithKline's recent well-received decision to open up its raw clinical trial data to independent researchers will only accelerate the rush towards transparency. The question for publication managers and planners is not whether to follow GSK's example, but how. What is their response to an increasingly transparent environment? What must go into a publications strategy in order to comply with gold standards, meet stakeholder needs, and ultimately, gain credible exposure?

This timely new report will help anyone in the publications field discover ways to tackle new challenges and maximise new opportunities as open access transforms publishing.

Report Overview

This comprehensive report explains what is driving change in publication practices, and provides insights into how three major pharma companies are adapting.

Many experts have shared their experiences exclusively with FirstWord, including Gary Evoniuk, director of publication practices at GlaxoSmithKline, who talks candidly about GSK's recent announcement to open the doors on its data.

Anyone with an interest in publication development will benefit from an overview of the latest association-led publication guidelines, a discussion of global compliance, guidance on coordinating publication development to meet new standards, pros and cons of traditional journals vs. open access publishing, and the latest techniques for

measuring impact.

Key Report Features

Examination of changing attitudes from GPP to GPP2 and beyond

Compelling arguments for unlocking the doors to your data

Case studies from GlaxoSmithKline, Lundbeck, and Janssen

Up-to-date roundup of guidelines on publishing

Overview of the ISMPP-sponsored Global Publication Survey (GPS)

Principal factors driving rapid adoption of open access (OA) publishing

Implications of the increased acceptance of the OA publication model

Newest ways of measuring an article's influence

Key Benefits

Understand why evidence has to be free of either academic or industry bias

Be better prepared to stand up to authors who insist on trying journals where there is no chance of acceptance

Grasp the pace and direction of open access publishing, what it offers, and how it challenges the most prestigious titles

Know the most basic compliance guidelines. Get practical guidance on conducting training programmes

Be aware of the challenges of expanding best practices globally

Key Questions Answered

Should companies subject all their affiliates to the high standards of the FDAAA in the US?

How can I measure the impact of a publication in the context of OA, social media, and other new channels? And do impact factors always matter?

How do companies organise their publications efforts?

Who should sit on a steering committee?

What is the difference between a publications planner and manager?

Who Should Read This Report

Publication managers

Publication planners

Brand managers

Medical writers

Librarians

Publishers

Expert Views Include:

Gary Evoniuk, director of publication practices, GlaxoSmithKline
Tom Grant, publications director, AstraZeneca
Wendy Battisti, director of scientific and medical publications, Janssen Research & Development, Janssen Pharmaceutical Companies of J&J
Jayme Trott, director, global medical affairs strategic operations, Janssen Global Services, Janssen Pharmaceutical Companies of J&J
Anna-Greta Nylander, publications manager at Lundbeck
Elizabeth Wager, co-author of the original Good Publication Practice (GPP) guidelines
John Fallows, marketing director, BioMed Central (a pioneer open access publisher)

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Key Quotes

“If you want your publication plan to be strategic and co-ordinated you have got to really look at the global picture.” Elizabeth Wager, Co-author of the original Good Publication Practice (GPP) guidelines

“I think a CIA ensures that a company puts the infrastructure in place to support good publication practice and this can help the publications department do its job properly.” Anna-Lisa Fisher, publications consultant

“In my dream world, the academic institutions would start making judgements based on the quality of what’s published no matter what journal it’s in.” Gary Evoniuk, director of publication practices, GlaxoSmithKline

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