COLLABORATING FOR
ETHICAL AND EFFECTIVE
PUBLICATION PRACTICES

2015 ASIA PACIFIC MEETINGS OF ISMPP
2015 August 30 • Beijing, China
2015 September 2 • Tokyo, Japan
Dear Colleagues,

Medical publications from the Asia Pacific region are increasing . . . and coming under intense scrutiny. How can we enhance the speed, quality, and influence of these publications? Proven and practical solutions will be provided at the Asia Pacific Meetings hosted by The International Society for Medical Publication Professionals (ISMPP). The theme of this year’s Meetings is “Collaborating for Ethical and Effective Publication Practices” and the program is enclosed.

The faculty includes international and regional leaders from medical journals, academia, government, and the healthcare industry (medical affairs, clinical, and publication professionals). The program will offer small group workshops, roundtables, and facilitated Q&A sessions. There will be many opportunities for interaction and networking.

The Asia Pacific Meetings are ideal for individuals from medical affairs (pharma, biotech, and medical device); academia and government; clinical research; and for editors, publishers, and medical writers.

In addition to understanding the evolving medical publication and clinical trial landscape, you will gain insights into regional and international best practices. Most importantly, as the recognized professional non-profit association representing individuals responsible for medical publication planning, ISMPP will provide you with the unique opportunity to contribute to their future efforts in the Asia Pacific region.

We look forward to seeing you in Beijing or Tokyo!

Sincerely,

Karen Woolley
Professor, University of Queensland, Brisbane, Australia

Al Weigel
Mr. Alfred Weigel, MEd, ISMPP CMPPTM
ISMPP President and Chief Operating Officer
Program Co-Chair
ISMPP (International Society for Medical Publication Professionals) is the recognized professional non-profit association representing individuals responsible for medical publication planning and development. Our educational efforts are scientifically based and highly valued throughout the field and among all stakeholders involved in the publication of medical research. In the spirit of advocacy and outreach, we offer discounted membership options ensuring that all medical publication professionals can benefit from access to our educational platform. ISMPP’s mission is to advance the profession globally through:

- Enhanced integrity and transparency in medical publications
- Improved standards and best practices
- Education, advocacy, and professional collaborations

We are delighted to announce details for the 2015 Asia Pacific Meetings of ISMPP, which will be held at two locations: The Sofitel Wanda Hotel in Beijing, China, on 2015 August 30, and the Hilton Tokyo in Tokyo, Japan, on 2015 September 2.

The outstanding roster of faculty includes from academia, the government, non-profit associations, and from the pharmaceutical, medical publication and communications, and publishing industries. ISMPP hopes to attract a substantial number of delegates from the region to this inaugural Asia Pacific event, which represents a major milestone in ISMPP’s strategic plans for the region and is consistent with the society’s mission to advance the profession globally through education, advocacy, and professional collaboration.

This brochure covers information about the meeting program and venue, and provides details on how to register and on how to serve as an exhibitor and/or sponsor of what will be the premier meeting for publication professionals who work in the Asia Pacific region.

ISMPP has partnered with BMAP Global for China registration and payment processing.

---

**BEIJING – 2015 August 30**

**VENUE**

Beijing, China

The 2015 Asia Pacific Meetings of ISMPP in China will be held at the Sofitel Wanda Beijing, located in the heart of the central business district and just 30 minutes from Beijing Capital International Airport via expressway.

Sofitel Wanda Beijing
93 Jianguo Road
Tower C Wanda Plaza
Chaoyang District
100022 - BEIJING
CHINA
Phone: +86 10 8599 6666

**REGISTRATION**

| Cost       | ~1,862 CNY ($300 USD) |

---

**TOKYO – 2015 September 2**

**VENUE**

Tokyo, Japan

The 2015 Asia Pacific Meetings of ISMPP in Japan will be held at the Hilton Tokyo in Shinjuku, the most popular location in Tokyo, with easy access to JR Shinjuku Station and direct access to the Tokyo Metro.

Hilton Tokyo
6-6-2 Nishi-Shinjuku,
Shinjuku-ku
Tokyo 160 0023,
JAPAN
Phone: +81 (0)3 3344 5111

**REGISTRATION**

| Cost       | ~36,300 JPY ($300 USD) |
PROGRAM AGENDA

8:00-9:00 REGISTRATION

9:00-9:10 Welcome Remarks
Mr. Alfred Weigel, MEd, ISMPP CMPPTM, Program Co-Chair and ISMPP President

9:10-9:15 International Welcome
Recorded presentation from the 11th Annual Meeting of ISMPP in Arlington, Virginia, USA

9:15-9:20 Morning Plenary
Introduction
Professor Karen Woolley, BI-HMS (Ed) Hon PhD, ISMPP CMPPTM
Division Lead, ProScribe - Envision Pharma Group; Professor, University of Queensland, Brisbane, Australia

9:20-9:45 Keynote Address: Evidence-based insights, challenges, and opportunities for publications from the AP region
Ana Marušić, MD, PhD
Professor of Anatomy; Chair, Department of Research in Biomedicine and Health, University of Split, Croatia; Editor in Chief, Journal of Global Health

Learning Objectives:
By the end of this session, attendees should be able to:
• Describe why results from high-quality research from the AP region should be shared internationally
• Identify evidence-based trends in AP research published in high-ranking international journals
• List the main concerns international editors have about publishing practices in the AP region and initiatives being undertaken to address these concerns
• Explain why different sectors (academia, publication professionals, sponsors, government, medical journals) need to collaborate to enhance ethical and effective publication practices

9:45-10:30 Plenary Panel Discussion - Understanding each other: A critical step toward publication success
Panellists:
• Professor Patrick Barron, Professor Emeritus Tokyo Medical University, Seoul National University
• Mr. Antoine (Tony) Bocquet, MSS Director, Asia (excluding Greater China), Nature Publishing Group
• Ms. Huili (Ella) Chen, MSc, Business Development Manager, China, British Medical Journal
• Dr. Toshio Fujimoto, MD, MBA, Vice President, Medicines Development Unit Japan, Eli Lilly Japan K.K.
• Ms. Mieko Hamana, ISMPP CMPP™, Associate Director, Planning and Administration, Medical Science, Medical Affairs, Japan, Astellas Pharma Inc
• Mr. Ronnie Lin, MSc, ISMPP CMPPTM, Medical Communications Mgr. Pharma Ops Medical, Sanofi China
• Dr. James Mao, MD, Medical Director, China, Baxalta
• Professor Ana Marušić, MD, PhD; Professor of Anatomy; Chair, Department of Research in Biomedicine and Health, University of Split, Croatia; Editor in Chief, Journal of Global Health
• Mr. Akihiko Matsubara, Managing Director, Japan Pharmaceutical Manufacturers Association (JPMA)
• Professor Yasuo Ohashi, PhD, Professor Emeritus, University of Tokyo; Chief Director, Japan Clinical Research Support
• Dr. Teresa Peña, PhD, Executive Director, Medical Publications, Bristol-Myers Squibb USA; Chair, ISMPP Board of Trustees
• Mr. Ping Sun, Researcher Institute of Scientific and Technical Information of China (ISTIC)
• Dr. Li Yang, Department of Pharmacy, Peking University 3rd Hospital, Clinical Trial Center
• Ms. Joanna Zhang, Regional Head, Medical Affairs North Asia, Takeda Beijing

Learning Objectives:
By the end of this session, attendees should be able to:
• Recall actions that could be taken by different stakeholders to enhance ethical and effective publication practices
• Evaluate how actions taken by one stakeholder group might affect actions taken by other groups
• Recognize the benefits of sharing different perspectives to enhance mutual understanding and collaboration

Flag indicates which meeting faculty will be attending, if not speaking in both locations.
10:30-11:00 MORNING BREAK
Visit exhibits and networking area

11:00-11:20 Ethical and effective publications from industry-funded studies: The Good Publication Practice 3 (GPP3) Guidelines

Faculty:
Dr. Teresa Peña, PhD, Executive Director, Medical Publications, Bristol-Myers Squibb USA; Chair, ISMPP Board of Trustees

Learning Objectives:
By the end of this session, attendees should be able to:
• Know how to access GPP3 and the accompanying materials, including the “GPP3 for authors” checklist
• Explain why GPP3 is relevant to all stakeholders involved with industry-sponsored presentations and publications
• List the main elements of GPP3 that are particularly important to the AP region
• Describe how a tool developed in the AP region could enhance author use of GPP3 globally

11:20-12:30 Achieving publication success through GPP3: Interactive roundtable discussions
Case studies selected based on “most important” issues identified from Leadership Summit and the matching GPP3 themes

Learning Objectives:
By the end of this session, attendees should be able to:
• Describe guidance from GPP3 on important publication issues in the AP region, particularly in terms of publication planning and working with medical writers
• Identify risk factors in the AP region for non-compliance with GPP3, particularly in terms of Medical Science Liaison and author interactions
• Propose how to use GPP3 to enhance success rates and speed in an ethical and effective manner

12:30-12:45 GROUP PHOTO

12:45-1:45 LUNCH
Visit exhibits and networking area

1:45-1:50 Afternoon Plenary
Introduction
Professor Karen Woolley BHMS (Ed) Hons PhD, ISMPP CMPPTM; ProScribe - Envision Pharma Group; Professor, University of Queensland, Brisbane, Australia

Faculty:
Professor Yasuo Ohashi, PhD, Professor Emeritus, University of Tokyo; Chief Director, Japan Clinical Research Support

Learning Objectives:
By the end of this session, attendees should be able to:
• Summarize major trends in clinical trial activity and publication rates in the AP region
• Propose how and why these trends may change in the next 5-10 years
• Evaluate how these changes may affect publication planning and practices in the AP region

2:25-2:45 Plenary Part B: Diagnosis of reasons authors don’t publish: Systematic review of the evidence
Faculty:
Dr. Roberta W. Scherer, PhD, Senior Scientist, Johns Hopkins University

Learning Objectives:
By the end of this session, attendees should be able to:
• Recall the most common reasons authors do not publish
• Recall the most important reasons authors do not publish
• Recall the least common reasons authors do not publish (ie, not the major problems)
• Hypothesize how these evidence-based reasons for non-publication could be addressed
2:45-3:00 Afternoon Workshop Begins
Collaborating to ensure ethical and effective publications — before, during, and after a clinical trial/research study

Moderators/Contributors:
- Dr. Alice Choi, PhD, ISMPP CMPP™, Global Head, Complete Medical Communications, UK
- Ms. Martine Docking, M.Com, Commercial Director, Asia Pacific, John Wiley and Sons, Wiley-Blackwell, Singapore
- Ms. Mieko Hamana, ISMPP CMPP™, Associate Director, Planning and Administration, Medical Science, Medical Affairs, Japan, Astellas Pharma Inc
- Ms. Takako Kojima, MA, Assistant Professor, Tokyo Medical University, Japan
- Ms. Yuko Kojima, Director, Asia Pacific Medical Communications, Eli Lilly China
- Dr. Teresa Peña, PhD, Executive Director, Medical Publications, Bristol-Myers Squibb USA; Chair, ISMPP Board of Trustees
- Mr. Kalyan Pulipaka, MSc, Scientific Editor, Novartis, India
- Ms. Catherine Rees, Director, Rata Communications Ltd, New Zealand
- Ms. Claire Tsai, PharmD, MBA, ISMPP CMPP™, Regional Manager, Established Products, Asia Pacific Strategic Marketing and Market Access, Johnson and Johnson
- Professor Karen Woolley, BHMS (Ed) Hons PhD, ISMPP CMPP™, ProScribe - Envision Pharma Group; Professor, University of Queensland, Brisbane, Australia

Learning Objectives
By the end of this session, attendees should be able to:
- Identify relevant resources that can be used before, during, and after a research study to help meet journal expectations
- Describe how publication planning can help minimize the risks of low and slow publication rates
- Apply practical tips before, during, and after a research study to enhance publication speed and success

3:00-3:30 AFTERNOON BREAK
Visit exhibits and networking area

3:30-4:45 Workshop Continues
Small group roundtables

4:45-5:00 Conclusions and Next Steps
Mr. Alfred Weigel, MEd, ISMPP CMPP™, Program Co-Chair and ISMPP President

5:00-5:15 Distribution of Certificates of Completion
ISMPP APAC and APET members
THANK YOU

ISMPP expresses its sincere appreciation to the following as well as to all others who provided support for the Asia Pacific Meetings.

Neil Adams  
Pria Baddela  
Patrick Baron  
Sushmita Bhattacharya  
Jake Burrell  
Chris Carswell  
Tim Collinson  
Debaditya Das  
Martine Docking  
Madhavi Dokku  
Elvira D’Souza  
Balaji Ganesan  
Jocelyn Graf  
Mieko Hamana  
Alan Hempel  
Eri Homma  
Noritaka Hosoya  
Jason Hu  
Naomi Ishibashi  
Nobuhiko Ishizuka  
Anita Jain  
Christian Klem  
Yuko Kojima  
Rebecca Lew  
Lin Lin  
Ji Linong  
Suchita Nath Sain  
Julliana Newman  
Haruyoshi Ogata  
Madhavi Patil  
Kalliopi Patrikis  
Michael Platt  
Kalyan Pulipaka  
Pinki Rajeev  
Catherine J. Rees  
Hiromi Sato  
Nicole Shan  
Bruce Shao  
Paul Slade  
Kanaka Sridharan  
Hung Heong Teh  
Aya Takemoto Tokaji  
Claire Tsai  
Shivani Vadapalli  
Karen Woolley  
Rui Yang  
Eric Chi-Wang Yu

ISMPP CORPORATE SPONSORS

ISMPP gratefully acknowledges the generous support of its Corporate Sponsors.

For more information on Corporate Sponsorship and the programs it makes possible, visit our website at www.ismpp.org/ismpp-sponsors.

ISMPP would like to thank McCann Complete Medical for their assistance in the design and development of various web and print materials for the 2015 Asia Pacific Meetings of ISMPP.

ISMPP also thanks its dedicated staff for their contributions to the Asia Pacific Meetings of ISMPP.
THANK YOU

ISMPP would like to express its sincere appreciation to the Exhibitors and Sponsors of the inaugural Asia Pacific Meetings of ISMPP.

CORPORATE MEETING SUPPORT

DIAMOND LEVEL

McCANN
COMPLETE MEDICAL

McCANN
HEALTH

RUBY LEVEL

Biogen.
Bristol-Myers Squibb

Content Ed Net

ENVISION PHARMA©
GROUP

EXHIBITORS AND SPONSORS

AMICULUM©
BMJ
CACTUS
CMPP

editage

inScience
Communications

McCANN
COMPLETE MEDICAL

McCANN
HEALTH

MedSci Healthcare

Nucleus
GLOBAL

Springer Healthcare

Taylor & Francis Group

WILEY

MEDIA PARTNERS

BMAP

pharmaphorum©