# ISMPP Certification Board Candidate Bios and Qualification Statements

**Laura Carlson, JD, LMT, ISMPP CMPP™**
**Envision Pharma Group**

## Brief Bio

Laura Carlson is a Client Solutions Portfolio Lead at Envision Pharma Group and an ISMPP Certified Medical Publication Professional™ (CMPP). Laura has attended various ISMPP programs and has participated as a panelist for a TIPPA Midwest meeting. In addition, Laura leads publications policy and process training programs for employees to ensure successful implementation of clients' policies.

Laura has been working in the publication and medical communications field for 19 years providing strategic and tactical expertise across varied therapeutic areas, for large and small pharmaceutical and biotech companies in support of global pre-launch, launch, and post-launch publication planning and/or communications programs.

Before entering this field, Laura was a practicing attorney. She earned her law degree from Villanova University School of Law after obtaining a Bachelor of Music in Vocal Performance from the Berklee College of Music. In 2012, Laura also completed an accredited training in massage therapy and is now a licensed massage therapist in Connecticut.
Her diverse education and life experiences bring a unique perspective to her work and help her successfully navigate complex compliance- and communication-related issues of the medical publications and communications industry.

## Qualification Statement

Clear, thoughtful and timely communication of meaningful medical evidence is critical to ensuring that members of the public and medical communities are well informed. Such communication contributes to the creation of an environment where patients and healthcare providers make beneficial healthcare decisions, thus optimizing patient well-being.
Educated, experienced and effective medical publishing professionals are key to the success of this effort, and they therefore require a keen understanding of relevant publication, writing and ethical guidelines, and best practices. The CMPP designation represents a commitment to and superior expertise in the publications arena.

I seek a role within the ISMPP Certification Board because of my interest in supporting the evolution of this credential to ensure we maintain timely, relevant, and robust expertise across our profession. Credentialing programs need to advance continually to guarantee that CMPPs have advanced skills that ensure their aptitude to evolve as industry and world trends in medical communication do. We need further outreach to industry and government leaders to enhance their understanding of the high-level of expertise that the CMPP credential represents as well as the indispensable role CMPPs play in compliant publication development and communication.
Given my legal background and my enthusiasm and interest in training, mentoring, and development, coupled with my extensive experience working with diverse stakeholders to deploy effective solutions, I seek to serve and collaborate with the Board and industry to enhance certification activities and outreach.

# ISMPP Certification Board Candidate Bios and Qualification Statements

**Jason McDonough, PhD, ISMPP CMPP™**
**Cello Health Communications**

## Brief Bio

I have been working in medical communications at Cello Health Communications for nearly 14 years, starting as a Medical Writer supporting and leading publications and other medical affairs programming for a range of large and small programs across pharma, biotech, device, and consumer sectors. My current role involves overseeing publication planning across the agency, with particular focus on gap/evidence analysis and literature assessments to support communications programs.

A key part of my role at Cello Health Communications includes serving as our internal Compliance Officer, which includes overall oversight of adherence with GPP and client publication policies, determining appropriate responses to key challenges as they arise, and conducting internal training programs on compliance and GPP.

I was in the first "class" of CMPPs in 2009 and recertified in 2014. My first direct involvement with the ISMPP organization was as part of the Standards Working Group, and subsequently served as the Co-Chair of the Recertification Committee from 2011 to 2016, helping to guide the development of SOPs and program structure to provide greater availability of programs and options for the membership to earn CE. In my current role on the CMPP Board, I work with the other Board members to continuously improve the credentialing and recertification programs.

## Qualification Statement

I look forward to continuing to participate on the Certification Board, leveraging my experience across a broad range of industry settings and publications programs, years of experience with the Recertification program, and passion for the CMPP program.

Having developed and executed publication plans with a broad range of partners, in terms of size and scope of organization (large pharma to small start-up biotech and device manufacturers) and therapeutic areas, I have a profound appreciation for the unique challenges that each type of organization faces in the current environment. Also, in my role as Compliance Officer at Cello Health Communications, it is essential to understand how all of our partners interpret and apply the principals of good publication practice, including discussing issues 1 on 1 as they arise, which provides unique insight into their practical application.

Through the previous 2 years on the CMPP Board, I have gained a deep understanding of the successes and challenges in the Certification/Recertification program and process and have helped to guide the program in the development of new initiatives, such as self-study materials for credit.

# ISMPP Certification Board Candidate Bios and Qualification Statements

**Dikran Toroser, PhD, AMWA AC, ISMPP CMPP™**
**Amgen Inc**

## Brief Bio

Dikran has been with Amgen Inc since Mar 2008 and is currently a Sr Medical Writing Manager in Thousand Oaks, California. He earned his PhD in Biochemistry in 1993 from Newcastle University (UK), and did postdoctoral training in biochemical genetics at the Cambridge Lab (JIC, Norwich, UK). After a 6-year research period as a Sr Scientist (Biochemistry) at the USDA (North Carolina, US), Dikran carried out additional research in both academia as part of the research faculty at the University of Southern California and in the biotech industry (Monsanto Co). He is also currently part of the UC San Diego Medical Writing faculty. He has led a number of research projects with themes from the publication landscape and has authored several reports that have appeared in the peer-reviewed literature. He can be reached at dtoroser@amgen.com.

## Qualification Statement

I have spent most of my career involved in publications; initially as part of my research as a graduate student and post-doc, and more recently at part of the faculty at USC (California) and at Amgen Inc. I have also very much appreciated the opportunity to work closely with ISMPP colleagues over the last few years on numerous active ISMPP committees and initiatives, especially on the Ethics & Standards Committee. Our team has recently updated the ISMPP Code-of-Ethics document that was released in Nov 2016. We have also developed numerous peer-reviewed publications that have appeared in the literature (on various publications-related subjects, including Transparency, Time to Publication, Publication Success Metrics, Sunshine Act and others). One of my most rewarding recent experiences has been the ability to interact/present to colleagues via the ISMPP-U series of seminars. In short, my ISMPP volunteer work has led to many rewarding collaborations with numerous colleagues both in industry as well as in academia. My core duties, as a publication professional in a very active medical writing department at Amgen Inc. has led to an appreciation of peer-reviewed publications in various formats, as well as larger documents, such as HTAs and dossiers in numerous therapeutic areas (nephrology, inflammation and cardiovascular), in both pipeline and late-stage molecules. I believe that my experience within these diverse environments and documents allows me to see publications from multiple useful/practical perspectives. Thank you!

# ISMPP Certification Board Candidate Bios and Qualification Statements

**Beth Whann, ISMPP CMPP™, ELS**
**Pfizer**

**Brief Bio**

Beth Whann is a Publications Specialist in the Medical Affairs Platform Strategy group at Pfizer, where she supports the development and implementation of publication plans for 6 oncology products and advises publication teams on publication policies, best practices, and industry trends. Beth brings to her role expertise from over 20 years of editorial and project management experience in medical communications and science education publishing with companies including Wyeth, PeerView Institute for Medical Education, Curatio, ApotheCom, and Harcourt College Publishers. She oversees a key facet of Pfizer's commitment to transparency by monitoring the primary manuscripts for clinical trials that are required to be submitted to a peer-reviewed scientific journal within 18 months of study completion.

Beth received her bachelor's degree in biology from Yale University and is certified as an Editor in the Life Sciences and a Certified Medical Publication Professional. Beth serves as one of Pfizer's representatives on the Medical Publishing Insights and Practices (MPIP) initiative, is a member of the American Medical Writers Association (AMWA) and served on ISMPP's Communications and Credentialing Committees prior to being elected to the Certification Board.

**Qualification Statement**

As my first 2-year term on the CMPP Board draws to a close, exciting progress is being made on a number of fronts, most especially in the area of expanding options for continuing education. I would welcome the opportunity to serve for another term to see the expansion come to fruition. I earned my CMPP certification in 2010 and recertified via CE credits in 2015. During my time on both the board and the ISMPP Credentialing Committee, I have gained more detailed understanding of the operational aspects of the CMPP program and the value the credential delivers. I would consider it a privilege to continue to lend my skills and enthusiasm to the Certification Board in its efforts to improve the stature of the credential and promote integrity and excellence in the medical publications profession.