

Knowledge, experience, challenges, and development needs of Chinese medical publication professionals versus global standards: **updated 2020 results of an online survey**

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➤➤➤ KEY FINDINGS and CONCLUSIONS

- One year after a 2019 survey, most of the barriers and challenges identified by Chinese MPPs in their work remain
- Improvements at both organizational and personal levels are needed to ensure high-quality and ethical medical publications
- The 2020 survey results pinpoint the need to improve awareness of publication guidelines, to find providers that can deliver high-quality medical publications, and to provide access to training on publication strategy and planning

Key Findings
and Conclusions



Objectives
and Methods



Results



References and
Acknowledgments



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》》》 OBJECTIVES

- To understand the current situation and needs of medical publication professionals (MPPs) in China
- To compare 2020 survey results with those from 2019 to assess 1-year progression
- To guide training and initiatives to improve standards of medical publications in China

》》》 INTRODUCTION

- The rapid growth of the pharmaceutical industry in China (from \$108 billion in 2015 to \$167 billion by 2020¹) has created tremendous opportunities for industry-sponsored publications. A report released by the US National Science Foundation showed that China produced the largest number of science publications in 2017²
- However, there are barriers to implementing publication guidelines and delivering high-quality publications in China. Our survey among Chinese MPPs in 2019 highlighted a gap between MPPs in China and those globally in terms of experience, qualifications, and knowledge.³ In addition, external challenges were also perceived by Chinese MPPs in their work³
- The survey was reconducted in 2020 to assess the 1-year evolution in the situation of MPPs in China

》》》 METHODS

- The questionnaires consisted of 20 questions and were distributed via WeChat to MPPs in China

Questionnaire <input type="checkbox"/> _____ <input checked="" type="checkbox"/> _____ <input type="checkbox"/> _____	 distributed online	 QUESTIONS 20	from: August 1 to: August 31 	TOPICS knowledge experience daily work challenges training needs	COMPARED responses 2019 VS 2020	 Link to survey
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RESULTS

Knowledge and experience of Chinese MPPs

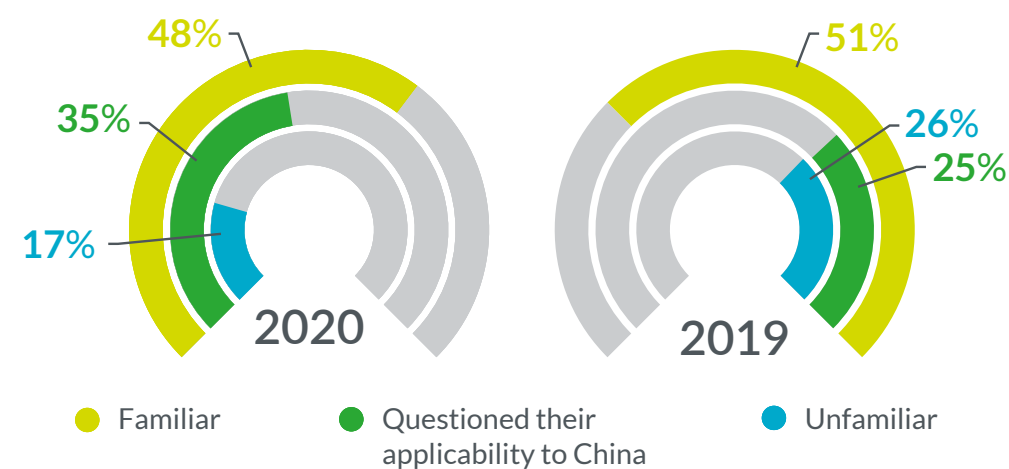
- A total of 23 Chinese MPPs responded to the 2020 survey, most of whom were employees of pharmaceutical companies (Table 1)

Table 1. Workplace of respondents

Number (%) of respondents	2020 (N=23)	2019 (N=53)
International pharmaceutical company	61	66
Local pharmaceutical company	13	17
Medical communication agency	22	10
Publisher	4	6
Freelancer	0	2

- Most respondents had <5 years' experience with medical publications (70% vs 77% in 2019)
- Only 2 respondents (8.7%) in the 2020 survey (vs 15% in 2019) were Certified Medical Publication Professionals (CMPP)
- One half of respondents were familiar with Good Publication Practice (GPP3) guidelines and applied them in their work; however, about one third questioned their applicability to China (Figure 1). These results were consistent with those from the 2019 survey.

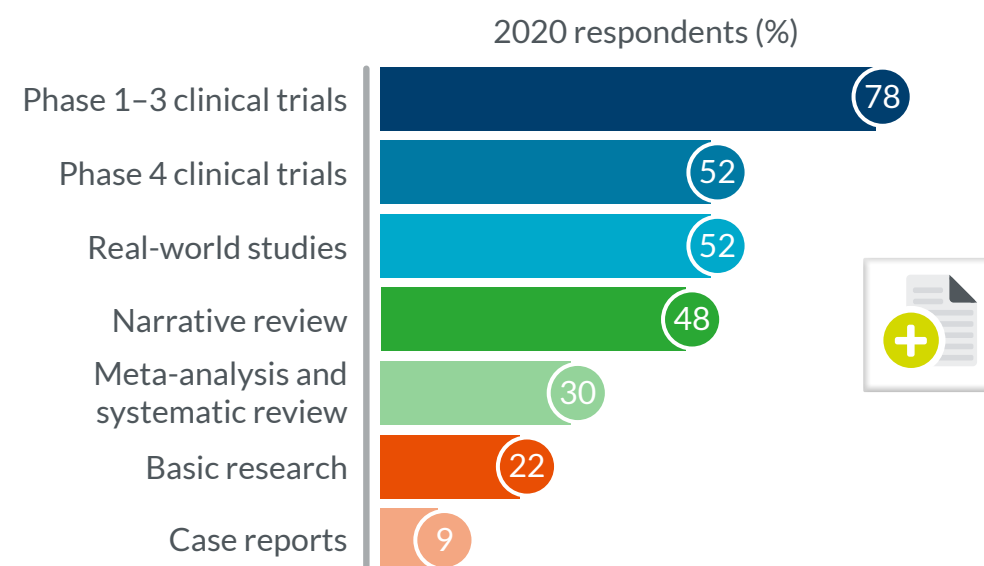
Figure 1. Awareness of GPP3 guidelines among respondents



Deliverables

- Most studies were published in English (70% of respondents vs 79% in 2019)
- Among MPPs working with pharmaceutical companies, 41% (vs 37% in 2019) managed >10 publications per year
- In 2020, phase 1–3 clinical trials were the most common type of studies published, followed by phase 4 and real-world studies (Figure 2)

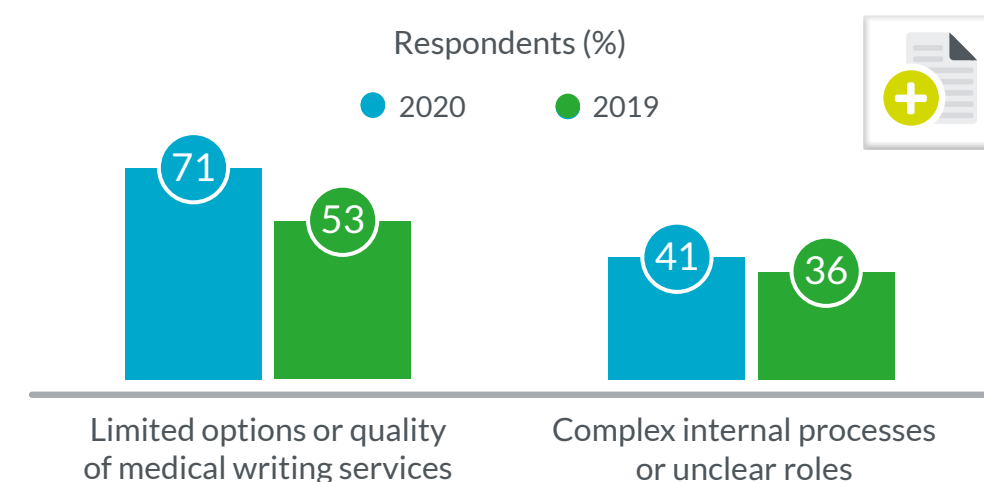
Figure 2. Medical publication study types



Challenges

- Difficulty in finding high-quality medical writing services was the most common challenge faced by pharma MPPs in 2020, while complex internal processes or unclear roles were also frequently identified as barriers (Figure 3)

Figure 3. Most common challenges perceived by pharma MPPs



Perspectives and training needs

- The top motives for choosing an MPP career path were good career prospects and work-life balance among both 2020 and 2019 respondents (Figure 4)

Figure 4. Common reasons for choosing an MPP career



- Publication strategy and planning remained the top training requirements in 2020, as in 2019 (Figure 5)

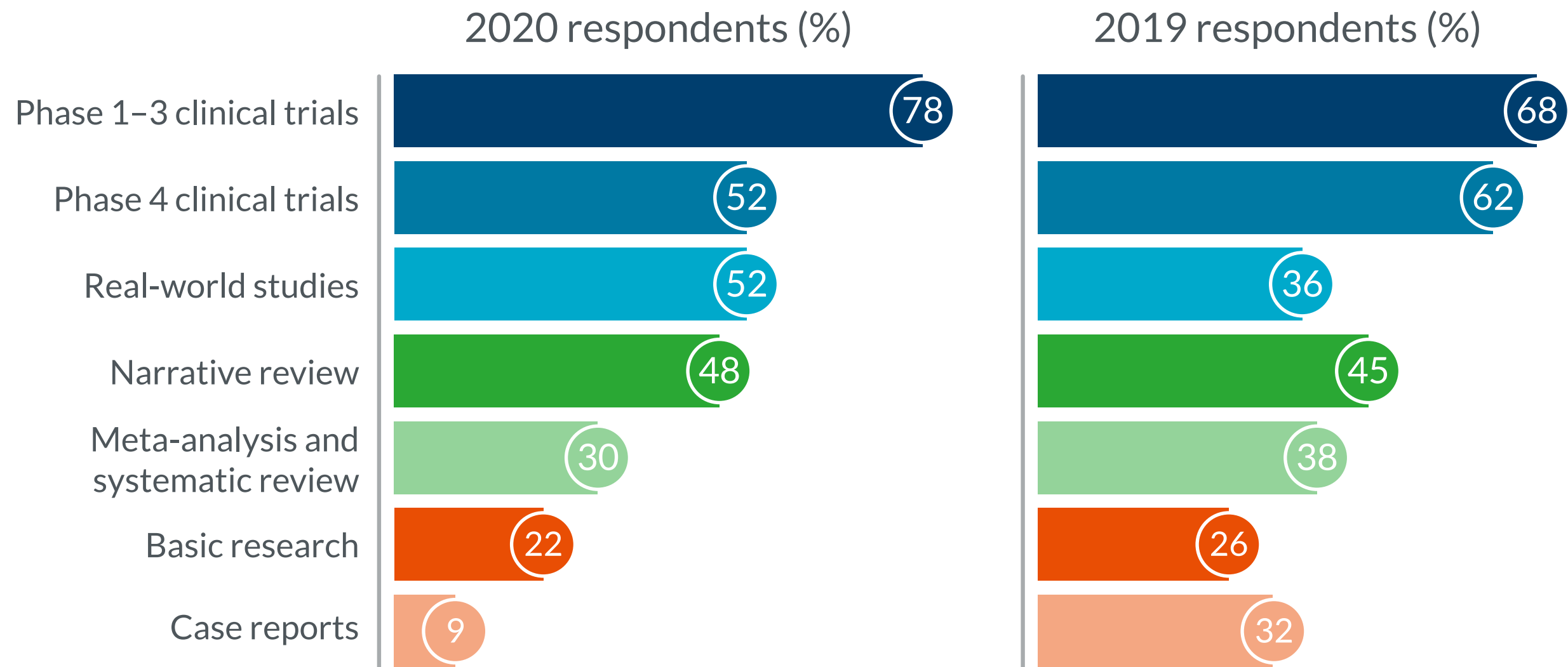
Figure 5. Top 3 training needs among Chinese MPP





RESULTS

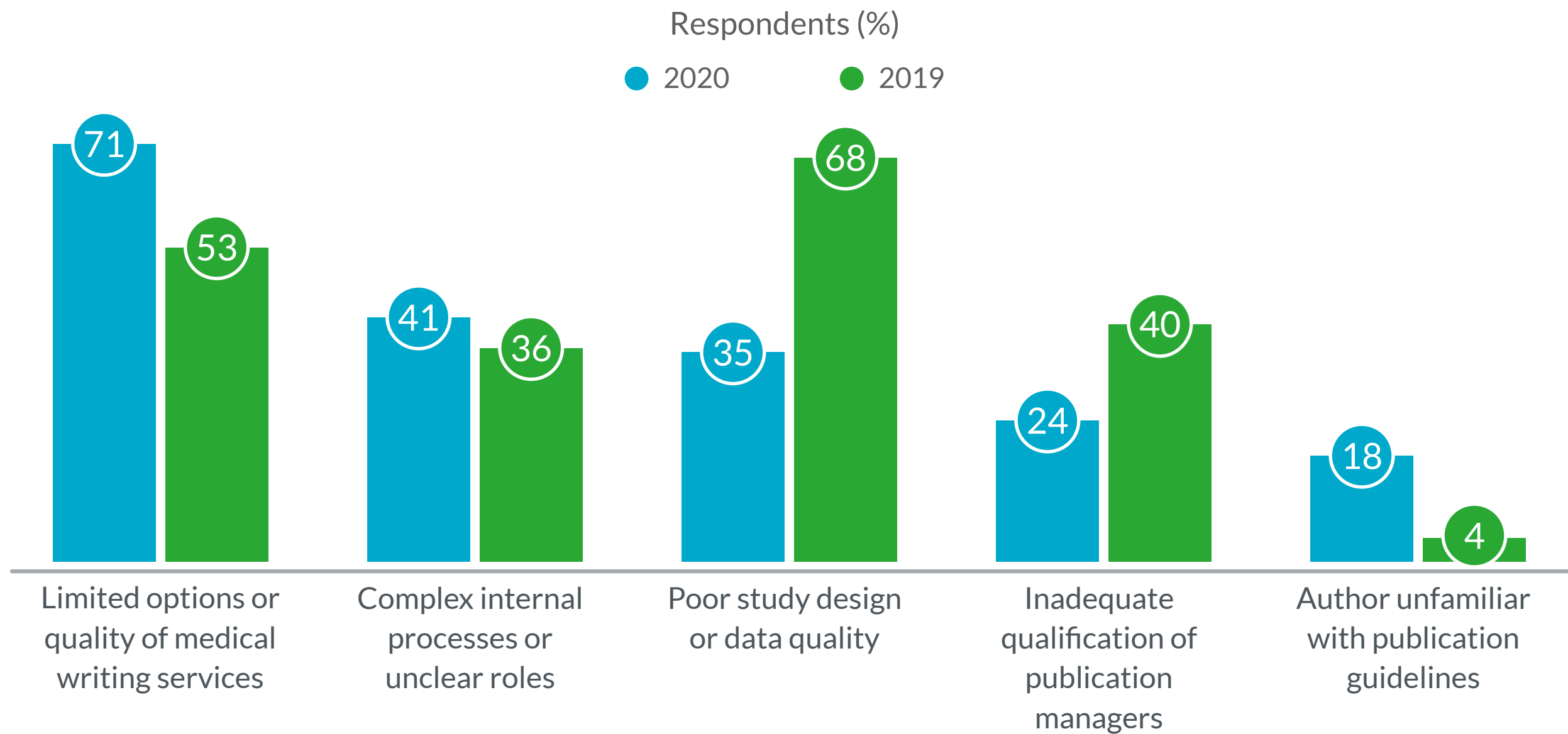
Figure 2. Medical publication study types





RESULTS






Figure 3. Common challenges perceived by pharma MPPs





RESULTS

Figure 4. Common reasons for choosing an MPP career

	2020 (%)	2019 (%)
 Good career prospects	57	64
 Work-life balance	48	30
 Professional work environment	39	64
 Competitive salary and benefits	22	28
 Challenging work	22	32

»»» ACKNOWLEDGMENTS

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- Contact: Ronnie Lin (Ronnie.Lin@parexel.com)

»»» REFERENCES

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3. Zhang J, et al. *Curr Med Res Opin.* 2021;37: 261-7.



1. **You currently work at (single choice)**
 - A) Multinational pharmaceutical enterprise
 - B) Local pharmaceutical company
 - C) Multinational medical communication agency
 - D) Local medical communication agency
 - E) Publisher or journal
 - F) Others, such as freelancers

2. **Your position is (single choice)**
 - A) Publication Writer/Publication Manager
 - B) Regulatory Writer
 - C) A and B
 - D) Team leader or management role
 - E) Medical writer
 - F) Account manager
 - G) Others, such as _____

3. **The top three reasons for you to choose your current position (multiple choices, up to three)**
 - A) Optimistic about career development prospect
 - B) Work-life balance
 - C) Salaries and benefits
 - D) Challenging work
 - E) Professional work environment
 - F) Excellent management
 - G) Good training opportunities
 - H) I am thinking about leaving
 - I) Others, such as _____

4. **Does your team have a writer role (for pharma MPPs only)?**
 - A) Yes
 - B) No
 - C) Planning to have

5. **Your age (single choice)**
 - A) <25 years
 - B) 25–30 years
 - C) 30–35 years
 - D) 40–45 years
 - E) 45–50 years
 - F) >50 years

6. **How many years of experience do you have with medical publications? (single choice)**
 - A) <1 year
 - B) 1–5 years
 - C) 5–10 years
 - D) >10 years

7. **What percentage of your daily work time is committed to activities related to publications? (single choice)**
 - A) <25%
 - B) 25–50%
 - C) 50–75%
 - D) 100%

8. **Number of publications you manage each year (single choice)**
 - A) >30
 - B) 20–30 articles
 - C) 10–20 articles
 - D) 5–10 articles
 - E) <5
 - F) Not directly involved because I am a team leader

9. **What percentage of publications do you write yourself each year (single choice)?**
 - A) <25%
 - B) 25–50%
 - C) 50–75%
 - D) 100%

10. **Types of studies for publication (multiple choices)**
 - A) Basic research
 - B) Phase 1–3 clinical trials
 - C) Post-marketing clinical research
 - D) Meta-analysis and systematic review
 - E) Real-world studies
 - F) Case report
 - G) Narrative review

11. **Language of articles published (single choice)**
 - A) Mainly in English
 - B) Mainly in Chinese
 - C) Both Chinese and English

12. **Does your organization have software or systems to manage activities related to publications? (single choice)**
 - A) DATAVISION
 - B) Other internal development systems
 - C) No, through office software management

13. **What is the biggest challenge in publishing high-quality medical papers? Multiple choices, up to three (for pharma MPPs)**
 - A) Inadequate qualifications of publication managers
 - B) Complicated internal processes or unclear roles
 - C) Poor study design and data quality
 - D) Author unfamiliar with publication guidelines
 - E) Limited options or quality of medical writing services
 - F) Others, such as _____

14. **What is the biggest challenge in your work on medical publications? Multiple choices, up to three (for agency MPPs)**
 - A) Have a good knowledge of client's medical strategy and publication planning
 - B) Fast learning of the client's product and therapeutic area knowledge
 - C) Deliver high-quality manuscripts of different study types in accordance with related publication standards
 - D) Constructive interactions with clients and authors
 - E) Choose the appropriate target journals
 - F) Timeline planning
 - G) Get client's prompt feedback
 - H) Others, such as _____

15. Did you know the GPP3 guidelines (Good Publication Practice) before? (single choice)

- A) Familiar and apply them in daily work
- B) I have heard of it, but do not think they are applicable to the Chinese market and rarely used
- C) Never heard of it

16. Have you ever known ISMPP (International Society of Medical Publication Professionals) and CMPP (Certified Medical Publication Professional) (single choice)

- A) Yes, I have passed the CMPP certification
- B) Yes, but I have not yet obtained CMPP certification, and currently plan to participate in CMPP certification
- C) Yes, but I have not obtained CMPP certification, and have not participated in the CMPP certification program
- D) No

17. Do you think COVID-19 has affected your publication work?

- A) Negative effect
- B) Positive effect
- C) Not sure

18. Among the topics related to medical publications, which do you think is challenging and want to improve via training or discussion with your peers (multiple choice)

- A) Publication strategy and planning
- B) Manage budget
- C) Selection and management of agency
- D) Standards for writing studies of different types
- E) English writing skills
- F) Interpretation of research data
- G) Statistical analysis skills
- H) How to fully cooperate with external authors
- I) Overall project management skills
- J) Experience in submission and communication with editors or publishers
- K) Best practices and norms for publication activities
- L) Latest trends in publication (such as open access, data sharing)
- M) Professional development
- N) Application of cutting-edge technologies (such as artificial intelligence)
- O) Inter-department communications
- P) Others, such as Experience in submission and communication with editors or publishers

19. If we organize industry exchange activities in the future, the frequency you want is

- A) Every half a year
- B) Every quarter
- C) Every month

20. If we will organize industry exchange activities, your preferred

- A) Offline meeting
- B) Webcast
- C) Offline meeting + online live broadcast

21. If we organize industry exchange activities in the future, how long do you prefer

- A) A whole day
- B) Half a day
- C) Within 2 hours
- D) Within 1 hour

22. Have you been involved in digital enhancement projects? (multiple choice) (For agency MPPs only)

- A) Video abstract
- B) Audio abstract
- C) infographic
- D) QR code enhanced content
- E) Plain language summary
- F) Others, such as
- G) None above

23. To facilitate the communication of follow-up activities, please leave your name and contact information, your personal information will not be used for any business purpose (optional)

Name

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Cell Phones

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Company

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