

2020

EUROPEAN MEETING of ISMPP

PRECISION COMMUNICATION: ACHIEVING CLARITY, REACH AND VALUE



21-22 January, 2020 | London, UK

#PLSForAll

Plain Language Summaries of Publications: Definition, Development and Dissemination

Moderator: Dawn Lobban, Envision

OBJECTIVE AND FACULTY

*Plain language summaries of publications
Opportunities and barriers from different perspectives*



THE PHARMA PERSPECTIVE

Linda Feighery
*Global Strategic Publications
Lead, UCB Pharma*



THE AGENCY PERSPECTIVE

Jason Gardner
*Head of Scientific Services,
CMC Connect*



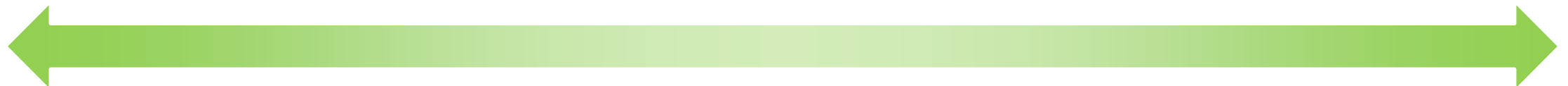
THE PUBLISHER PERSPECTIVE

Jan Seal-Roberts
*Publishing Director, Adis
Springer healthcare*



THE PATIENT PERSPECTIVE

Simon Stones
*Patient Advocate
and Consultant*



DAWN LOBBAN

CURRENT AFFILIATION

- Scientific Division Head at Envision Pharma Group
 - Alligent Europe (agency)
 - Envision the Patient

RELEVANT EXPERIENCE

- Over 20 years in medical communications
- More than 2 years in patient engagement
- Authored relevant publications and articles about plain language summaries (PLS)
- Author of Envision PLS Toolkit
- Member of PFMD WG5 – PLS of publications



LINDA FEIGHERY

CURRENT AFFILIATION

- Strategic Communications Lead at UCB Pharma

RELEVANT EXPERIENCE

- Over 20 years in biomedical research and medical communications
- Over 3 years working in the pharmaceutical industry
- Developed the framework to support the Plain Language Summary Initiative at UCB
- Main point of contact for the Plain Language Summary Initiative at UCB
- Contributed to the development of the Envision PLS Toolkit



JASON GARDNER

CURRENT AFFILIATION

- Head of Scientific Services at CMC Connect, McCann Health Medical Communications

RELEVANT EXPERIENCE

- Over 20 years' medical communications experience in an industry and agency setting
- Led research into readability of plain language and discoverability of PLS
- Authored articles about PLS and patient involvement
- Involved in the development and implementation of training and toolkits for agency and industry audiences



JAN SEAL-ROBERTS

CURRENT AFFILIATION

- Publishing Director, Adis Journals
 - part of Springer Healthcare
 - Springer Nature

RELEVANT EXPERIENCE

- More than 20 years working as a medical journal publisher:
 - Adis, Springer Nature (since 2011)
 - Wolters Kluwer (2005 – 2011)
 - Blackwell (now Wiley) (pre-2005)
- Adis publishes 33 journals, focusing on drugs and disease therapy, and welcoming industry-sponsored submissions
- Adis was the first publisher to encourage PLS to be submitted alongside ORAs to all our journals (from 2017) – all PLS are peer reviewed
- A great advocate of the value of PLS to the peer-reviewed literature, and has contributed to sessions at previous ISMPP EU and US meetings as well as webinars for Network Pharma and MedComms Networking



SIMON STONES

CURRENT AFFILIATION

- Patient Advocate and Consultant at Collaboro Consulting - by Simon R. Stones

RELEVANT EXPERIENCE

- A lifetime of experience as a patient and carer
- Eight years of experience in patient and public involvement and engagement across multiple sectors
- Patient partner on over 30 research projects
- Member of European League Against Rheumatism patient research partners steering committee
- Member of PFMD WG5 – PLS of publications



PLS DISCUSSION OVERVIEW

WHAT?

Plain language summaries of manuscripts / posters / abstracts

NOT lay summaries of clinical trials



PLS of Publications: *Why* and *Who* ?

Is there really a need?

Who is the audience?

What are the potential benefits?

PLS of Publications: *When and How?*

When does a PLS make sense?

How do we develop them effectively and compliantly?

PLS of Publications: *Where?*

Format and location of PLS?

How to find them?

Dissemination and copyright considerations?

PLS of Publications: Summary

PLS OF PUBLICATIONS: KEY TAKEAWAYS



PANEL – KEY TAKEAWAY?

Discussion

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