Meeting highlight: First academic salon of ISMPP china outreach program was successfully held in Shanghai on Aug. 23rd

In recent years, thanks to China's increasing investment in healthcare field, the quantity of medical publications from China in international medical journals has dramatically increased year by year, and we also witness the booming of publication professionals. In order to bridge with global standards and best practices, on August 23, funded by Shanghai Medsci Medical Technology Co., Ltd. and co-organized by Wiley, the first academic salon of the ISMPP China outreach program was grandly held in Shanghai.

More than 70 publication professionals participated in the salon, including below honored guest and speakers:

Ronnie Lin, Lead of medical communication, Sanofi (China);

Cathy Zhang, senior medical communication manager of Sanofi (China);

Greta Ge, Associate director of scientific communication, Eli Lilly (China) Center of Drug Development and Medical Affairs,

Dr. Fabao Zhang, President and CEO of Medsci;

Bi Ning, Business Director of Clarivate(formerly Thomson Reuters Intellectual Property and Technology Division);

Chongfang Wang, Senior Journal Manager, Wiley;

Zhao Ri Ge Tu, Senior Editor of NEJM journal watch Chinese edition;

Ying Wang, associate director of business development , Wiley.

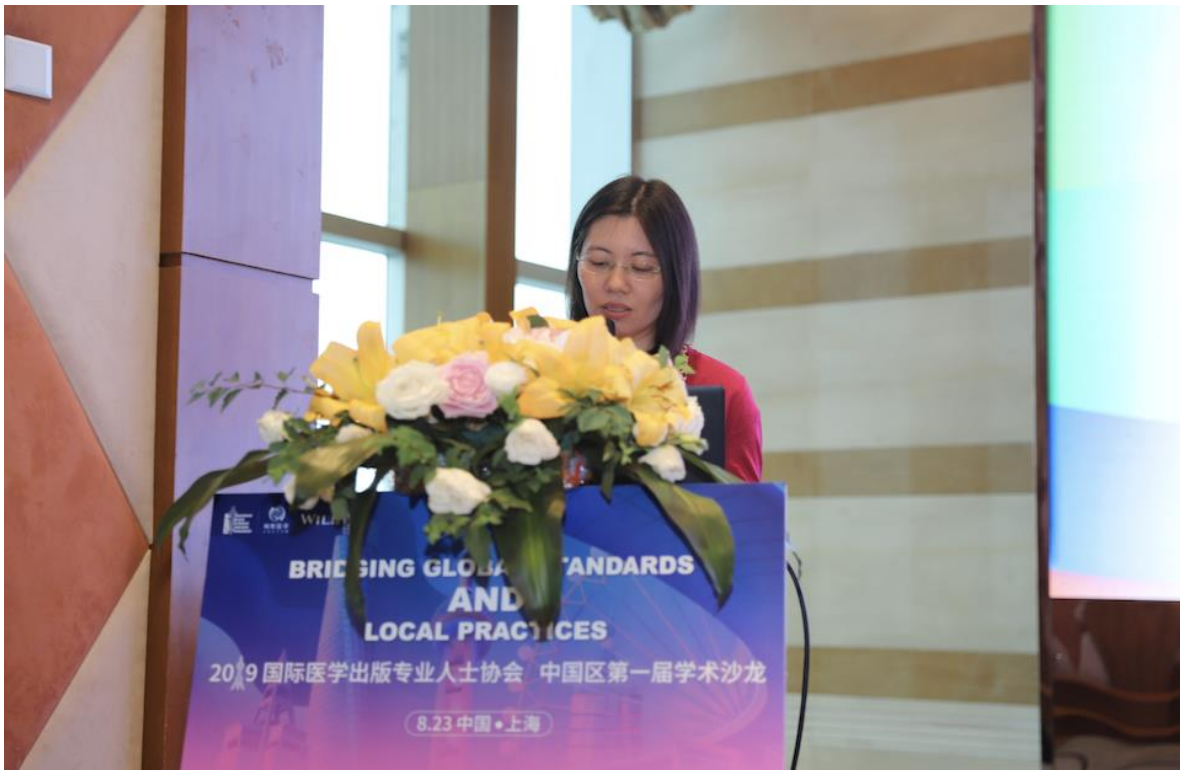
The attendees are with various background, eg. Global and local pharmaceutical companies, publishers, medical communications agencies, CROs and journals. We gathered here together to discuss the opportunities and challenges of current medical publications in China.

Introduction of ISMPP and china outreach program

Ronnie Lin, Lead of medical communication,Sanofi (China), introduced the current situation of medical publication industry in China, also introduced the history and currrent existence of ISMPP, and ISMPP China outreach program. The International Society for Medical Publishing Professional (ISMPP) was founded in 2005 and is a global non-profit professional organization dedicated to the ethical and effective communication of medical research to inform treatment decisions, by: 1) enhancing the integrity and transparency of medical publication and wider communications,
2) improving standards and best practices,
3) education, advocacy, and professional collaborations on a global scale.
The ISMPP China outreach program is initiated with the objective of gathering professional from publishers, journals, pharmaceutical companies and medical communication service providers to provide a platform for

communication and dialogue by understanding the challenges and opportunities currently faced by practitioners in medical publications, also we need to make our voice in the industry so as to make local practices become more ethical and transparent."

Sharing preliminary results from baseline survey of China medical publication professionals



Cathy Zhang, Senior Medical Communication Manager, Sanofi (China) shared the preliminary results of a baseline survey of China medical publication professionals. This survey is the first-time report in China in this field, with a total of 53 participants. According to the survey, compared with global perspective, China's medical publication professional have relative limited experience in medical publications, 77% with less than 5 years' experience in publication related activities, and 36% with less than 5 years' experience in medicine affairs related activities, and among these professionals , time proportion of publication management time≤50. % of daily

work accounts for 63%. In addition, most of the project experience are clinical trials and reviews publication related. The top three factors for affecting the quality of publications are poor research design and data quality, limited medical writing agency resource, and inefficient communication among authors. Regarding the awareness rates of ISMPP and GPP3, half of the personnel are already familiar with GPP3, and 15% have passed CMPP certification. Regarding the topics that future training activities most desired by responders, strategic publication planning, industry trends, and best practices are the top 3. Overall, China's medical publishing industry is at growing stage, and has many further work before we become a professional community.

Competency building and career development of medical publication professionals

Greta Ge, Associate director of scientific communication at the Lilly (China) Center of Drug Development and Medical Affairs, shared her thoughts on the career development of publication professional in pharmaceutical companies practitioners, saying that each position has core competence requirements, and medical publication and writing is a position with scarcity, high standards, and demand on experience accumulation, we need to have strong medical writing skills, communication and project management skills, rapid learning ability, strategic publication planning capabilities and adhere

to ethical standards, and preferably to have ‘Reviewer’ ’ s perspective on study design and regulatory requirement. Overall, our career path is long and efforts are needed to balance our work and life.

Medical writing, balancing commerical and science

Dr. Zhang Fabao, president of Medsci, said, “Pharma participation is the key power to promote development of the medical industry. If the pharma doesn’ t have the power to participate, the academic development will be difficult. More and more enterprises participate in the medical writing filed, even participate in the "decision-making" of writing. Whether at home or abroad, most of the company sponsored publication are completed by professional medical writers (PMW) from third-party medical writing companies, and the value of professional PMW is increasingly recognized by domestic experts. As a professional medical communications agency, medsci has been committed to improve the quality of medical care and has been recognized by pharma clients, provides clinical research solutions at the clinical research level, promotes clinical research sharing and collaboration, reduces research costs, and improves the convenience and quality of clinical research. Pharma clients tends to choose partners with lower prices at RFP

or bidding stage, which leads to the frequent quality issues and loopholes, especially in China. We hope that with the joint efforts of experts, enterprises and third-party medical writing companies, we can solve these potential problems and assist our scientists to write more and higher quality clinical research papers on the premise of upholding science and reality , to achieve more and greater yields. "

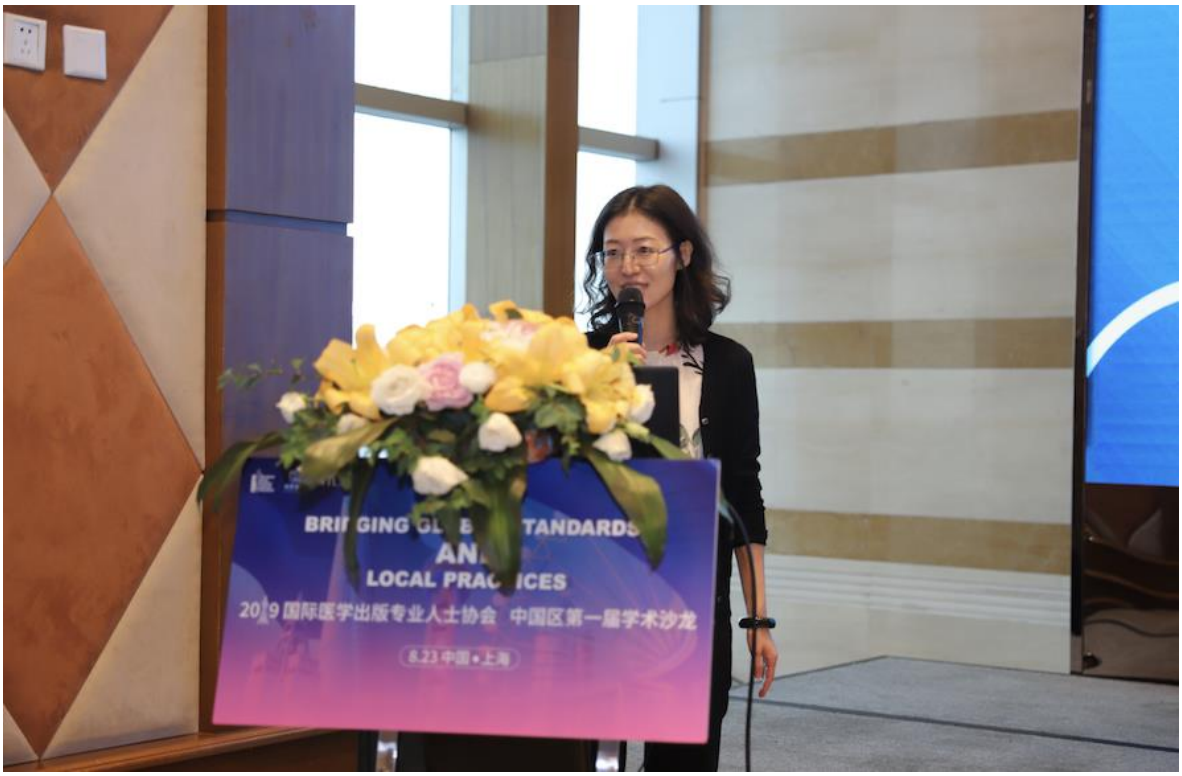
Appropriate usage of SCI, impact factors and other evaluation metrics

Clarivate (formerly Thomson Reuters Intellectual Property and Technology Division) business director Bi Ning detailed the birth and application of JCR and IF, and the value of SCI and JCR for pharmaceutical companies. Ning stressed, "Because there are differences in citation frequencies in different disciplines, there are obvious misuses in JCR and IF. The absolute value of interdisciplinary comparative journal impact factors, even if it is only a com-

parison between journals, is also not appropriate. In fact, there are also multiple indicators for evaluating the impact of journals, and the impact factor is

indeed one of the important indicators, but not the only one, we need to conduct both quantitative evaluation and qualitative evaluation. For enterprises, solution from Clarivate can help pharmaceutical companies as a direct literature library to help R&D of pharmaceutical companies, selection of partners and recruitment of middle and senior researchers."

Open science supporting sustainable evolution of medical publications



Wang Chongfang, senior journal manager of Wiley Publishing, believes that "open science is the future of technology publishing. Broadly speaking, open science includes many exciting developments, such as how science becomes more open, accessible, efficient, democratic and transparent. New digital solutions are driving this open science revolution, for scientific collaboration, experimentation and analysis that allows experts and the public to easily access scientific knowledge at any time and any place. Open data makes data, methodologies, verification of reporting standards possible, allowing others to re-examine on the basis of existing results"

Improving the quality of local clinical trials and research so as to have more, high quality yields

Zhao Ri Ge Tu, Senior Editor of NEJM journal watch Chinese edition said, "The number of reported clinical trials from China is low, high-quality clinical research is even rare. There is a big gap regarding the number of original research published in premier international medical journals as compared with other countries. The main reasons for these are: 1. There is a big understanding gap in the importance of clinical research, including investigators, funder

and patients; 2, practical difficulties, such as capital, technology, personnel awareness; 3, investigators' concerns, the risk of failure, the difficulty of informed consent; 4, There are some inappropriate perceptions that clinical research is not important, clinical trial risk is high, clinical research results are not as good as basic research, etc."

Panel discussion

Finally, Ying Wang, associate director of business development of Wiley Asia Pacific Region, led the panel discussion, and the panelists discussed the topics on how to birdge international standards and local practices, and how to improve the influence of medical publication professional.

Celebration of CMPP 10th anniversary

This year marks the 10th anniversary of Medical Publications Professional Certification (CMPP), we also had a celebration session on this. Hopefully in the future, we would have more certified professionals in China.