

THANK YOU FOR JOINING THE ISMPP U
TODAY!

The program will begin promptly at 11:00 am EST

December 14, 2016

ISMPP CMPP™ PROGRAM UPDATE: NEW EXAM BLUEPRINT AND RECERTIFICATION POLICY

Jason McDonough, PhD, ISMPP Certified Medical Publication Professional™ (CMPP)
SVP, Medical Strategy at Cello Health Communications

Michael Platt, ISMPP Certified Medical Publication Professional™ (CMPP)
President, MedVal Scientific Information Services, LLC

Moderator:

Sharon Willis, ISMPP Certified Medical Publication Professional™ (CMPP)
Director, Credentialing Program, ISMPP

ISMPP WOULD LIKE TO THANK . . .

. . . the following Titanium and Platinum Corporate Sponsors for their ongoing support of the Society:

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ISMPP ANNOUNCEMENTS

- Going to the European Meeting? Early Bird Pricing ends *today*—Register now and save!
- SAVE THE DATE! **13th Annual Meeting of ISMPP**, 1-3 May, 2017, Gaylord National Resort, National Harbor, MD
- ISMPP will hold its **2nd Asia Pacific educational event** in Tokyo on September 5, 2017
- Curious about ISMPP's activities in Asia Pacific? Read about **ISMPP's Country Champion Events** at ISMPP.org

FOR YOUR BEST ISMPP U EXPERIENCE . . .

To optimize your webinar experience today:

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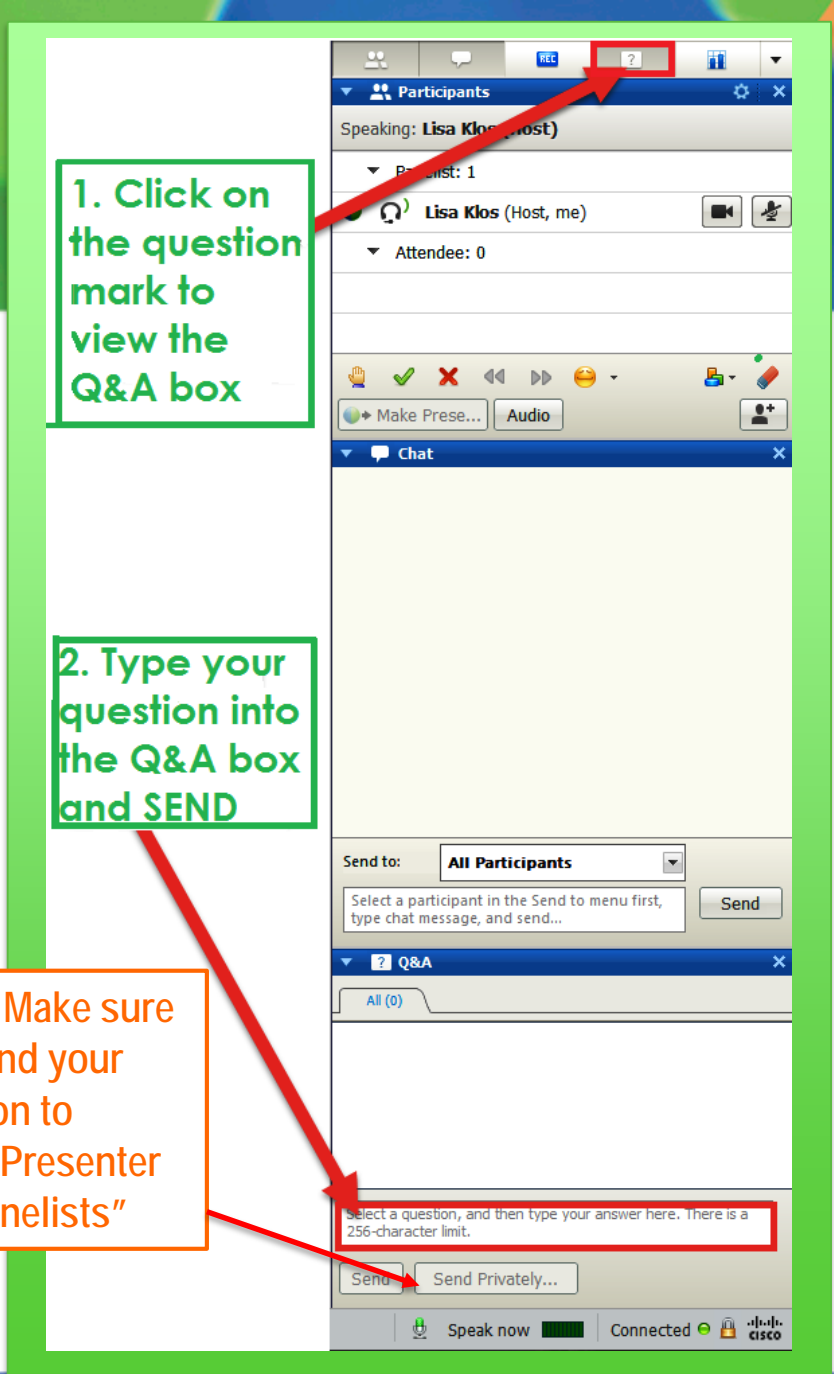
QUESTIONS...

- To ask a question, please type your query into the Q&A box
 - To ensure anonymity and that all panelists receive your question, please choose the drop down box option, "Hosts, Presenters and Panelists." Otherwise, all audience members will be able to see your submitted question
- We will make every effort to respond to all questions

1. Click on the question mark to view the Q&A box

2. Type your question into the Q&A box and SEND

NOTE: Make sure you send your question to "Host, Presenter and Panelists"



INTRODUCTIONS

Presenters:

- **Jason McDonough, PhD**, is SVP, Medical Strategy at Cello Health Communications, a current member of the CMPP Board, and past-chair of the Recertification Committee. Jason participated in the recent Job Task Analysis to update the blueprint for the CMPP program. Jason has been involved in medical writing and medical communications for 12 years, with a focus on publication planning and communication strategy, as well as expert engagement initiatives. Jason is an ISMPP Certified Medical Publication Professional™ (CMPP).
- **Michael Platt** is President of MedVal Scientific Information Services, LLC, a current member and past-chair of the CMPP Board, current member and past-chair of the ISMPP U Committee, and a prior member of the ISMPP Resource Development Committee. Michael has been involved in medical communications for 17 years with a focus on adult-based education, and in the past 9 years he has focused on professional publication planning. Michael is an ISMPP Certified Medical Publication Professional™ (CMPP).

INTRODUCTIONS, CONT'D

- **Moderator: Sharon Willis** has been Director of Credentialing for ISMPP for the past year and a half. Before that she worked at Peloton Advantage as an Account Manager, served as Publications Director for five years at Ogilvy CommonHealth Scientific Communications, and as Program Manager for Helix Medical Communications. She became an ISMPP Certified Medical Publication Professional™ (CMPP) in 2010.

DISCLAIMER

- Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers or the position of ISMPP

ISMPP CMPP™ PROGRAM UPDATE

New Exam Blueprint and Recertification
Policy

CMPP EXAM BLUEPRINT UPDATE

Jason McDonough, PhD, ISMPP CMPP™

CURRENT CERTIFICATION EXAM BLUEPRINT

- Blueprint = the conceptual framework that describes the job and responsibilities of a CMPP
- The framework against which the exam is built, and which is used to assign credit for CE activities



WHERE DOES THE BLUEPRINT COME FROM?

- A Job Task Analysis (JTA) is a standard approach to development of a blueprint
- A JTA was last conducted 5 years ago
- A JTA should be conducted every ~5 years to ensure exam content is up to date with industry changes

Approach to JTA: DACUM

- Acronym for Develop A CurriculUM
- Effective, quick, low cost approach
- Performed by expert workers in a specific occupation.
- Results used for **instructional program planning, curriculum development, training materials development, organizational restructuring, employee recruitment, training needs assessment, meeting ISO 17024 standards, career counseling, job descriptions, competency test development, and other purposes**

PROCESS OF THE JTA

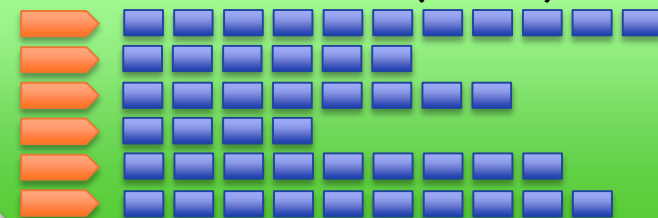
- Goal: identify the Knowledge, Skills and Abilities a medical publication professional should possess
- Workshop to identify Jobs, Duties, and Tasks that encompass everything a medical publication professional does

Whole Job
(CMPP)

Duties (6-12)



Tasks (75-125)



PROCESS CONDUCTING A NEW JTA FOR THE CMPP PROGRAM

- A JTA should be conducted ~5 years to ensure exam content is up to date with industry changes
- A 2-day meeting with 10 Subject Matter Experts (SMEs), Professional Testing, Inc and ISMPP was held in April 2016
- Intensive discussions of duties, tasks and steps

Duties

- A cluster of related tasks (usually 6-11 per job)

Tasks

- Specific meaningful units of work (usually 6-20 per duty, and 75-125)

Steps

- Specific elements or activities required to perform a task (always 2 or more per task)

VALIDATING THE JTA

- Results of the workshop were sent out via Survey Monkey to ISMPP membership in June
 - Based on the survey, additional tweaks were made to the analysis
- After the survey, three SMEs and ISMPP recoded the existing item bank (> 600 items) to the new content outline

RESULTS OF JTA

Original Blueprint



New Blueprint



NEW DOMAIN: MONITORING EVOLVING TRENDS RELATED TO THE MEDICAL PUBLICATION PROFESSION

- Consider nontraditional platforms in publications
 - Integrate technological advances into publication planning and execution, as appropriate
 - Consider use of social media and similar platforms to expand reach of publications
 - Evaluate legal, regulatory, and budgetary implications of newer technologies
- Quantify reach of publications
 - Utilize existing and new tools to determine publication metrics
 - Interpret metrics to inform publication planning

NEW DOMAIN: MONITORING EVOLVING TRENDS ... (CONT'D)

- Be aware of emerging trends in data gathering and dissemination that may influence publishing
 - Understand emerging types of data and analysis (eg big data, real-world evidence)
 - Anticipate new data disclosure practices (eg timing, type of data, patient-level data)
 - Understand role of additional stakeholders (eg patients and caregivers) in publications

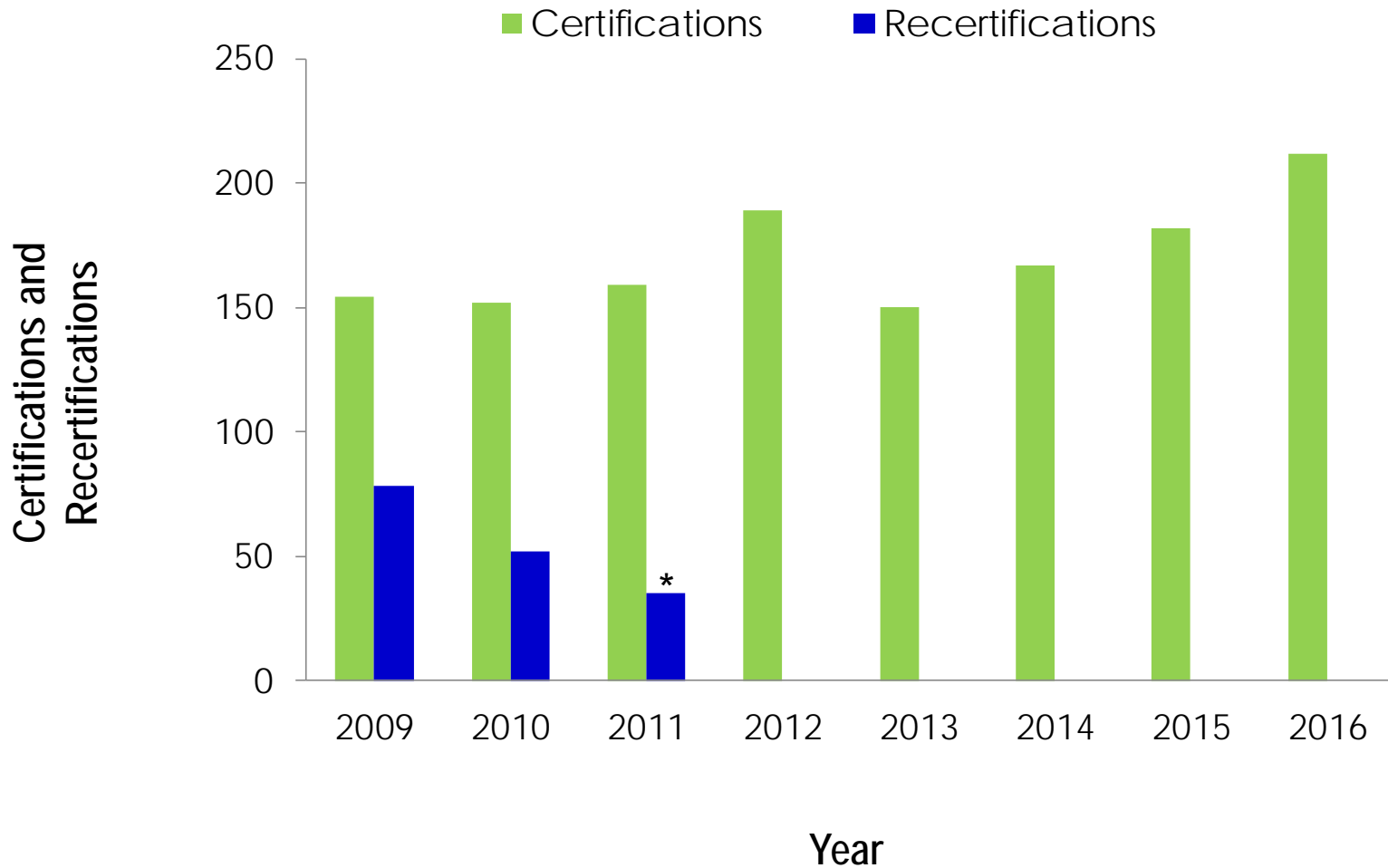
IMPACT OF NEW BLUEPRINT ON CMPP EXAM AND CONTINUING EDUCATION CREDITS

- New content outline will begin with March 2017 exam
- Study resources to be updated to reflect new references used in exam item (ie question) writing
- Starting in 2017, credits will be assigned to the new blueprint domains

RECERTIFICATION POLICY

Michael Platt, ISMPP CMPP™

ISMPP CMPP™ – CERTIFICATIONS AND RECERTIFICATIONS AWARDED BY YEAR

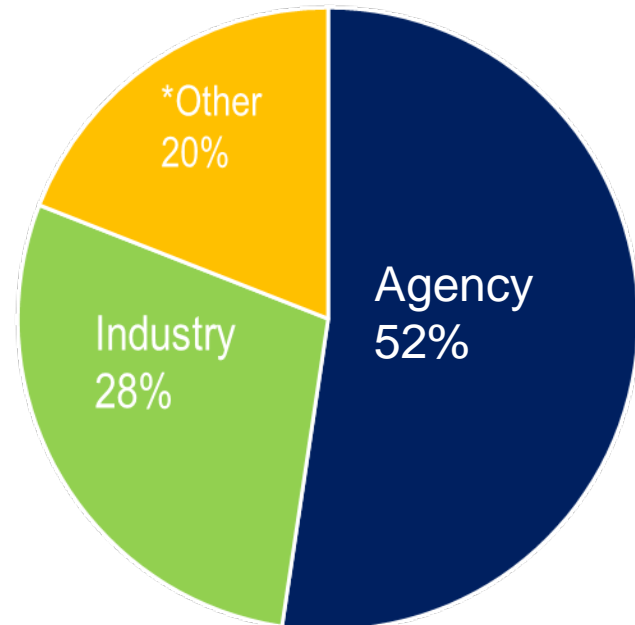


* Incomplete data

SURVEY

- A survey was sent to 2009 and 2010 CMPPs with lapsed credentials in January 2016
- The purpose of the survey was to collect demographic data and discover the reason(s) for not recertifying
 - Survey was sent to 171 participants
 - Received 25 responses (14% response rate)

Respondent Profile



*Other: Freelance (3), CRO (1), Training (1)

SURVEY RESULTS

Reasons for not recertifying via exam

Answer Choices	Responses
Left medical publications profession	8% (2)
Assumed a new role for which certification is no longer relevant	4% (1)
Certification was no longer of value	28% (7)
Did not receive financial support from employer	12% (3)
Other (please specify) or please provide any additional details	76% (19)
Total Respondents: 25	

SURVEY RESULTS (CONT'D)

Reasons for not recertifying via continuing education credits

Answer Choices	Responses	
Left medical publications profession	4%	(1)
Assumed a new role for which certification is no longer relevant	0%	(0)
Certification was no longer of value/was not interested in obtaining credits	20%	(5)
Was unsure how to earn and/or track credits	20%	(5)
Found tracking credits too laborious	48%	(12)
Not enough opportunities to earn credits	16%	(4)
Not able to take advantage or opportunities to earn credits	24%	(6)
Did not receive financial support from employer to attend industry meetings to earn credits	4%	(1)
Did not receive financial support from employer to pay for credit tracker and/or recertification application	8%	(2)
Other (please specify) or please provide any additional details	44%	(11)
Total Respondents: 25		

- Reasons for lost CMPPs
 - Financial support from employer to attend industry meetings to earn credits
 - Not enough opportunities to earn CE credits online
 - Tracker was challenging to use

POLICY CONSIDERATIONS

- Sought advisement from recertification experts at Professional Testing, Inc.
 - Recommended proceeding with shorter certification cycle due to
 - Trend of CMPPs who would certify and “forget” about credential until the year before or year of recertification
 - High number of CMPPs who recertified by exam vs CE
- Compared other credentials and licensure’s cycles and CE requirements

CURRENT VS NEW CREDIT STRUCTURE

Credit Structure	Current	New
Certification Cycle	5 years	3 years
Required Credits (total)	75	30
Required Credits (annual)	≥ 10 but ≤ 25 in final year	≥ 8 but ≤ 12 in final year

CMPP™ PROGRAM COST STRUCTURE: CURRENT VS NEW

	CURRENT (5-years)		NEW (3-years)	
	Member	Non-Member	Member	Non-Member
Initial CMPP exam	\$495	\$690	\$495	\$690
Recertification Fees				
Exam	\$495	\$690	\$375	\$570
Credit Tracker	\$100	\$100	\$0	\$0
CE Application	\$150	\$345	\$150	\$345

CERTIFICATION COSTS BY YEAR

	5-year cycle		3-year cycle	
	Member	Non-Member	Member	Non-Member
Initial CMPP exam	\$99	\$138	\$125	\$190
Recertification Fees				
Exam	\$99	\$138	\$125	\$190
Credit Tracker	\$0	\$0	\$0	\$0
CE Application	\$30	\$69	\$50	\$115

CMPP™ PROGRAM CREDIT REQUIREMENTS: CURRENT VS FUTURE CMPPs

	Certified 2012/ Recertify 2017	Certified 2013/ Recertify 2018	Certified 2014/ Recertify 2019	Certified 2015/ Recertify 2020	Certified 2016/ Recertify 2021	Certified 2017/ Recertify 2020
Cycle (# of years)	5	5	5	5	5	3
Total # of credits needed	50	50	50	50	50	30

Current CMPPs who have earned their initial certification or recertification will remain 5-years. New CMPPs will start 3-year cycle starting in 2017. The number of credits per year will be reduced to 10 for continuing education credits.

CMPP™ PROGRAM: CREDIT REQUIREMENTS BY DOMAIN

Current Requirements Over 5-year Period (75 credits)

Pub Plan Dev	Tactical Plan Dev	Pub Plan Imp	Prof Resp	Candidate Choice
10	5	10	20	Up to 30

New Requirements Over 5-year Period (50 credits)

Dev Pub Plan	Imp Pub Plan	Fost Ethic & Comp Behav	Mon Evol Trends	Candidate Choice
5	5	5	5	Up to 30

New Requirements Over 3-year Period (30 credits)

Dev Pub Plan	Imp Pub Plan	Fost Ethic & Comp Behav	Mon Evol Trends	Candidate Choice
3	3	3	3	Up to 18

CMPP™ PROGRAM POLICY: CARRYOVER OF EXCESS CREDITS

- From current handbook: Certificants who earn more than 75 CE credits during the current recertification cycle may carry over up to 5 of the excess credits earned during the final year to the next recertification cycle. In this case, you will begin the next recertification cycle with 5 earned credits and must maintain all applicable documentation related to these activities.

	Current	5-year cycle	3-year cycle
# of allowed excess credits to carry over	5	5	3

RESOURCES

- Candidate and Recertification Handbook
- Recertification Policy
- Study Resources

MARK USE POLICY

- New CMPP logo – Leave your mark!
 - Use of CMPP logo in e-mail signatures, business cards (refer to your company policies), and resume
 - Correct uses



John Smith
ISMPP CMPP™



John Smith
ISMPP Certified Medical Publication Professional™

LOOKING TO THE FUTURE...

- Create new opportunities to earn credits online
 - View recordings of live sessions from ISMPP EU and AM
 - Self-study
 - Standards development
- Researching new Learning Management Systems for tracking CE credits

THE CMPP™ CREDENTIAL CERTIFIES

- Expertise as a medical publication professional
- Proficiency in good publication practices
- Commitment to ethical and transparent data dissemination standards
- Leadership in upholding and fostering integrity and excellence in medical publications
- Once earned, the CMPP credential is valid for 3 years, at the expiration of which certificants must recertify to maintain the credential

WHAT DOES CMPP SAY ABOUT YOU?

- You are a professional
- Endorses your experience
- Shows what can be expected from you when you work as a medical publication professional
- You have made a commitment to high standards and ethics
- You stick out from the “crowd”
- You are probably worth employing!

The background features a complex, abstract design. It is composed of several overlapping, semi-transparent geometric shapes. A large green shape occupies the upper left and center. A bright orange shape is positioned in the lower center and right. A blue shape is located in the upper right corner. The shapes are defined by sharp, angular lines and have a slightly textured, crystalline appearance. The overall effect is a vibrant, multi-colored composition.

THANK YOU!

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UPCOMING ISMPP U'S

DATE	TOPIC	FACULTY
<p>January 25 , 2017 Special 90-minute ISMPP U</p> <p>Open to all regardless of ISMPP member status</p>	<p><i>Graphical Presentation of Data in Medical Publications</i></p>	<p>Tom Lang, Tom Lang Communications and Training International</p> <p>Charles J. Turck, Principal & CEO, Scientia CME, LLC</p> <p>Dikran Toroser, Medical Writing Senior Manager, Amgen</p> <p><i>Hajira Koeller, Alkermes, Moderator</i></p>
<p>February 22, 2017</p>	<p><i>Enhancing the Integration of HEOR Publications into the Global Plan</i></p>	<p>Rob Matheis, Executive Director, Global Scientific Communications, Celgene</p> <p>Jennifer Tighe, Senior Manager, Global Medical Affairs, Celgene</p> <p><i>Tom Drake, Global Outcomes Group, Inc., Moderator</i></p>
<p>March, 2017</p>	<p><i>Highlights of the European Meeting of ISMPP</i></p>	<p>European Programme Committee</p>

THANK YOU FOR ATTENDING!

- We hope you enjoyed today's presentation. **Please check your email for a link** to a survey that should take only a few minutes to complete. We depend on your feedback and take your comments into account as we develop future educational offerings. Thank you in advance for your participation!