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The Asia Pacific ISMPP U:

Tools for Being Strategic in Publication Planning

Webinar will begin promptly at:
China: 10 AM / U.S.: 9 PM ET

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International Society for Medical Publication Professionals™

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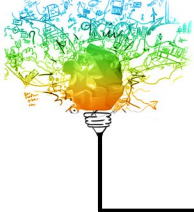
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Questions

- To ask a question, please type your query into the Q&A box

- To ensure anonymity and that all presenters receive your question, please choose the drop down box option:

  "Host & Presenters"

  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

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NOTE: Make sure you send your question to: "Host & Presenters"

Introductions

- FACULTY: Jake Burrell, PhD, ISMPP CMPP™

- **Jake** was awarded his PhD in oncology from the Institute of Cancer Research in London. He began his career in medical communications in London, where he worked with a range of top-20 pharma companies across a range of therapy areas including oncology, virology and hematology.

- He speaks fluent Chinese and has worked in Shanghai for 5+ years, where he is currently the Operations Director of Rude Health Consulting.

- Jake is an ISMPP Certified Medical Publication Professional™ (CMPP) and is co-chair of ISMPP's Asia-Pacific Education Taskforce.

Introductions

- **MODERATOR:** Laine Capaccio, ISMPP CMPP™

- **Laine** joined ISMPP as Certification Program Director in 2013 until June of 2015 when she assumed her current role as Director of Operations.

- Laine is responsible for directing all activities associated with the day-to-day operations of the society as well as ISMPP's annual conferences. Prior to joining ISMPP, Laine worked for nearly 10 years at medical communications agencies managing publications and scientific communications projects. She also spent two years as a specialty sales representative with Warner Chilcott in their Women's Health division.

- Laine has a BA in Communication from Rutgers University and holds the ISMPP Certified Medical Publication Professional™ credential.
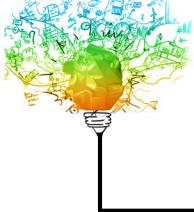
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Tools for Being Strategic in Publication Planning

What does a publication plan usually contain?

Question: Have you ever worked on a publication strategy?
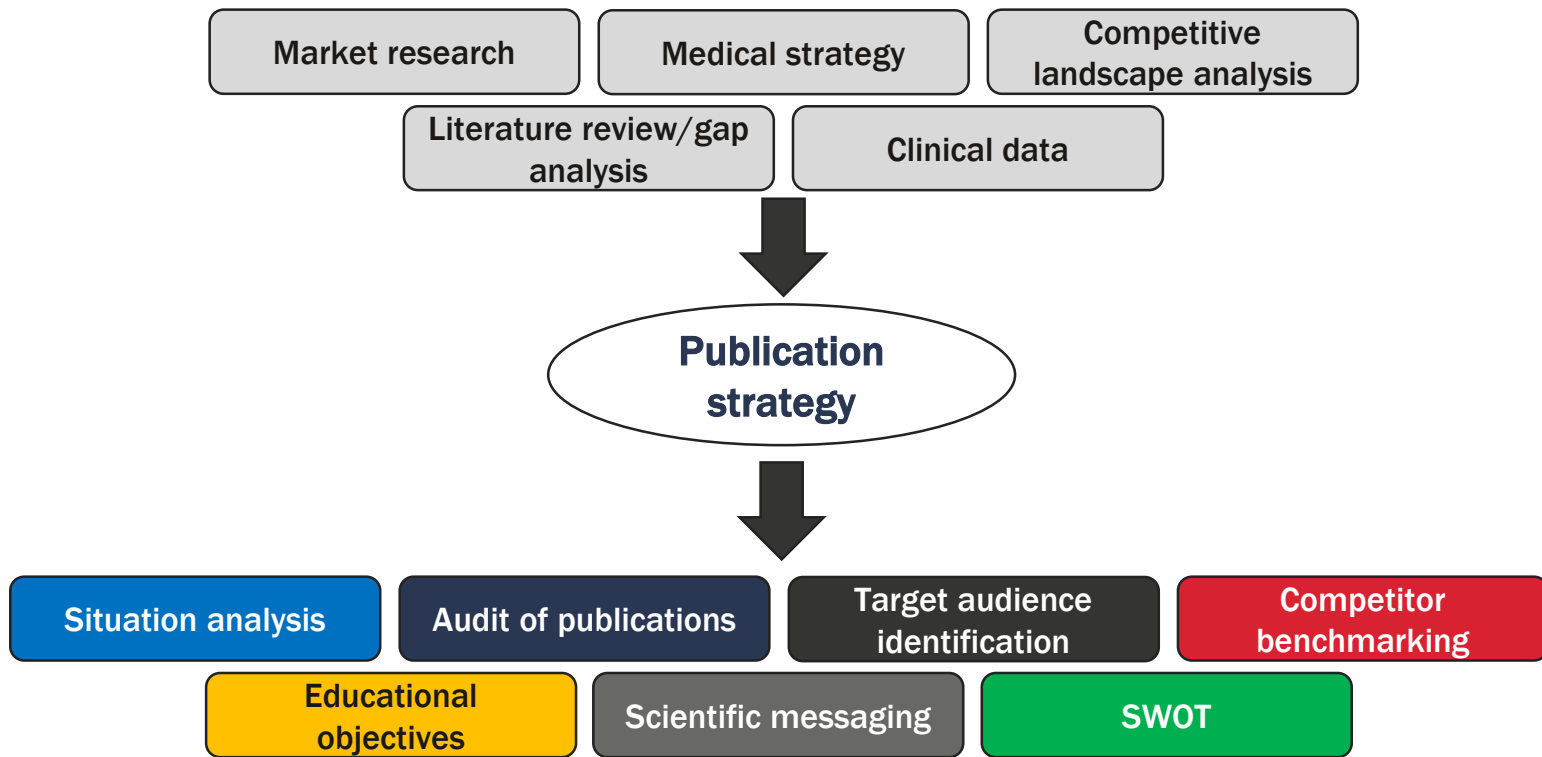
- Yes

- No

- Not sure!

# What are the key uses for a publication strategy?

- Consistent communication
- Strategic data release
- Compliance/ risk management
- Manage expectations
- Stakeholder alignment

Publication strategy

Inputs and outputs

Market research

Medical strategy

Competitive landscape analysis

Literature review/gap analysis

Clinical data

Publication strategy

Situation analysis

Audit of publications

Target audience identification

Competitor benchmarking

Educational objectives

Scientific messaging

SWOT

What can we do with the outcomes of a publication strategy?

The outputs from a strategic publication plan can be used to inform many different activities, and ensure consistency of communication and scientific integrity
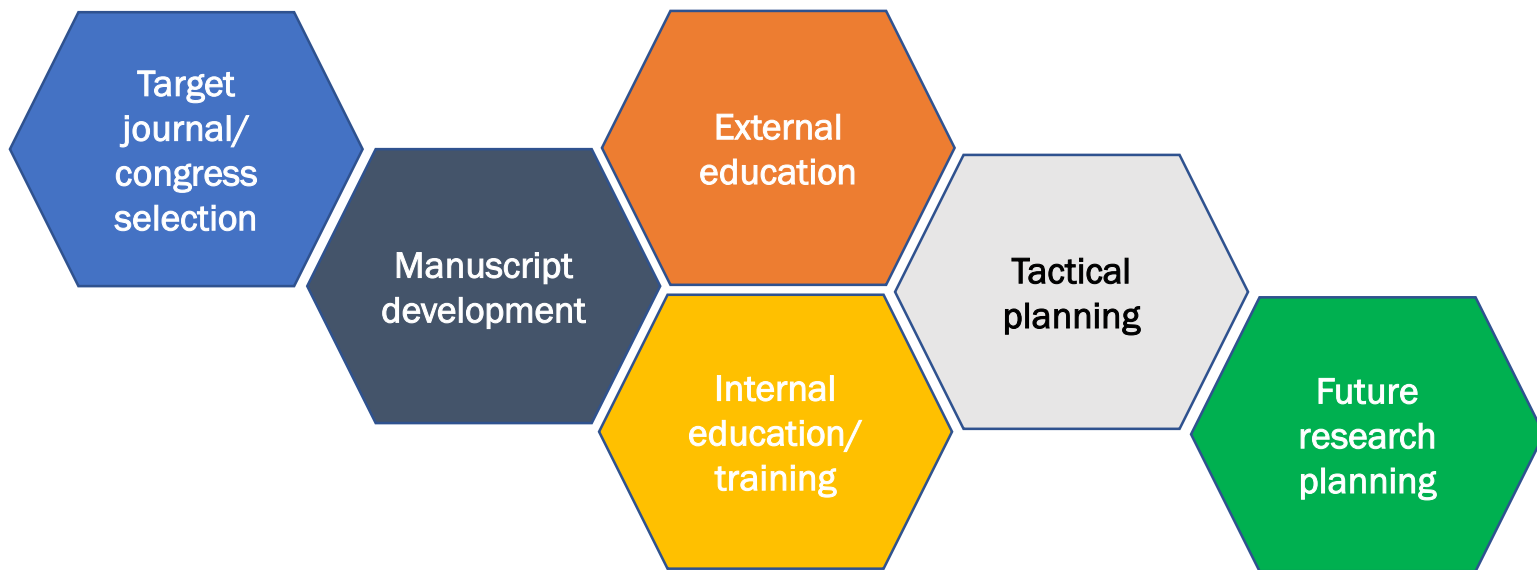
Compliance and risk management

- Strategic planning leads to clear timelines
  - Easier to develop publications in a timely manner allowing for proper processes
  - Ensures timely delivery of publications
  - Provides enough time to understand and interpret data
- Planning author engagement
  - Gives an opportunity to set up a publication steering committee
  - Engage authors at an early stage
  - Ensure input from authors and author-driven publications
- Ensuring content and strategy are compliant
  - Scientific not commercial
  - Educational versus marketing
- **Example: registration of systematic reviews**

PLoS one

Establishing a Minimum Dataset for Prospective Registration of Systematic Reviews: An International Consultation

Alison Booth[1]*, Mike Clarke[2], Davina Ghersi[3], David Moher[4,5], Mark Petticrew[6], Lesley Stewart[1]

1 Centre for Reviews and Dissemination, University of York, York, United Kingdom, 2 Centre for Public Health, Queen's University Belfast, Belfast, United Kingdom, 3 International Clinical Trials Registry Platform, World Health Organisation, Geneva, Switzerland, 4 Clinical Epidemiology Program, Ottawa Hospital Research Institute, Ottawa, Canada, 5 Department of Epidemiology and Community Medicine, Faculty of Medicine, University of Ottawa, Ottawa, Canada, 6 Department of Social and Environmental Health Research, London School of Hygiene and Tropical Medicine, London, United Kingdom

Abstract

Background: In response to growing recognition of the value of prospective registration of systematic review protocols, we planned to develop a web-based open access international register. In order for the register to fulfil its aims of reducing unplanned duplication, reducing publication bias, and providing greater transparency, it was important to ensure the appropriate data were collected. We therefore undertook a consultation process with experts in the field to identify a minimum dataset for registration.

Methods and Findings: A two-round electronic modified Delphi survey design was used. The international panel surveyed included experts from areas relevant to systematic review including commissioners, clinical and academic researchers, methodologists, statisticians, information specialists, journal editors and users of systematic reviews. Direct invitations to participate were sent out to 315 people in the first round and 322 in the second round. Responses to an open invitation to participate were collected separately. There were 194 (143 invited and 51 open) respondents with a 100% completion rate in the first round and 209 (169 invited and 40 open) respondents with a 91% completion rate in the second round. In the second round, 113 (54%) of the participants reported having previously taken part in the first round. Participants were asked to indicate whether a series of potential items should be designated as optional or required registration items, or should not be included in the register. After the second round, a 70% or greater agreement was reached on the designation of 30 of 36 items.

Conclusions: The results of the Delphi exercise have established a dataset of 22 required items for the prospective registration of systematic reviews, and 18 optional items. The dataset captures the key attributes of review design as well as the administrative details necessary for registration.

International Society for Medical Publication Professionals

Situation analysis

- A product-level publication strategy often begins with a situation analysis – this is usually a short literature review of the therapy area

- The situation analysis can also include market information such as estimated patient number, patient journeys

- This section has several components:
  - Disease background and epidemiology
  - Summary of treatment landscape
  - Summary of treatment guideline recommendations
 - Key data for common treatment options
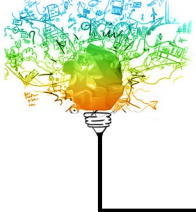
# Internal audit of existing publications

- It is often useful to take a snapshot of existing publications for a therapy area or product to:
  - Identify common themes in the literature
  - Investigate which audiences have been communicated to
  - Investigate volume of publications in a given timeframe
- *For example:* in past congresses have data been presented to Chinese audiences, or only at international congresses?

External comparison of existing publications

- Use gap analysis results to compare themes, messaging and publication volumes with selected competitors
  - Determine reach of competitor communications
 - Determine strength and focus of competitor evidence
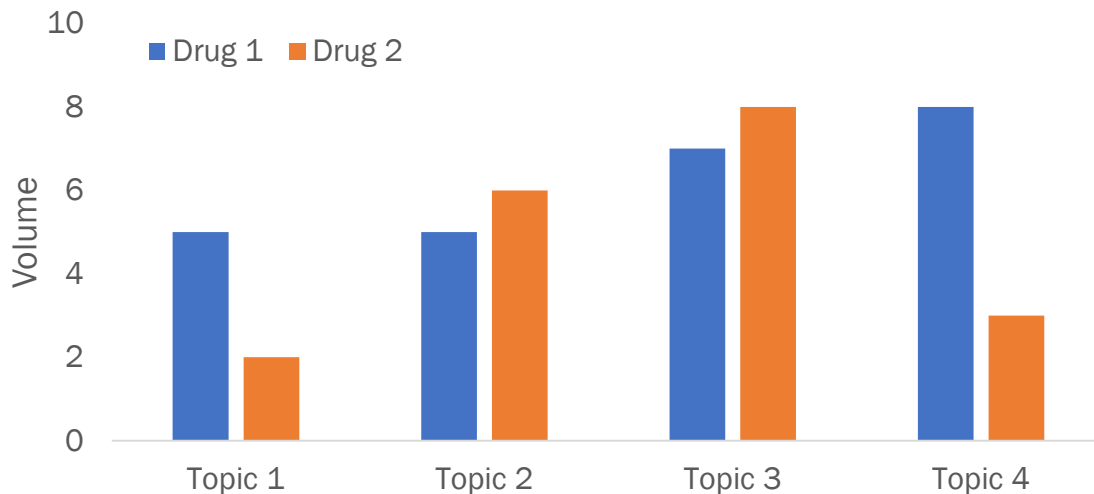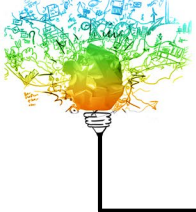
# Analysis of target audiences

- By using the gap analysis results to analyse journals and congresses it is possible to develop a picture of which audiences have been targeted with communications

- For example: in China this can often mean understanding how much communication has been targeted to Chinese doctors and HCPs

Example of target audience identification

- Search terms: Advanced rectal cancer, Oxaliplatin, Neoadjuvant

- The results show a fairly even coverage of publications from China, Japan, North America and Europe

- A journal analysis shows that radiation oncologists have been highly targeted by research for oxaliplatin in the neoadjuvant setting
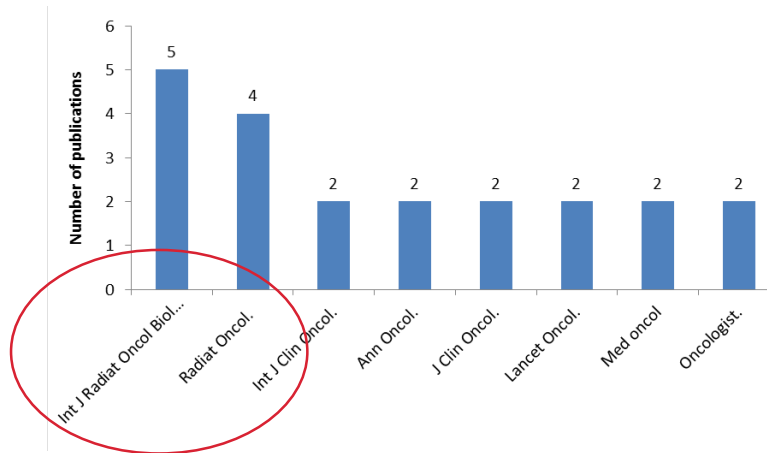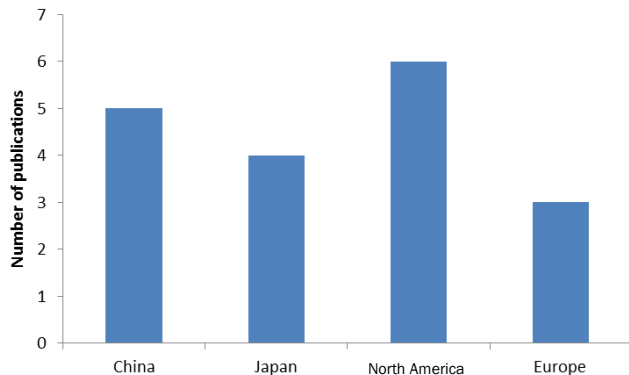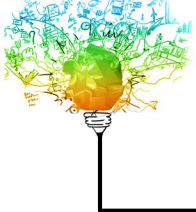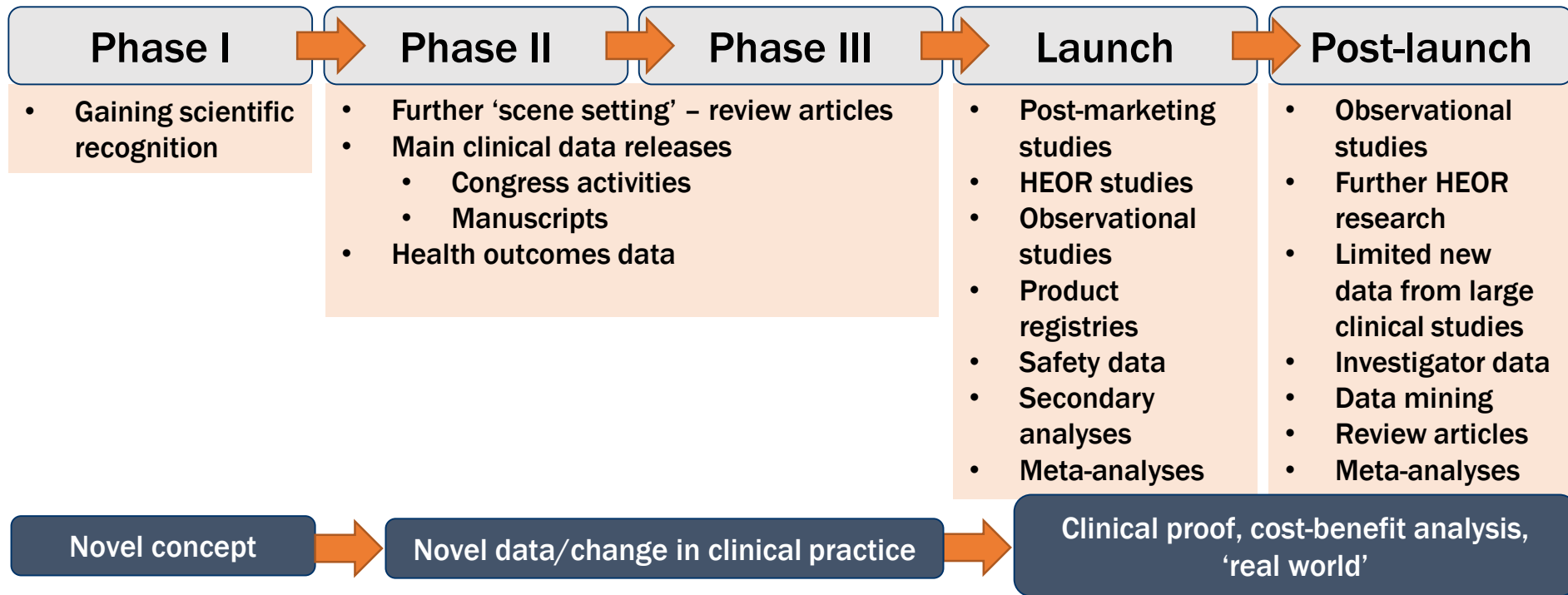
Competitor publication benchmarking

- Many variables can be analysed and compared
  - Numbers of publications
  - Types and focus of publications (eg, preclinical vs. clinical, reviews, letters)
  - Timing of publications and publication types (vs. lifecycle)
  - Journals (target audiences)
  - Geography (US vs. non-US, specific countries)
  - Authors/investigators/research centers & study sites
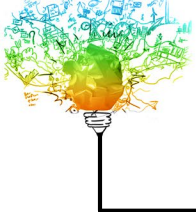 - Strength of clinical data/evidence

# A note about phases of the product lifecycle

Phase I	Phase II	Phase III	Launch	Post-launch

• Gaining scientific recognition	• Further 'scene setting' – review articles
	• Main clinical data releases
	   • Congress activities
	   • Manuscripts
	• Health outcomes data
			• Post-marketing studies
			• HEOR studies
			• Observational studies
			• Product registries
			• Safety data
			• Secondary analyses
			• Meta-analyses
				• Observational studies
				• Further HEOR research
				• Limited new data from large clinical studies
				• Investigator data
				• Data mining
				• Review articles
				• Meta-analyses

Novel concept → Novel data/change in clinical practice → Clinical proof, cost-benefit analysis, 'real world'

This is all very nice but…

This is all very nice but...

- ...what is the value of a publication strategy?

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If we don't have a map how do we:
- Know where we want to go?
- Which direction to go in?
- How far we have travelled?
- If there are dangers/challenges to face?
- Judge how well we have travelled?
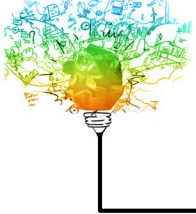- Decide the best route to take?
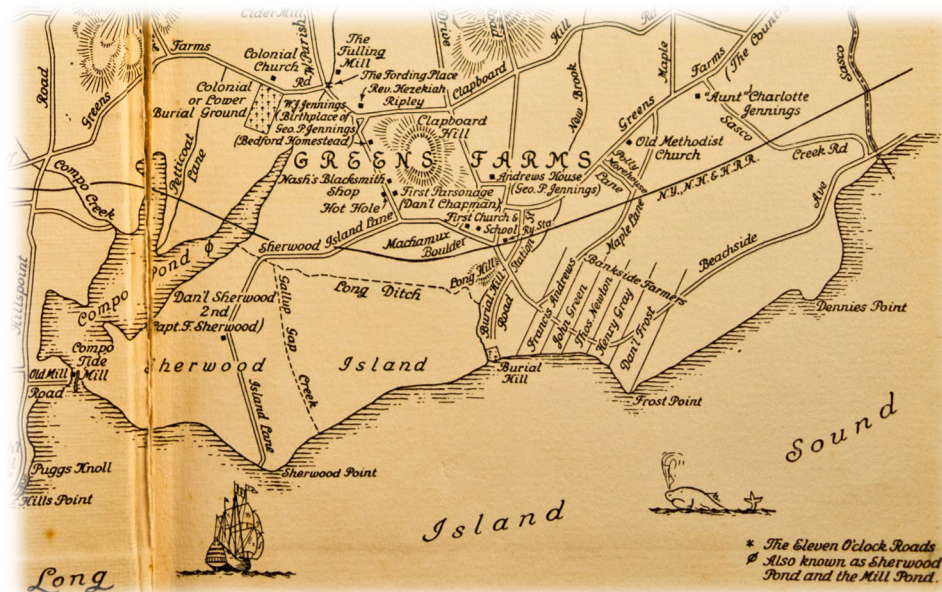
Mining the literature

Question: Have you ever conducted or used a gap analysis?

- Yes

- No

- Not sure!

Looking at literature can be overwhelming!

- There is often a lot of literature to review and it is hard to see the important and relevant information

- It is also hard to start processing the literature to inform your publication strategy

- Luckily there are some useful tools

Gap analysis process

Step 1	• Identify the scope and focus areas (potential gaps)
Step 2	• Determine a meaningful timeframe
Step 3	• Identify the information sources
Step 4	• Define the search parameters
Step 5	• Select format for gap analysis output
Step 6	• Conduct the search
Step 7	• Organise and prioritise results to identify trends

Finucane, S. Conducting a Gap Analysis for a Medical Publication Plan. AMWA Journal. 2014;29(3)
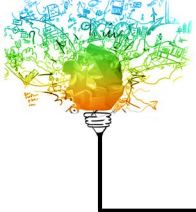
Setting search scope and goals

- Initial search goals/parameters should be set based on communication with the medical team and other stakeholders

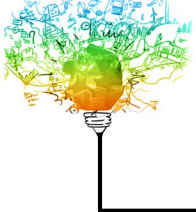|		
What are the key medical questions that need to be answered?	**Are there any 'known unknowns' that could be researched?**	**What are the key themes or topics for the therapy area?**
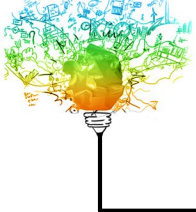
Setting search parameters

- A full analysis might include several sets of data searches
  - Product-specific, disease-specific, patient-related etc.
- Identify the search terms (key words) based on the focus of the analysis
  - Product name and competitors
  - Therapy area or disease target
 - Type of treatment (class of drug)
  - Any data of interest
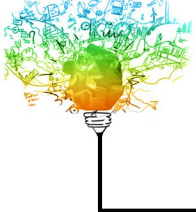
Example case

- Your medical team is supporting a new immunotherapy drug for **liver cancer** that will be launched in the APAC region in one year

- They want to find out what is currently being said about anti-PD-1 antibodies in liver cancer treatment, and what the scientific messaging is for the similar molecules **pembrolizumab** and **nivolumab**

- There are preclinical and clinical trial data to publish to support the launch

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Key question: what are the keywords to be used in the literature search and what is the scope of the search?
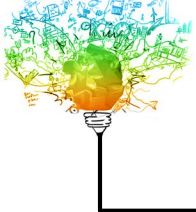
Example search strategy

- Key words

  - Liver cancer OR hepatocellular carcinoma

  - First-line

  - Asian patients

  - Immune checkpoint

  - Drug name

  - Pembrolizumab

  - Nivolumab

- Search channels: pubmed, congress abstracts, clinicaltrials.gov

Example search

PubMed Advanced Search Builder

((((Pembrolizumab[Title/Abstract]) AND Hepatocellular carcinoma[Title/Abstract]) AND ("2005"[Date - Publication] : "3000"[Date - Publication])) NOT review[Title/Abstract]) NOT Preclinical[Title/Abstract]

Edit   Clear

Builder

	Title/Abstract ▾	Pembrolizumab	⊖	Show index list
AND ▾	Title/Abstract ▾	Hepatocellular carcinoma	⊖	Show index list
AND ▾	Date - Publication ▾	2005 to present	⊖	Show index list
NOT ▾	Title/Abstract ▾	review	⊖	Show index list
NOT ▾	Title/Abstract ▾	Preclinical	⊖	Show index list
AND ▾	All Fields ▾		⊖ ⊕	Show index list

Search or Add to history

Example search results

Example search results

Open the CSV file in excel

Open the CSV file in excel

Looks horrible! But we can start by deleting all the information we do not need

		E	F	G	H	I	J	K	L	M
		ortDetails	Resource	Type	Identifiers	Db	EntrezUID	Properties		
		r J Cancer. 2	PubMed	citation	PMID:3068;	pubmed	30682533	create date:2019/01/27	first author:Rogado J	
		rr Treat Opti	PubMed	citation	PMID:3063!	pubmed	30635732	create date:2019/01/13	first author:Mody K	
		ncers (Basel)	PubMed	citation	PMID:3038(	pubmed	30380773	create date:2018/11/02	first author:Kudo M	
		Hepatocell Ca	PubMed	citation	PMID:3032;	pubmed	30324097	create date:2018/10/17	first author:de Jesus VHF	
		pert Rev Anti	PubMed	citation	PMID:3030;	pubmed	30304963	create date:2018/10/12	first author:Finkelmeier F	
7	Use of checkpoint inhibitors in !	/pubmed/302288;	Munker S, De	United Euro	United Europe	PubMed	citation	PMID:3022;	pubmed	30228883	create date:2018/09/20	first author:Munker S
8	Immuno-oncology in GI tumou	/pubmed/301969(	Stein A, Moeh	Crit Rev On	Crit Rev Oncol	PubMed	citation	PMID:3019(	pubmed	30196908	create date:2018/09/11	first author:Stein A
9	Effectiveness and safety of imm	/pubmed/301421;	Hsu JC, Lin JY	PLoS One.	PLoS One. 201	PubMed	citation	PMID:3014;	pubmed	30142174	create date:2018/08/25	first author:Hsu JC
10	Sick sinus syndrome associated	/pubmed/300122(	Hsu CY, Su YV	J Immunoth	J Immunother (	PubMed	citation	PMID:3001;	pubmed	30012209	create date:2018/07/18	first author:Hsu CY
11	Regorafenib in hepatocellular c	/pubmed/300027;	Personeni N,	Drugs Cont	Drugs Context.	PubMed	citation	PMID:3000;	pubmed	30002715	create date:2018/07/14	first author:Personeni N
12	Targeted therapy or immunoth	/pubmed/297701;	Contratto M,	World J Gas	World J Gastro	PubMed	citation	PMID:2977(	pubmed	29770170	create date:2018/05/18	first author:Contratto M
13	Development of a new patient-	/pubmed/296027;	Zhao Y, Shuel	Gut. 2018 (	Gut. 2018	PubMed	citation	PMID:2960;	pubmed	29602780	create date:2018/04/01	first author:Zhao Y
14	Update in Systemic and Targete	/pubmed/295475!	Yee NS.	Biomedicin	Biomedicines.	PubMed	citation	PMID:2954;	pubmed	29547556	create date:2018/03/17	first author:Yee NS
15	Distinct clinical and magnetic re	/pubmed/294045;	Grierson P, Cr	Hepatol Co	Hepatol Comm	PubMed	citation	PMID:2940;	pubmed	29404522	create date:2018/02/07	first author:Grierson P
16	Acute liver failure caused by pe	/pubmed/293905;	Wu Z, Lai L, Li	Medicine (E	Medicine (Balti	PubMed	citation	PMID:2939(	pubmed	29390572	create date:2018/02/03	first author:Wu Z
17	Immuno-Oncology in Hepatoce	/pubmed/292580;	Kudo M.	Oncology.	Oncology. 201	PubMed	citation	PMID:2925;	pubmed	29258079	create date:2017/12/20	first author:Kudo M
18	Pembrolizumab for metastatic I	/pubmed/290239!	Rammohan A	Hepatology	Hepatology. 2(	PubMed	citation	PMID:2902;	pubmed	29023959	create date:2017/10/13	first author:Rammohan A
19	Locoregional and systemic ther	/pubmed/284800(	Gbolahan OB	J Gastrointe	J Gastrointest (	PubMed	citation	PMID:2848(	pubmed	28480062	create date:2017/05/10	first author:Gbolahan OB
20	Complete Response to the Con	/pubmed/283818;	Chen SC, Cha	Am J Gastro	Am J Gastroent	PubMed	citation	PMID:2838;	pubmed	28381841	create date:2017/04/07	first author:Chen SC
21	Immune Checkpoint Inhibition i	/pubmed/281473(	Kudo M.	Oncology.	Oncology. 201	PubMed	citation	PMID:2814;	pubmed	28147363	create date:2017/02/02	first author:Kudo M
22	Role of regorafenib as second-l	/pubmed/277039(	Trojan J, Waic	J Hepatocel	J Hepatocell Ca	PubMed	citation	PMID:2770;	pubmed	27703962	create date:2016/10/06	first author:Trojan J
23	Metastatic Hepatocellular Carci	/pubmed/274334;	Truong P, Rah	Cureus. 201	Cureus. 2016	PubMed	citation	PMID:2743;	pubmed	27433410	create date:2016/07/20	first author:Truong P
24	Stromal cell-derived factor-1 (S	/pubmed/273131;	Liepelt A, Tacl	Am J Physio	Am J Physiol Ga	PubMed	citation	PMID:2731;	pubmed	27313175	create date:2016/06/18	first author:Liepelt A
25										
26										

We can process further...

We can process further...

This list of journals and dates can be useful

D	E	F
Details		
Eur J Cancer	1	2019
Curr Treat Options Oncol	1	2019
Cancers (Basel)	1	2018
J Hepatocell Carcinoma	1	2018
Expert Rev Anticancer Ther	1	2018
United European Gastroenterol J	1	2018
Crit Rev Oncol Hematol	1	2018
PLoS One	1	2018
J Immunother Cancer	1	2018
Drugs Context	1	2018
World J Gastrointest Oncol	1	2018
Gut	1	2018
Biomedicines	1	2018
Hepatol Commun	1	2017
Medicine (Baltimore)	1	2017
Oncology	1	2017
Hepatology	1	2018
J Gastrointest Oncol	1	2017
Am J Gastroenterol	1	2017
Oncology	1	2017
J Hepatocell Carcinoma	1	2016
Cureus	1	2016
Am J Physiol Gastrointest Liver Physiol	1	2016

This list of journals and dates can be useful

D	E	F
Details		
Eur J Cancer	1	2019
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Crit Rev Oncol Hematol	1	2018
PLoS One	1	2018
J Immunother Cancer	1	2018
Drugs Context	1	2018
World J Gastrointest Oncol	1	2018
Gut	1	2018
Biomedicines	1	2018
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Medicine (Baltimore)	1	2017
Oncology	1	2017
Hepatology	1	2018
J Gastrointest Oncol	1	2017
Am J Gastroenterol	1	2017
Oncology	1	2017
J Hepatocell Carcinoma	1	2016
Cureus	1	2016
Am J Physiol Gastrointest Liver Physiol	1	2016

We need to add a 'dummy variable' so that excel can produce pivot tables

This list of journals can be useful

D	E	F
Details		
Eur J Cancer	1	2019
Curr Treat Options Oncol	1	2019
Cancers (Basel)	1	2018
J Hepatocell Carcinoma	1	2018
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United European Gastroenterol J	1	2018
Crit Rev Oncol Hematol	1	2018
PLoS One	1	2018
J Immunother Cancer	1	2018
Drugs Context	1	2018
World J Gastrointest Oncol	1	2018
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Oncology	1	2017
Hepatology	1	2018
J Gastrointest Oncol	1	2017
Am J Gastroenterol	1	2017
Oncology	1	2017
J Hepatocell Carcinoma	1	2016
Cureus	1	2016
Am J Physiol Gastrointest Liver Physiol	1	2016

How can this information be used?

- Generate a list of target journals

- Identify the audiences who are interested in these research topics

- Define audience gaps

- Look at geographical spread of research

Further organizing your results

Article details	Patients	Treatments	Themes	Other info
• Journal name • IF • First author Publication date (YYYY/MM/DD) Article type	• Country research was conducted • Line of treatment • Cancer type • Patient number	• NEW DRUG • Pembrolizumab • Nivolumab • Other medications	• Primary study endpoint • Safety • Others...	• Title • Full abstract • PMID

Further organizing your results

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Using these headings we can begin to create an excel database that allows us to systematically look at literature search results. We can combine the CSV and abstract outputs to do this.

This can be time consuming but is worth it!

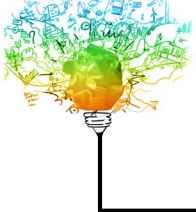|	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Article details						Patients		IMPACT	Themes					
2	Journal name	IF	First author	Year	Article type	Country research was conducted	Pt number	Cancer type	Score	Drug used	Safety (Y/N)	Count	Co-treatment (Y/N)	Surgery (Y/N)	Auto-immune (Y/N)
3	Eur J Cancer		Rogado J	2019				HCC	200	P	y	1	y	y	y
4	Curr Treat Options Oncol		Mody K	2019				HCC	50	P	n	1	n	n	n
5	Cancers (Basel)		Kudo M	2018				HCC	150	N	n	1	n	n	n
6	J Hepatocell Carcinoma		de Jesus VHF	2018				HCC	10	N	y	1	y	y	y
7	Expert Rev Anticancer Ther		Finkelmeier F	2018				HCC	48	N	y	1	y	y	y
8	United European Gastroenterol J		Munker S	2018				HCC	59	P	y	1	y	y	y
9	Crit Rev Oncol Hematol		Stein A	2018				HCC	333	P	n	1	n	n	n
10	PLoS One		Hsu JC	2018				HCC	210	P	n	1	n	n	n
11	J Immunother Cancer		Hsu CY	2018				HCC	220	P	n	1	n	n	n
12	Drugs Context		Personeni N	2018				HCC	257	N	n	1	n	n	n
13	World J Gastrointest Oncol		Contratto M	2018				HCC	142	N	y	1	y	y	y
14	Gut		Zhao Y	2018				HCC	43	N	n	1	n	n	n
15	Biomedicines		Yee NS	2018				HCC	57	P	n	1	n	n	n
16	Hepatol Commun		Grierson P	2017				HCC	84	P	n	1	n	n	n
17	Medicine (Baltimore)		Wu Z	2017				HCC	100	N	n	1	n	n	n
18	Oncology		Kudo M	2017				HCC	94	N	n	1	n	n	n
19	Hepatology		Rammohan A	2018				HCC	79	N	n	1	n	n	n
20	J Gastrointest Oncol		Gbolahan OB	2017				HCC	38	P	y	1	y	y	y
21	Am J Gastroenterol		Chen SC	2017				HCC	211	P	y	1	y	y	y
22	Oncology		Kudo M	2017				HCC	399	P	y	1	y	y	y
23	J Hepatocell Carcinoma		Trojan J	2016				HCC	22	P	n	1	n	n	n
24	Cureus		Truong P	2016				HCC	11	N	n	1	n	n	n
25	Am J Physiol Gastrointest Liver Physiol		Liepelt A	2016				HCC	88	N	n	1	n	n	n
26															
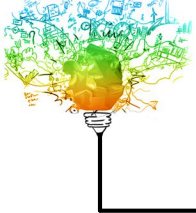
What can we do with the database?

- We can easily look at key topic coverage

What can we do with the database?

- We can easily look at key topic coverage

J	K	L	M	N	O	P
			Themes			
Drug used	Safety (Y/N)	Count	Co-treatment (Y/N)	Surgery (Y/N)	Auto-immune (Y/N)	Study type
P	y	1	y	y	y	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	y	1	y	y	y	
N	y	1	y	y	y	
P	y	1	y	y	y	
P	n	1	n	n	n	
P	n	1	n	n	n	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	y	1	y	y	y	
N	n	1	n	n	n	
P	n	1	n	n	n	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	
P	y	1	y	y	y	
P	y	1	y	y	y	
P	y	1	y	y	y	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	

We need to add a 'dummy variable' so that excel can produce pivot tables

What can we do with the database?

- We can easily look at key topic coverage

J	K	L	M	N	O	P
			Themes			
Drug used	Safety (Y/N)	Count	Co-treatment (Y/N)	Surgery (Y/N)	Auto-immune (Y/N)	Study type
P	y	1	y	y	y	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	y	1	y	y	y	
N	y	1	y	y	y	
P	y	1	y	y	y	
P	n	1	n	n	n	
P	n	1	n	n	n	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	y	1	y	y	y	
N	n	1	n	n	n	
N	n	1	n	n	n	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	
P	y	1	y	y	y	
P	y	1	y	y	y	
P	y	1	y	y	y	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	

数据透视表字段

选择要添加到报表的字段:

搜索

- ☑ Drug used
- ☑ Safety (Y/N)
- ☑ Count
- ☐ Co-treatment (Y/N)
- ☐ Surgery (Y/N)
- ☐ Auto-immune (Y/N)

更多表格...

在以下区间间拖动字段:

▽ 筛选

▥ 列

Drug used

▤ 行

Safety (Y/N)
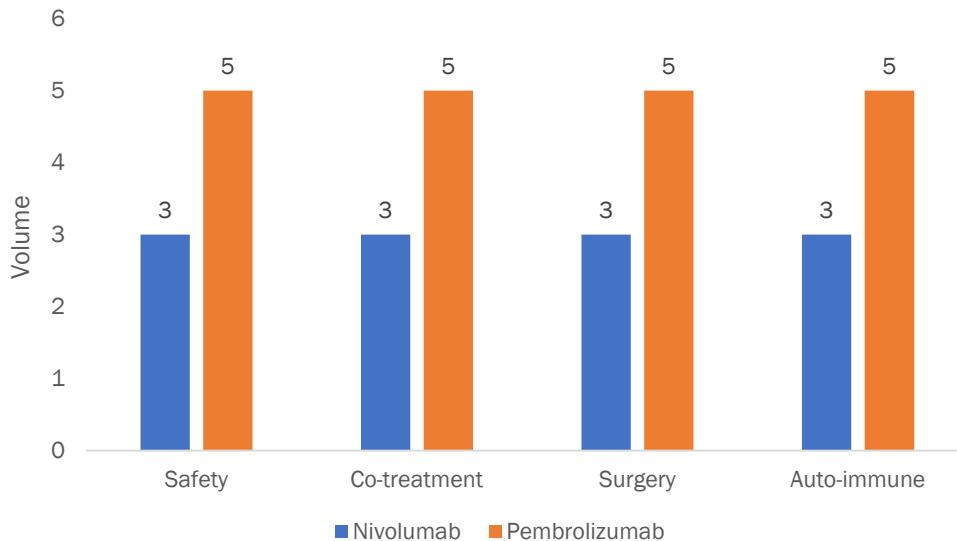
Σ 值

求和项:Count

☐ 延迟布局更新   更新

Pivot tables provide a quick way to calculate summary data

What can we do with the database?

- We can easily look at key topic coverage

J	K	L	M	N	O	P
		Themes				
Drug used	Safety (Y/N)	Count	Co-treatment (Y/N)	Surgery (Y/N)	Auto-immune (Y/N)	Study type
P	y	1	y	y	y	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	y	1	y	y	y	
N	y	1	y	y	y	
P	y	1	y	y	y	
P	n	1	n	n	n	
P	n	1	n	n	n	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	y	1	y	y	y	
N	n	1	n	n	n	
N	n	1	n	n	n	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	
P	y	1	y	y	y	
P	y	1	y	y	y	
P	y	1	y	y	y	
P	n	1	n	n	n	
N	n	1	n	n	n	
N	n	1	n	n	n	

What can we do with the database?

- **Create a metric of 'research impact/strength'**
  - For example using patient number, study type and design and location (as our example is focussed on Asia Pacific)

- **We can then look at the relative impact of research associated with different therapies, or for different themes**

Impact = patient number * study type [meta analysis = 1, RCT=0.8, retrospective study = 0.5, case series = 0.1] * location of research [APAC = 1, Non-APAC = 0.5]

Using an impact/strength metric

| Cancer type	IMPACT Score	Themes Drug used	Safety (Y/N)	Co-treatment (Y/N)	Surgery (Y/N)	Auto-immune (Y/N)
HCC	200	P	y	y	y	y
HCC	50	P	n	n	n	n
HCC	150	N	n	n	n	n
HCC	10	N	y	y	y	y
HCC	48	N	y	y	y	y
HCC	59	P	y	y	y	y
HCC	333	P	n	n	n	n
HCC	210	P	n	n	n	n
HCC	220	P	n	n	n	n
HCC	257	N	n	n	n	n
HCC	142	N	y	y	y	y
HCC	43	N	n	n	n	n
HCC	57	P	n	n	n	n
HCC	84	P	n	n	n	n
HCC	100	N	n	n	n	n
HCC	94	N	n	n	n	n
HCC	79	N	n	n	n	n
HCC	38	P	y	y	y	y
HCC	211	P	y	y	y	y
HCC	399	P	y	y	y	y
HCC	22	P	n	n	n	n
HCC	11	N	n	n	n	n
HCC	88	N	n	n	n	n

- We can now filter and organise our results by impact/strength

- For example; we can answer questions like 'what is the current highest impact safety data for pembrolizumab?'
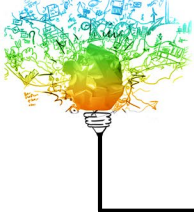
What can we do with the database?

- Essentially, the database can be used to answer a lot of different questions!

- Compared with simply qualitatively reading search results it provides a more structured way to investigate literature or even clinical trials

From strategy to tactics
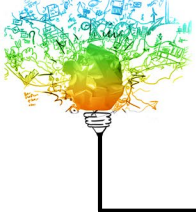
Key components of a publication plan

- *Executive summary*
- Situation analysis
- Target audience identification
- Key scientific & clinical communication points
- Analyses of key journals/medical meetings
- Competitor publication & gap analyses
- SWOT
- Publication strategy/educational objectives

Strategic elements

- Abstract & publication tactical recommendations
- Timing of abstracts/posters/publications
- Gantt charts, other visual presentations
- Key meetings information
- Key journals information
- May include other communication/meeting activity recommendations

Tactical elements

# A publication strategy should end with 4–5 strategic goals

- Based on the findings of your strategic plan

- Summarize what you need to teach doctors/other stakeholders about your therapy area and drug

- Address identified weaknesses

- Address knowledge gaps
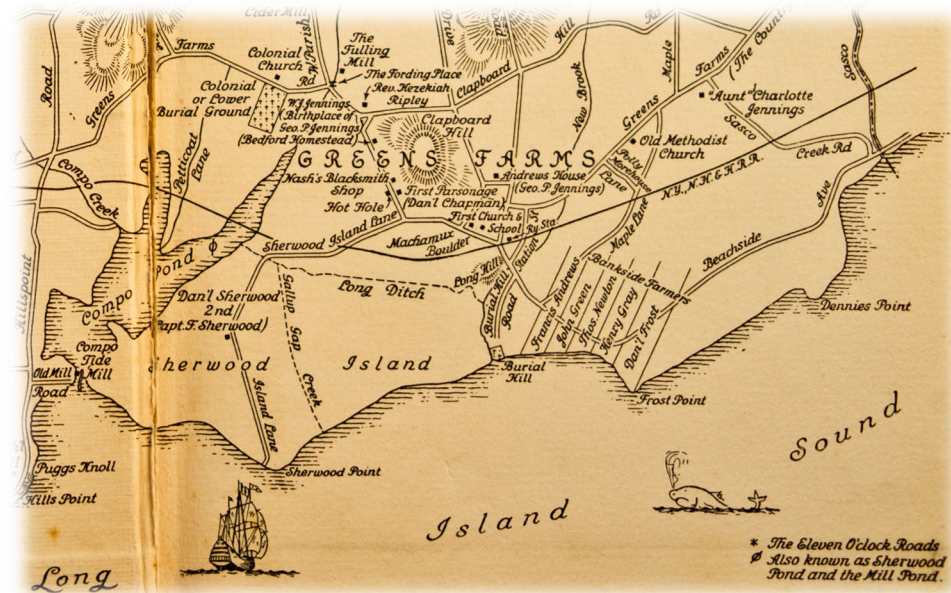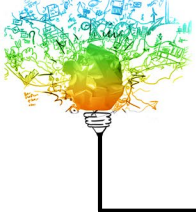
Tactics begin with data

- Strategic objectives allow data to be published with the highest possible impact

- We still have to be compliant and transparent!
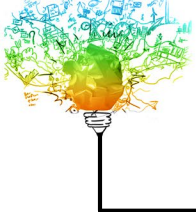
Tactics begin with data

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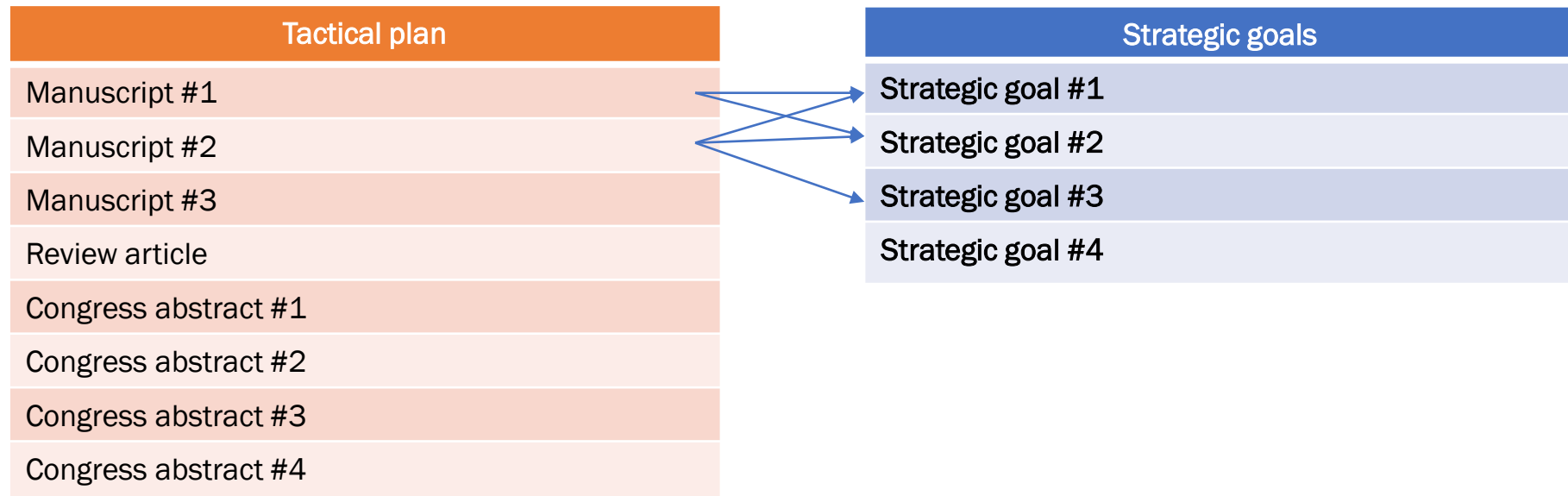**How can you use the data available to meet your strategic objectives?**
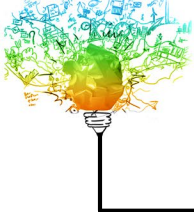
Example tactical tools and uses

Example strategic goal	Tactical tool
Increase doctor's understanding of XXX	Review articles, editorial, medical education activities
Educate doctors on results from XXX clinical trial	Congress activities, full publications
Ensure that local audiences understand key data	Encore activities in local-language congresses, translations of articles, medical education, digital communities
Establish consistent use of wording for product XXX based on clinical data	All publications activities and external communications, plus internal communication
Address a specific knowledge gap relevant to a therapy or therapy area	Review articles, sub analyses, meta-analyses, medical education

All tactics should support a strategic goal

Tactical plan
Manuscript #1
Manuscript #2
Manuscript #3
Review article
Congress abstract #1
Congress abstract #2
Congress abstract #3
Congress abstract #4

Strategic goals
Strategic goal #1
Strategic goal #2
Strategic goal #3
Strategic goal #4

ISMPP International Society for Medical Publication Professionals

Summarizing strategic goals in the tactical plan

| Strategic aim(s) covered	Study #	Publication type	Working title	2018	2019				2020				2021			
				Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1,2,3,4		Review article			✳	✳										
1,2,3		Preclinical manuscript		✳	✳											
1,3		Clinical manuscript			✳		✳									
1,3,4		Clinical manuscript			✳		✳									
1,3,4		Clinical manuscript				✳		✳								
1,3		Study design manuscript				✳	✳									
1,3,4		Clinical manuscript						✳		✳						
1,3,4		Clinical manuscript							✳		✳					
1,3,4		Clinical manuscript											✳		✳	

✳ **Submission**
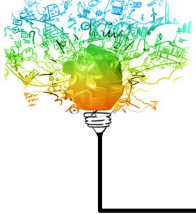✳ **Publication**

Measuring coverage of strategic goals

- This can help make sure important goals are not under-represented in the strategy
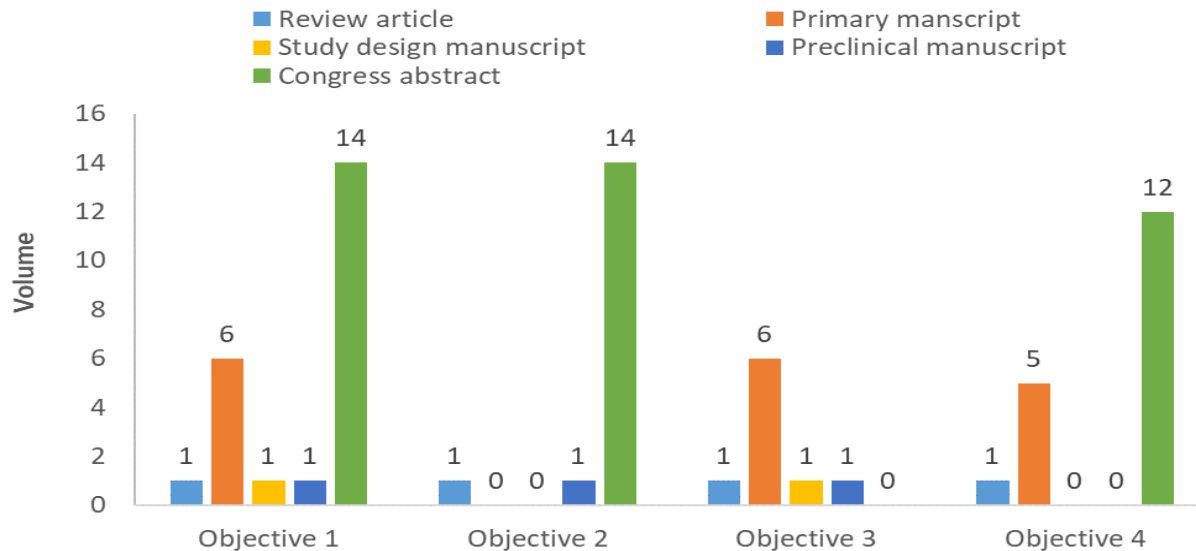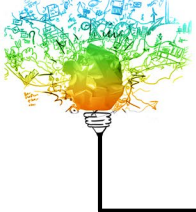
Using a strategic plan to set goals

Setting more informative goals

- Using publication volume or success alone as a primary goal/outcome measure is not very informative

- Setting goals based on coverage of educational objectives and strategic aims gives a better measure of success

Assessment of strategic goals

- We could build a graph to summarise how well objectives have been covered

- We could also track progress over time
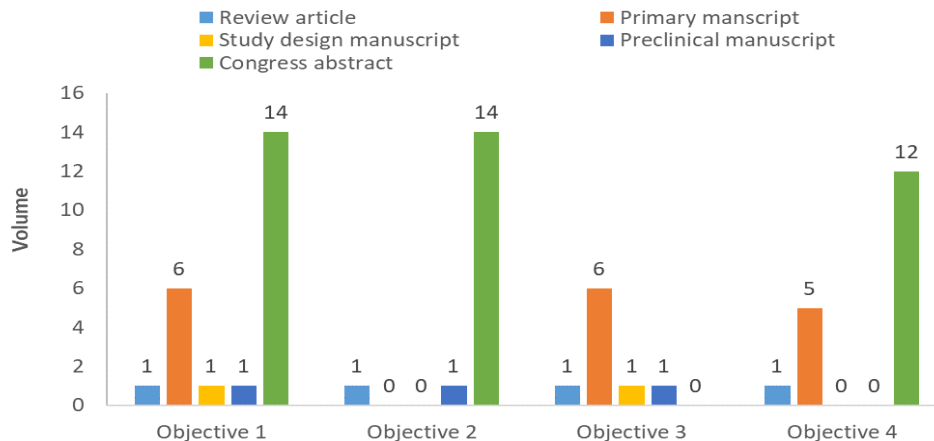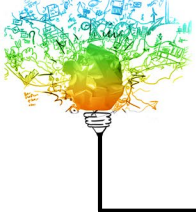
Key points

- Creating a full publication strategy takes a lot of work but is a very powerful tool

- Each plan is different and the overall aim is to become as well informed as possible before starting to publish data

- The process can be made easier if approached systematically and by using digital tools

- Linking a tactical plan to a set of strategic goals helps get more impact from publication activities

- We can set better and more informative goals from a strategic plan than from just a tactical plan

Thank you!
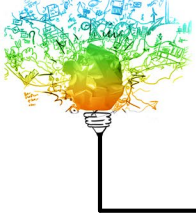
Questions

- To ask a question, please type your query into the Q&A box

- To ensure anonymity, before sending please choose the drop-down box option, "Hosts, Presenters and Panelists." Otherwise, **ALL** audience members will be able to see your submitted question
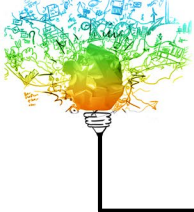
Upcoming ISMPP U's

- Highlights of the 2019 European Meeting of ISMPP
  27 February at 11 AM ET

- Next AP ISMPP U will be in June 2019

Thank You for Attending!

- We hope you enjoyed today's presentation! **Please check your email for a link** to a quick survey.

- We depend on your feedback as we develop future educational offerings. Thank you in advance for your participation!