

Publications Planning-Unethical Manipulation or Essential for Efficient Communication?

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Disclosures

- I am a full time employee of AstraZeneca
- I hold shares in Astrazeneca
- Views expressed are not necessarily the views of my employer

Is publications planning necessary?

**There is an increased need for timely,
transparent communication of our
scientific data.....**

Clinical trial investigators are busy people, and not necessarily experts in writing....they often need support....

Global publication planning is complex

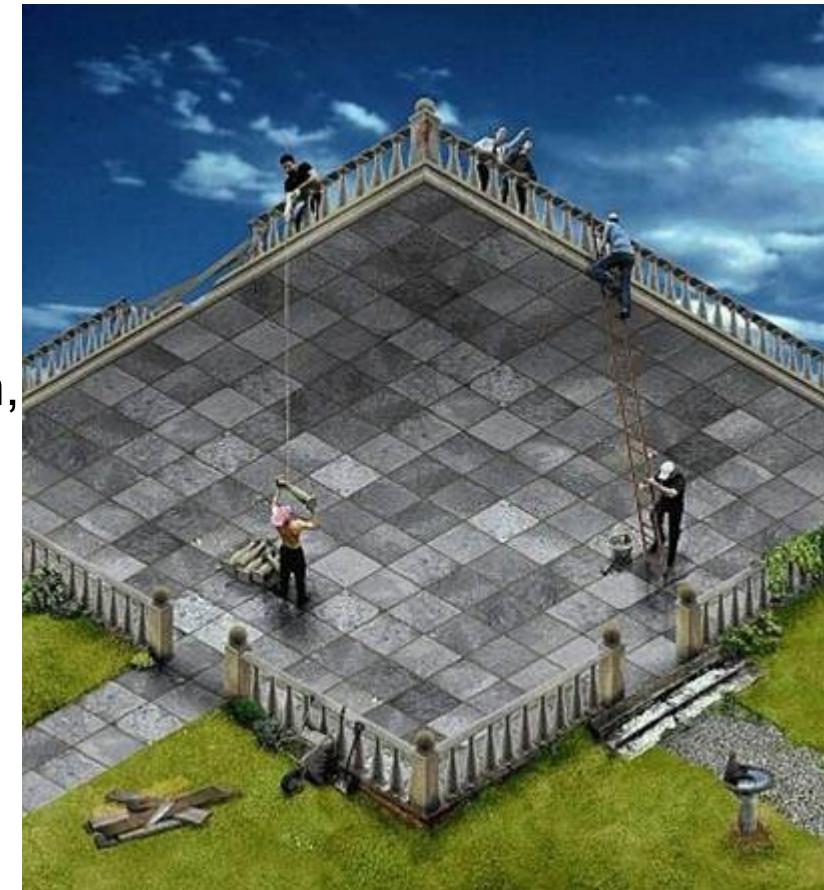
Components of a Global Publication Plan

- Global studies
- Regional studies
- Local studies
- Preclinical, early phase, mode of action, health economics, reviews
- Local language papers

Variations in:

- Local medical practices
- Comparators & standards
- Formulations & doses
- Primary vs specialist care
- Lifecycle timing

Requires planning & tracking tools



Ghost Management

- “controlling or shaping several crucial steps in the research, writing and publication of scientific articles”
- “Allows the pharma industry to shape the literature in a way that serves it’s interests”
- “disease mongering”
- “Concept also includes the creation of diseases and the need for new treatments and then developing trials to show benefit”
- “the work of publication planners is largely unseen”

But...is the objection really about something bigger??

“if medical journals want to ensure the research they publish is ethically sound, they should not publish articles that are commercially sponsored”

Sismondo

“very little research should be counted as ethically justified...”

- Journals are driven by commercial need
- Pharma driven by commercial need
- Med Comms agencies driven by commercial need
- Investigators driven by ‘publish or perish’

How can we ensure that publications planning is conducted ethically?

- Publications policy
- Needs assessment
- GPP2
- Monitoring and audit
- Educating all those involved
- Accreditation (eg CMPP)
- Transparency initiatives....but....need to harmonise/simplify requirements
- MPIP toolkit
- Trial investigators need to engage as authors to ensure timely, quality publications

What can the med comms community do?

- Deliver truly compelling scientific communications
- Do it ethically:
 - Speak up when you observe unethical practices
 - Sanctions against those behaving unethically
- Be more creative and innovative but in a credible way
- Rebalance the ethics argument by talking about the benefits to human health that we contribute to as a profession
- Be proud about what we do; be more assertive

Some of the Issues facing publications planners over the coming years....

- **Resources to cope with the incessant drive for transparency**
 - Trial registration
 - Data summaries
 - Protocol/SAP posting
 - Full data disclosure
 - Payments to Health care professionals (US ->Global??)
 - Code of conduct
 - CIA (corporate integrity agreements)
 - Monitoring, audit
 - Accreditation
 - Increasingly sophisticated IT/planning tools
- **Bureaucracy associated with transparency**

Some of the Issues facing publications planners over the coming years....

- Constant change within pharma...restructuring/outsourcing/downsizing
- Doing more with less...budget/headcount
- Complexity of deals with partner companies

Some of the Issues facing publications planners over the coming years....

- How to continue to deliver compelling but scientifically credible scientific publications
- How to continue to be creative and innovative in the face of so many barriers