



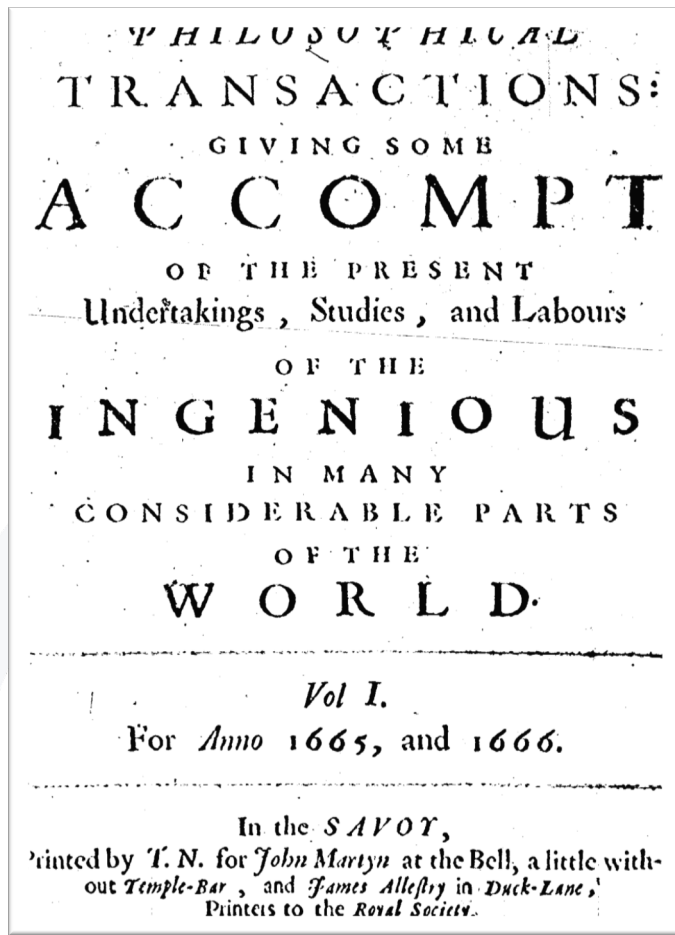
## **The future of medical publishing**

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**Tim Koder**

Communications Director, Oxford PharmaGenesis  
MedComms Networking Brunch, 17 October 2018

## How did we get here?



GPP3 UK launch

## The story so far ...



- Workstream and round-table meetings
- Panel sessions at ISMPP meetings
- Research presentations
- Open access manuscript
- Workshops
- Educational materials
- Blog posts

*In driving change in medical publishing, pharmaceutical companies are conspicuous by their absence, in spite of funding probably over half of all medical research*

– Richard Smith, Chair of Open Pharma, ISMPP EU 2018



## Our purpose

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**Open Pharma** aims to improve the pharma publications model by connecting pharma with innovations in publishing

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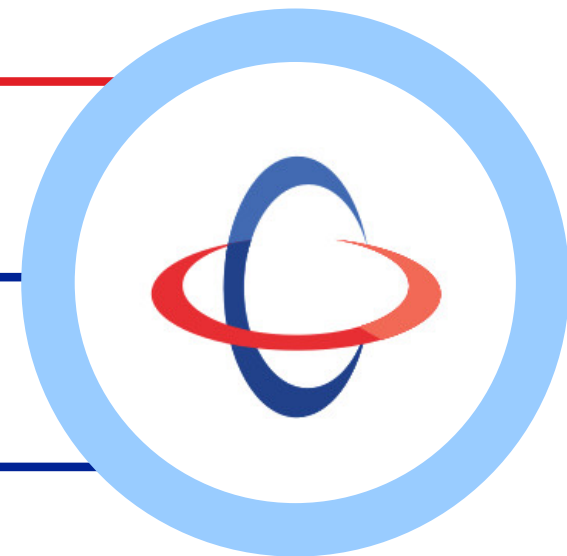
Take a leadership position in the dissemination and communication of science

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Engage with the open science movement

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Advance topics such as open access, preprints, author identification and disclosure, and data sharing





## January 2017 at the Wellcome Trust

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“ Does pharma have a role to play in helping to improve the publishing of science? ”

Yes



# Workstreams exploring the benefits of innovations

Open access



Increased readership of research  
Increased transparency

Preprints and post-publication peer review



Faster dissemination of results  
Faster citation and use of results

ORCID, CRediT and Convey



Increased transparency, reduced administrative burden  
More accountability

Layered publication platforms



Complete information available from a single point  
Targeted content for each user group

## Engagement and collaboration

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- AllTrials
- Altmetric
- American Society of Clinical Oncology
- ASAPbio
- AstraZeneca
- Boehringer Ingelheim
- Bill & Melinda Gates Foundation
- British Medical Journal
- Centre for Evidence-Based Medicine
- Chan Zuckerberg Initiative
- Cold Spring Harbor Laboratory
- Committee on Publication Ethics
- Convey
- CRediT
- Crossref
- Digital Science
- Envision Pharma Group
- F1000Research
- Genentech
- GSK Vaccines
- International Society for Medical Publication Professionals
- National Library of Medicine
- Novo Nordisk
- ORCID
- Oxford University Press
- Pfizer
- Roche
- The Royal Society
- Sanofi
- Shire
- Taylor & Francis Group
- UCB
- Wellcome Trust
- Wiley
- The YODA Project

# Events, publications and successes



Panel sessions at ISMPP meetings



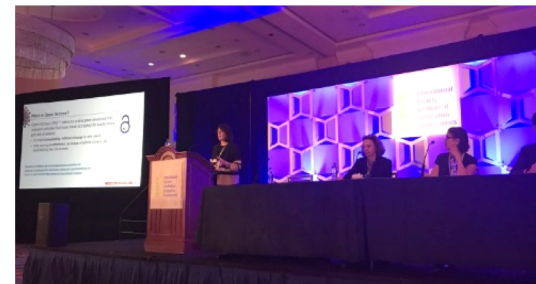
Launch of Shire open access policy



Educational materials



Posters and oral presentations at ISMPP meetings



ASCO permits CC BY-NC-ND for commercial research



# openpharma.blog and @\_OpenPharma



Home Moments Notifications Messages

**Open Pharma**  
@\_OpenPharma

Working with pharma to drive fast and transparent medical publishing

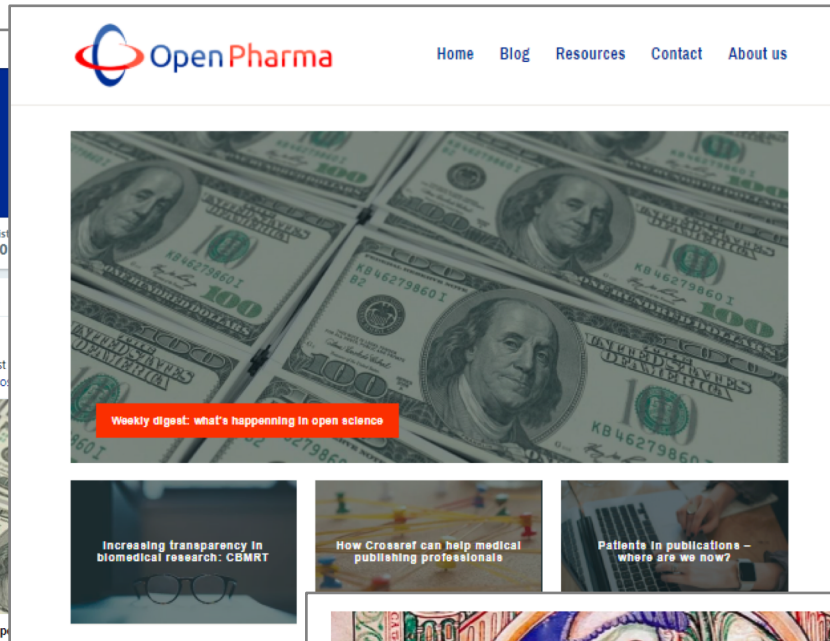
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Weekly digest: what's happening in open science

Increasing transparency in biomedical research: CBMRT

How Crossref can help medical publishing professionals

Patients in publications - where are we now?



OpenPharma

Overview of the 2017 workstreams

Pre-reading for attendees at the meeting on 20 November 2017

Views by members of Open Pharma only

June 12, 2018 | Tim Ellison | Open access

## Perspectives on open access

Open access publishing of medical research access terminology is varied and confusing. CC BY-NC - what does it all mean, and what the 14<sup>th</sup> Annual Meeting of the International

May 31, 2018 | Tim Koder | Preprints

## What do preprints mean for medical publishing?

Preprints are all around us - but are they relevant and useful or too risky for industry-sponsored research? Two sessions at the 14<sup>th</sup> Annual Meeting of ISMPP in Washington this month kicked off the first major public discussions on preprints in our medical communications community.

## Open Pharma works with pharma to drive transparent medical publishing

This project is run by Oxford PharmaGenesis in a limited scope here. If you are interested in being involved in both, please contact us here.

Although Oxford PharmaGenesis is a for-profit organization and we are committing mu

September 12, 2018 | Amy Williams | Uncategorized

## Write a piece for Open Pharma!

Would you like to share information or a point of view with the Open Pharma community?

We would be pleased to consider submissions to our blog on any aspect of open science relevant to pharma. Get in touch to discuss your idea with us!

Do take a look at a few examples of previous guest posts for inspiration.

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