The future of medical publishing

Tim Koder
Communications Director, Oxford PharmaGenesis
MedComms Networking Brunch, 17 October 2018
How did we get here?

Vol. I.
For anno 1665, and 1666.

In the SAVOY,
Printed by T. N. for John Martyn at the Bell, a little without Temple-Bar, and James Allestry in Duck-Lane,
Printers to the Royal Society.

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

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

- Take a leadership position in the dissemination and communication of science
- Engage with the open science movement
- Advance topics such as open access, preprints, author identification and disclosure, and data sharing
January 2017 at the Wellcome Trust

"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

- 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

ASCO, American Society of Clinical Oncology; ISMPP, International Society for Medical Publication Professionals
openpharma.blog and @_OpenPharma
The Open Pharma podcast!

Available on Podbean