Taking the pulse of the publications industry in 2012: findings from the ISMPP member's survey

July 2, 2012

Jackie Marchington, Caudex Medical
Disclosures

• Employed by Caudex Medical
• Member of the ISMPP Issues and Actions Committee
• The views expressed in this presentation are not necessarily those of my employer or of ISMPP
Why develop an annual survey of our profession?

• To better understand issues, challenges and educational needs across medical publication stakeholders, and how ISMPP (and other organizations) might address these

• To generate evidence of current practices – with the potential to address press commentary and publications that refer to historic data

• To clarify and monitor trends in the profession / industry and identify those that require further research or insight, on an annual basis
‘Discovery Phase’ complete – 295 responses

Objectives for Survey with ISMPP members

- To understand members’ opinions of the challenges facing our profession and the industry
- To gain an appreciation for members’ ‘pain points’ and how they prioritize these issues
- To understand educational needs of publication professionals
- NOT to generate validated data nor represent the medical publications profession as a whole
Timelines and methodology

Discovery Phase

- ISMPP members survey
- Feedback on topics and focus for main survey
- Announce major survey and focus at annual meeting

Feb 2012
Apr 2012
Jun 2012

Large scale, Profession and industry survey

Survey report at annual meeting
Publication
Proactive PR

Apr 2013

Major Survey Phase
Polleverywhere

- Everything you need to know can be found here http://www.polleverywhere.com/

- The system used in the meeting was the free account – yes, you heard me, didn’t cost (me) a penny!
How many of you responded to the ISMPP pilot survey?

Yes: 194575 (33%)
No: 194735

Total Results: 9
Survey demographics

Survey Respondents
- 43% from Agencies/freelancers
- 50% from Industry
- 29% from Europe
- 66% from North America

Work Setting
- 7% other

Geography
- 5% other
Where do you work?

- Agency (including freelancers): 167442
- Industry: 167468
- Other: 167601 (25%)

Total Results: 12
Caveats to this ‘Discovery Phase’ survey

• This survey was designed to identify issues of importance to ISMPP members only

• The results will inform the development of the major survey which will launch later in 2012

• The major survey will be a much broader instrument, to form a baseline for future surveys

• Much of the information was gathered as ‘free text’ at this Discovery stage

• No statistics have been conducted!

To help shape the main survey, NOT provide data
‘Take home’ – ISMPP respondents believe that the most important issues to be addressed are:

- Improving education
- Enhancing transparency

To improve understanding and regain trust of stakeholders outside the profession

Aligns with ISMPP’s mission and gives emphasis to future initiatives
Of the main messages identified in the pilot survey, which is most important to you?

- Improving education: 201787
- Enhancing transparency: 201788 (25%)

Total Results: 12
Discovery Survey insights for development of major survey

• ISMPP survey respondents were predominantly long-tenured professionals, who have worked in Medical Publications for >5 years (53% for more than 10 years)
  – Perceive ‘things have been getting better’ over the last 5 years

We need to engage with the less experienced professionals to better understand their perceptions and needs
How long have you been involved in medical publications

Less than 5 years: 202919 (31%)

More than 5 years: 202921

My role isn't in publications: 203005 (31%)

Total Results: 13
Discovery Survey insights for development of major survey

• ISMPP survey respondents were predominantly long-tenured professionals, who have worked in Medical Publications for >5 years (53% for more than 10 years)
  - Perceive ‘things have been getting better’ over the last 5 years

  We need to engage with the less experienced professionals to better understand their perceptions and needs

• Participants included very few journal editors/publishers or academics

  We need to engage with these stakeholders in the major survey
  
  • Many survey participants view Academics as ‘not well informed’ regarding good publication practices
    
    But, what do academics think?
  
  • Survey participants were evenly divided on whether journal editors support the practice of publication planning
    
    What do journal editors think about publication planning?
Publishing (publisher)

Publishing (journal editor)

Academia

Non-publications agency (digital, creative etc)

Sorry, I’m in the wrong meeting

If "other", are you in...

200288 200% 200503

200504

200509 200% 200511

Total Results: 5
Results for Who do you think needs most education/clarification on the role of publication professionals?

Summary

<table>
<thead>
<tr>
<th>How people responded Sent to</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web or smartphone (our site)</td>
<td>7</td>
</tr>
<tr>
<td>Twitter</td>
<td>1</td>
</tr>
</tbody>
</table>

Individual Responses

<table>
<thead>
<tr>
<th>Response</th>
<th>Via</th>
<th>Received at</th>
</tr>
</thead>
<tbody>
<tr>
<td>corporate affairs in pharma</td>
<td>Web</td>
<td>July 2, 2012, 01:28 PM</td>
</tr>
<tr>
<td>Lay media</td>
<td>Web</td>
<td>July 2, 2012, 01:27 PM</td>
</tr>
<tr>
<td>docs</td>
<td>Web</td>
<td>July 2, 2012, 01:27 PM</td>
</tr>
<tr>
<td>Lay media</td>
<td>Twitter</td>
<td>July 2, 2012, 01:25 PM</td>
</tr>
<tr>
<td>Ben golcacre</td>
<td>Web</td>
<td>July 2, 2012, 01:26 PM</td>
</tr>
<tr>
<td>Authors</td>
<td>Web</td>
<td>July 2, 2012, 01:25 PM</td>
</tr>
<tr>
<td>lay media</td>
<td>Web</td>
<td>July 2, 2012, 01:25 PM</td>
</tr>
<tr>
<td>academics and lay press</td>
<td>Web</td>
<td>July 2, 2012, 01:25 PM</td>
</tr>
</tbody>
</table>
ISMPP members most frequently mentioned perceptions of the ‘big picture’ changes

**Better**
- Good Publication Practice
- Transparency
- Certification
- Audit compliance/documentation
- Acknowledgements
- Separation from commercial/marketing

**Neutral**
- Increased documentation
- Clinical trial registries
- Regulatory changes

**Worse**
- Open Access
- More Companies on CIAs
- Economic Pressures
- Increased focus on ghost-writing
- Scrutiny/complexity of guidelines
Results for What other issues, challenges and educational needs around publication practices concern you?

### Summary

<table>
<thead>
<tr>
<th>How people responded</th>
<th>Sent to</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web or smartphone</td>
<td>(our site)</td>
<td>1</td>
</tr>
</tbody>
</table>

### Individual Responses

<table>
<thead>
<tr>
<th>Response</th>
<th>Via</th>
<th>Received at</th>
</tr>
</thead>
<tbody>
<tr>
<td>defining a role for what we do do</td>
<td>Web</td>
<td>July 2, 2012, 01:32 PM</td>
</tr>
</tbody>
</table>
Thanks
Watch your inbox for the full survey... and PLEASE respond!