

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

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Disclosures

- Employed by Complete Medical Communications (CMC)
- Chair 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



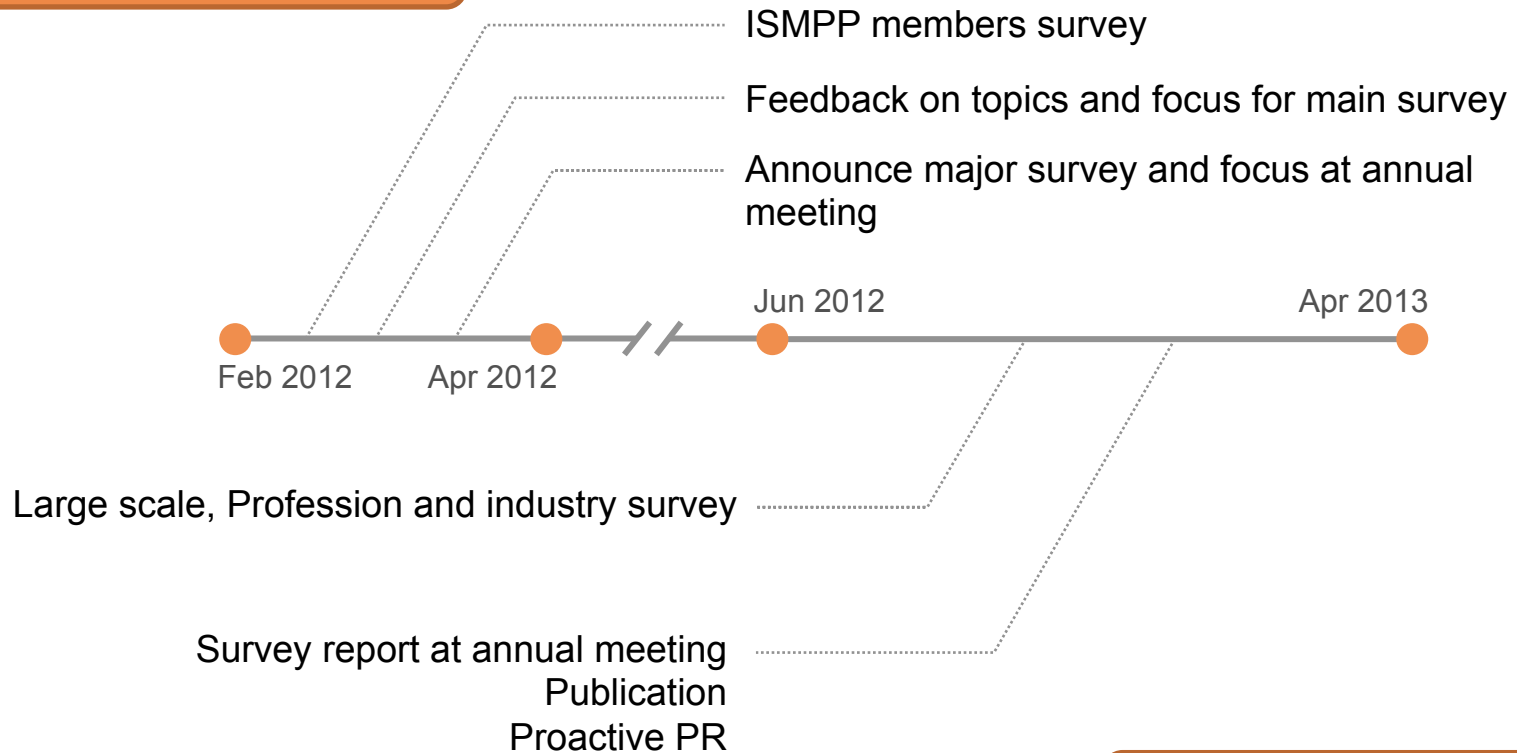
‘Discovery Phase’ complete – 295 responses

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

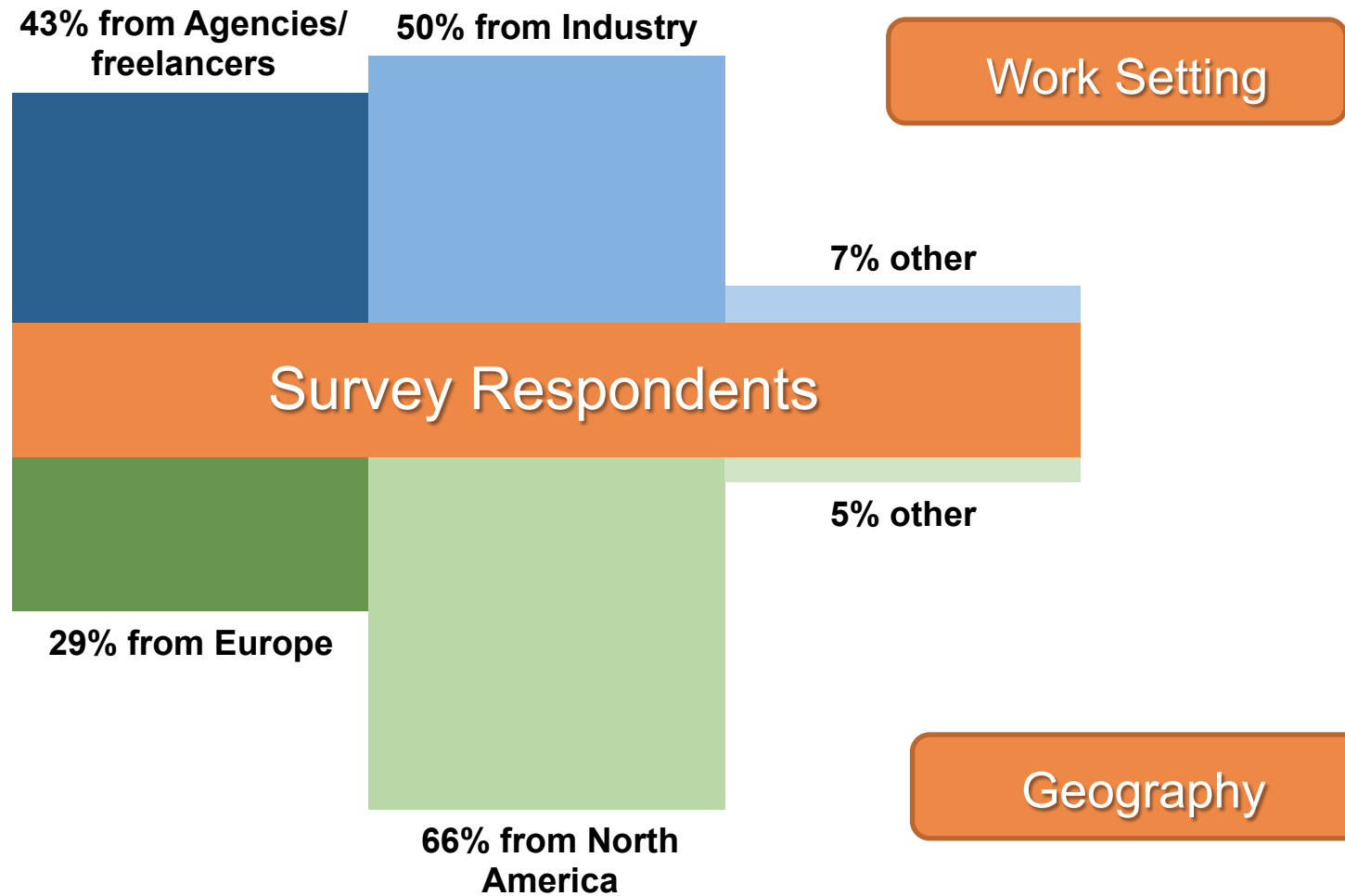


Major Survey Phase



**How many of you
responded to the ISMPP
Pilot Survey?**

Survey demographics





Where do you work?

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 the most
important to you?**

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?**

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?




If 'other', which related area are you involved in?



**Who do you think needs
the most education /
clarification on the role of
publication professionals?**

ISMPP members most frequently mentioned perceptions of the 'big picture' changes





**What other issues,
challenges and
educational needs around
publication practices
concern you?**

John Gonzalez

*ISMPP BOT survey sponsor
ISMPP research and grants initiative
AstraZeneca*

V. James Mercante

*SVP, Projects & Innovations
TGaS Advisors*

Kim Pepitone

*ISMPP Senior Director – Knowledge
Management*

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*Issues & Actions Committee
Complete Medical Communications*

Fiona Steinkamp

*Issues & Actions Committee
NovoNordisk*

Thanks

Watch your inbox for the full survey...
and PLEASE respond!