

# Global Publication Planning 2017: The Challenges of Publishing in an Era of Increased Disclosure

Monday 6th November 2017 – Swissôtel Le Plaza,  
Basel, Switzerland



**FREE**  
to attend

Publications professionals are invited to attend this free one-day seminar, designed specifically for the pharmaceutical industry. It is a unique opportunity to hear from industry peers about the latest disclosure requirements and policies, the responses to these changes and the implications and impact upon working practices, including data sharing and layperson summaries. In addition to formal presentations, we will hold smaller breakout sessions around engaging with authors and raising the profile of publications within the organisation. There will also be an opportunity to network with presenters and peers during a complimentary networking reception.

**CLICK HERE TO WATCH  
A QUICK VIDEO OF LAST  
YEAR'S EVENT**



## Feedback from last year's participants:

“

*The meeting exceeded my expectations with very relevant topics to pubs leaders in industry. The meeting size was perfect to allow interactive discussion.*

“

*It was great to have interactivity with the panel to ask them questions and understand how they are addressing the issues that we are going through as well.*

“

*Enjoyable day and best session was sharing best practices.*

“

- 90%** of last year's attendees were interested in attending future events
- 91%** agreed that the content was at the correct level for their understanding of the subject
- 100%** of last year's attendees agreed or strongly agreed that the meeting organisation was good

Find out more and register free online at  
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EVENTS & MEDIA

## About How to Publish Research

**How to Publish Research** is a free educational resource around the areas of publication planning and medical writing. It has been developed by inScience Communications along with global experts including Dr Elizabeth Wager.

inScience Communications has delivered strategic medical communications since 1982 and is one of the most experienced medical communications agencies in the world.

To find out more visit  
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## Agenda

We took on board all of last year's feedback regarding topics attendees wanted to see covered and the fact they wanted more time to spend on detail and more interactivity in smaller groups, to develop this year's agenda.

**09.00** Registration and Refreshments

**09.45** **Welcome and Introduction**

*Bryce McMurray, Vice President – inScience Communications*

**09.50** **Importance of Effective Communication**

*Jilly Carter, Director – Carter Communications Ltd*

**10.00** **Requirements and Policies: Posting**

*Introduction: Slavka Baronikova, PhD, Publications Lead, Global Medical Affairs – Shire*

*Topics:*

- FDA Final Rule (as of 2018) – Priya Pavithran, Head – Public Disclosure – GSK Vaccines

- EU Regulation No 536/2014 and EMA Policy/0070 – Susan Scott, Director – Scott Pharma Solutions Ltd

*Panel discussion: Adrian Aldcroft, Slavka Baronikova, PhD, John P. Gonzalez, PhD, Priya Pavithran, Dr Isabella Schmele, Susan Scott, Dr Kamila Sroka-Saidi.*

*Moderator: Jilly Carter*

**11.15** Refreshments

**11.30** **Requirements and Policies: Sharing**

*Topics:*

- ICMJE Data Sharing Statements - Adrian Aldcroft, Editor – BMJ Open – BMJ

- Layperson Summaries of Clinical Trials - Dr. Kamila Sroka-Saidi, Senior Medical Writer – Boehringer Ingelheim Pharma

*Panel discussion: Adrian Aldcroft, Slavka Baronikova, PhD, John P. Gonzalez, PhD, Priya Pavithran, Dr Isabella Schmele, Susan Scott, Dr Kamila Sroka-Saidi.*

*Moderator: Jilly Carter*

**12.45** Lunch

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**13.45 The Journal Perspective**

*Adrian Aldcroft, Editor – BMJ Open – BMJ*

**14.00 Breakout Sessions**

The attendees will be divided into two groups and rotate sessions to allow smaller groups and more interactivity

14.00 & 15.15 Breakout One – 1 hour	15.00 Refreshments	14.00 & 15.15 Breakout Two – 1 hour
<p><b>Rules of Engagement with Authors</b></p> <p><i>Slavka Baronikova, PhD, Publications Lead, Global Medical Affairs – Shire</i></p> <p><i>Dr Isabella Schmele, Global Medical Publication Manager – Merck</i></p>		<p><b>Raising the Profile of Publications within the Organisation</b></p> <p><i>John P. Gonzalez, PhD, Director – Solanum Medical Communications</i></p> <p><i>Laurence Rouxhet, Publication Lead for Europe, Canada and Japan – GSK Vaccines</i></p>
<p>Educating authors on complying with good publication practice guidelines</p> <p>Issues and challenges encountered when dealing with authors</p> <p>Practical examples of how these might be overcome</p> <p>Educating affiliates on how to deal with authors in compliance with good practice guidelines</p> <p>Group discussions/activities</p>		<p>Visibility of publications within the overall organisation – how this has improved over time: where can we see it going?</p> <p>What challenges are typically faced?</p> <p>How can the importance of publications guidelines be effectively communicated to senior management to increase buy-in</p> <p>Group discussions/activities</p>

**16.15** Wrap-up Discussion and Close

**16.45** Networking Reception

**17.30** Finish



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## About the speakers



### **Adrian Aldcroft, Editor – BMJ Open – BMJ**

Adrian Aldcroft is the Editor of BMJ Open, an open access general medical journal that promotes transparency in the publication process by publishing reviewer reports and previous versions of the manuscript alongside the published article. Adrian has also worked as a Staff Editor on PLOS ONE and as a Senior Executive Editor on the BMC Series. Prior to working in publishing, Adrian spent several years at The University of Western Ontario conducting research using fMRI to map the functional areas of the visual cortex.



### **Slavka Baronikova, PhD, Publications Lead, Global Medical Affairs – Shire**

Slavka is a clinical pharmacist with a PhD in Pharmacognosy. She has extensive academic, scientific and educational experience and over 10 years' experience in the pharmaceutical industry at various levels. Following her passion – scientific disclosure and ethics, she joined the team of publications leads in GSK Vaccines and later in Shire, where she works with teams and projects across all stages of drug development and different therapeutic areas. Slavka has been an accredited member of EMWA since 2011, EMWA Conference Director since 2014 and a certified ISMPP medical publication professional (CMPP) since 2012.



### **Jilly Carter, Director – Carter Communications Ltd**

Jilly Carter has 18 years of experience in radio and television broadcasting, both in the UK and Continental Europe. Jilly's skill is in helping clients develop and communicate clear, memorable messages to a variety of audiences. She has worked with all of the major pharmaceutical companies in her role as consultant on communications strategy, and trains top doctors and academics to deliver data at major international conferences, and talk to the media in a compelling way. She works closely with patient advocacy groups, supporting areas such as heart disease, stroke, cystic fibrosis, diabetes and breast cancer. Most recently, she addressed young oncologists at the 2014 European Society for Medical Oncology meeting in Madrid, on how to communicate science to journalists. She regularly chairs advisory boards for KOLs.



### **John P. Gonzalez, PhD, Director – Solanum Medical Communications**

John is a UK-registered pharmacist who started his career in academia. For the past 30 years he has worked in the publishing, healthcare agency and pharmaceutical industry sectors. John joined AstraZeneca in 2000 and worked in professional relations and publications, holding various leadership roles involving publications skills development and policy. John now manages Solanum Medical Communications which provides consultancy to the pharmaceutical, biotech and device industries on publications policy, strategy, planning, guidelines and ethics. John has been a member of the Medical Publishing Insights & Practices (MPIP) Initiative Steering Committee as well as Secretary of the ISMPP Board of Trustees. He is currently a member of the CMPP Board of Trustees.



### **Bryce McMurray, Vice President – inScience Communications**

Bryce is responsible overall for inScience Communications strategic medical communications business. Bryce has 25 years' experience in CRO, pharmaceutical company and medical publishing and communications in both the UK and USA. Bryce has a BSc (Hons) in Genetics and Cell Biology from Manchester University. Bryce has a wide and deep knowledge of the spectrum of medical communications and publishing activities and has helped develop advanced courses on publication planning for ISMPP. He maintains a keen interest in clinical study publication trends and issues and has presented on this topic at industry forums.

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## About the speakers

### **Priya Pavithran, Head – Public Disclosure – GSK Vaccines**

Priya is a medical microbiologist with over 15 years of experience in vaccines clinical research. She began her career as a Medical Writer in GSK Vaccines. Assuming diverse roles of increasing responsibility that span medical writing, publications and business performance management, she has built a rich repertoire of clinical research experience. In her current role as the Head of Public Disclosure for Human Subject Research, she leads a specialised group in vaccines R&D that drives and delivers on GSK's commitment to transparency in scientific research. Priya is responsible for implementing external disclosure requirements and internal disclosure strategy in vaccines R&D and directs key delivery on transparency with protocol/result summaries, full protocols/study reports and patient-level data sharing with external independent researchers.

### **Laurence Rouxhet, Publication Lead for Europe, Canada and Japan – GSK Vaccines**

With a bioengineering background, Laurence Rouxhet obtained her PhD in the biomaterial field and spent about 7 additional years in that area, working on different European projects. In 2005, she joined GSK Vaccines as Publication Manager, took the lead of the team in 2008 and the additional responsibility of the Public Disclosure team in 2012, focusing on the implementation of the sharing of data with external researchers, sharing publicly CSRs on the internet and the implementation of the new regulations in GSK Vaccines. In 2016, she decided to step back and get closer to the field and is now Publication Lead for Europe, Canada and Japan, having the oversight on all local and regional publications of these 3 regions. Laurence is also a certified ISMPP medical publication professional (CMPP).

### **Dr Isabella Schmele, Global Medical Publication Manager – Merck**

Isabella is globally responsible at Merck for the publication strategy and management of several early stage products in oncology. Before joining Merck's R&D Department in 2008, Isabella had several positions in marketing and communications, working as an International Product Manager and Communications Manager for Merck's CardioMetabolic Care and Women's Health & Osteoporosis portfolios. After receiving her PhD in Biology from the University of Kaiserslautern, Germany in 1990, Isabella started out as a Junior Product Manager in marketing and sales at Sandoz in Nürnberg and moved on to Janssen Cilag in Sulzbach/TS as a Product Manager for their Gynaecological product portfolio.

### **Susan Scott, Director – Scott Pharma Solutions Ltd**

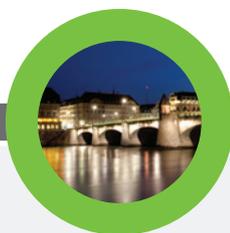
Since August 2014, Susan Scott has been a director of Scott Pharma Solutions Ltd, providing consultancy to companies in the arena of disclosure of clinical trials both as scientific publications and in clinical trial registries. For a decade before that, she was the Director of Publications & Communications for Ipsen, a mid-size European pharmaceutical company. Responsible for establishing and building their global publication management function, she also created and led the group managing clinical trial registration and results posting. With a PhD in biochemistry from University of London, she previously worked for GSK as a project leader in neurology and before that gained extensive experience in clinical study management in several therapeutic areas for its heritage companies. She is accredited with the Certificate of Medical Publication Professionals (CMPP), and is now on the ISMPP Recertification committee. She has presented &/or chaired at previous ISMPP, DIA and CBI Publication conferences in Europe and the US.

### **Dr Kamila Sroka-Saidi, Senior Medical Writer – Boehringer Ingelheim Pharma**

Kamila Sroka-Saidi is a Senior Medical Writer at Boehringer Ingelheim Pharma. She holds a BSc in Biotechnology from the Jagiellonian University in Cracow, Poland, and a PhD in Neurosciences from the Georg-August University in Göttingen, Germany. Following her studies, she worked as a postdoctoral researcher at Merz Pharmaceuticals, before joining Boehringer Ingelheim as a Medical Writer in 2012. In the last couple of years, she has been involved in establishing processes for the writing of lay summaries of clinical trial results.

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