

Medical Journals and the Pharmaceutical Industry

Seoul 25 March 2008

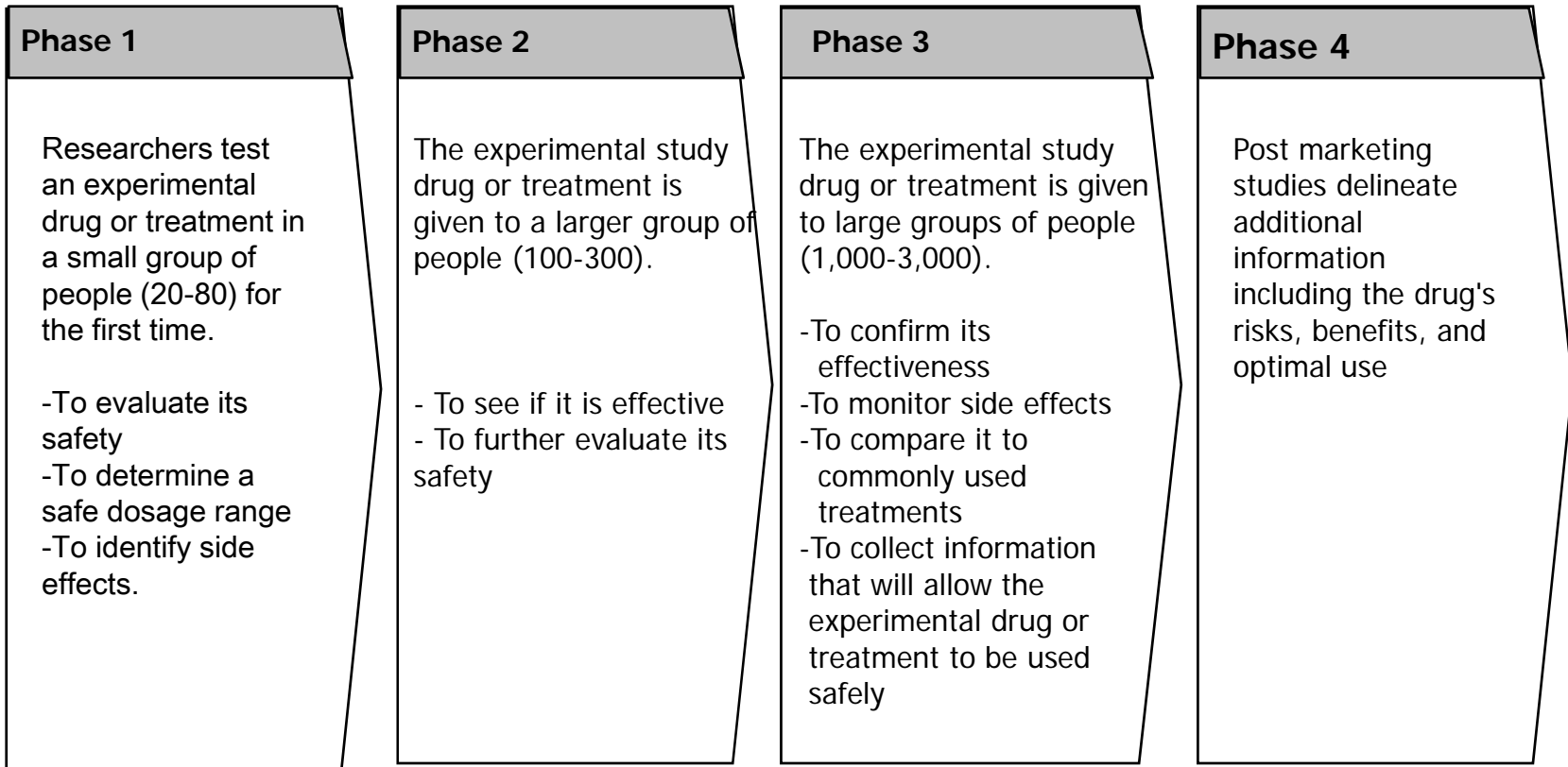
Mark Robertson

Publishing Director Asia-Pacific

Agenda

- Clinical trials and publication planning
- Editorial/publishing strategies
- Guide lines

Phases of Clinical Studies/Trials



Source: www.ClinicalTrials.gov – A service of the U.S. National Institutes of Health (NIH), through its National Library of Medicine (NLM), has developed this site in collaboration with the Food and Drug Administration (FDA).

Strategic communication planning

= “gaining **product adoption and usage** through systematic, planned dissemination of key messages and data to appropriate target audiences at the optimum time using the most effective communication channels”

(Pharmaceutical Executive, A Guide to Strategic Communication Planning)

PLANNING

Analysis

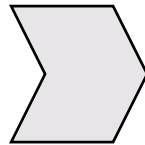
Target/Objectives

Strategy

Customer needs

**Information/data
creation**

**Information/data
dissemination**



IMPLEMENTATION

Publications

Journal reviews

Symposia

Workshops

Advisory boards

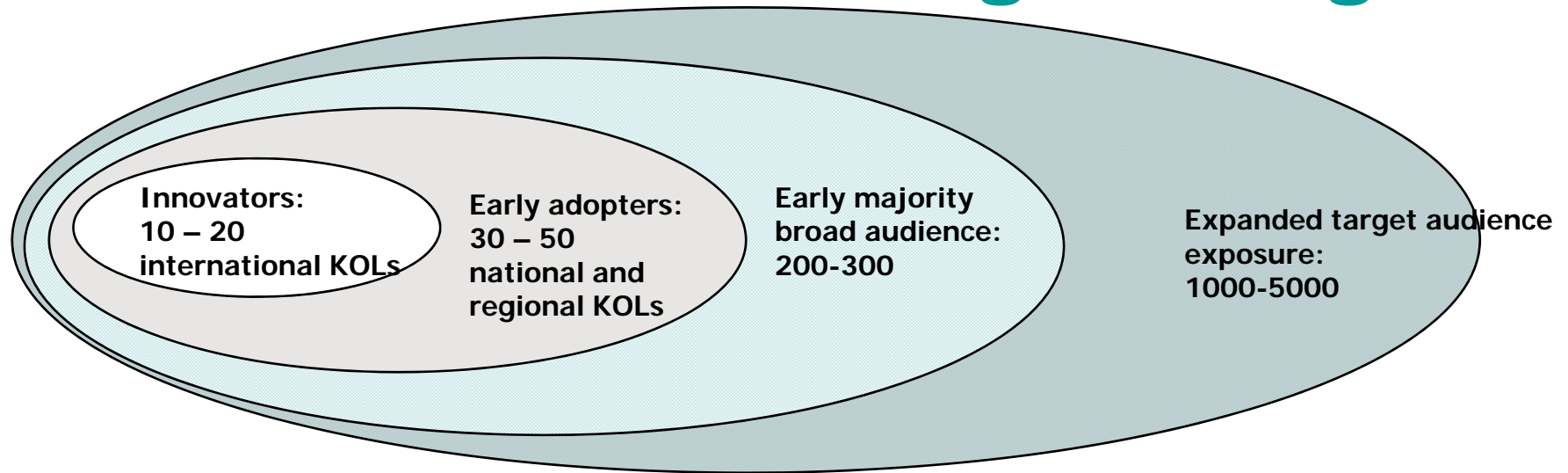
Abstracts

Educational materials/PR

How does the industry plan?

- The pharmaceutical industry often draws together a publication planning team of pre-clinical, medical, communications and marketing personnel to identify opportunities and co-ordinate the dissemination of data.
- For most products, the publication planning team will be set at a global level with the remit to translate data into publications for the markets.
- Often an external agency acts as a buffer and a facilitator.

Publication Planning Strategies



I-II

- Advisory board
- Key consultants
- Investigator meetings
- Develop key messages & vocabulary
- **Primary Publication/
Disease Review**

III

- Investigator meetings
- National & regional Advisory board
- CME national/regional symposia
- CME speaker programme
- **Primary publications & supplements**

Launch

- Investigator meetings
- National & regional Advisory board
- Phase IIIb/IV trials
- Launch activities
- National & regional Symposia
- Regional workshops
- Field-based education
- **Positioning reviews**

IV/Post Launch

- Phase IIIb/IV trials
- Advisory boards
- Key consultants
- Investigator meetings
- National & regional Symposia
- Regional workshops
- Field-based education
- **Phase IIb/IV publications, reviews and supplements**

Source: European Pharmaceutical Executive

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Clinical trials

Seventy-five per cent of trials published in four of the five major medical journals (The Lancet, New England Journal of Medicine, Journal of the American Medical Association, Annals of Internal Medicine) are sponsored by the pharmaceutical industry. In the fifth journal, the BMJ, it is 30 per cent.

Source: http://news.independent.co.uk/uk/health_medical/story.jsp?story=514316 23apr04

Merck: Today, publications = our “currency”

Merck scientists published ~ 1000 articles in 2003

Laurence Hirsch, MD Merck Research Laboratories Publication Planning and Execution Excellence June 16, 2005 London

Phase I, II and III

- Research articles

What do publication planners want?

- **Top class journals**

High impact factor

Excellent reputation

The right circulation



What do publication planners want?

- **Reliability**

Quick decision

Clear timelines

Published on schedule



What do publication planners want?

- **Speed**

Fast time to acceptance

Fast peer review

Fast publication



What do publication planners want?

- **Communication**

Clear aims and scope

Accessible editor

Manuscript tracking

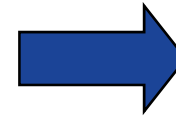
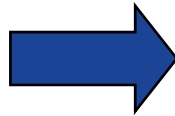
Early proofs and reprints



Reprints

PUSH

High quality,
appropriate
papers from
industry



PULL

€ £ €
High value
reprints, paper
and now online
too
£ £

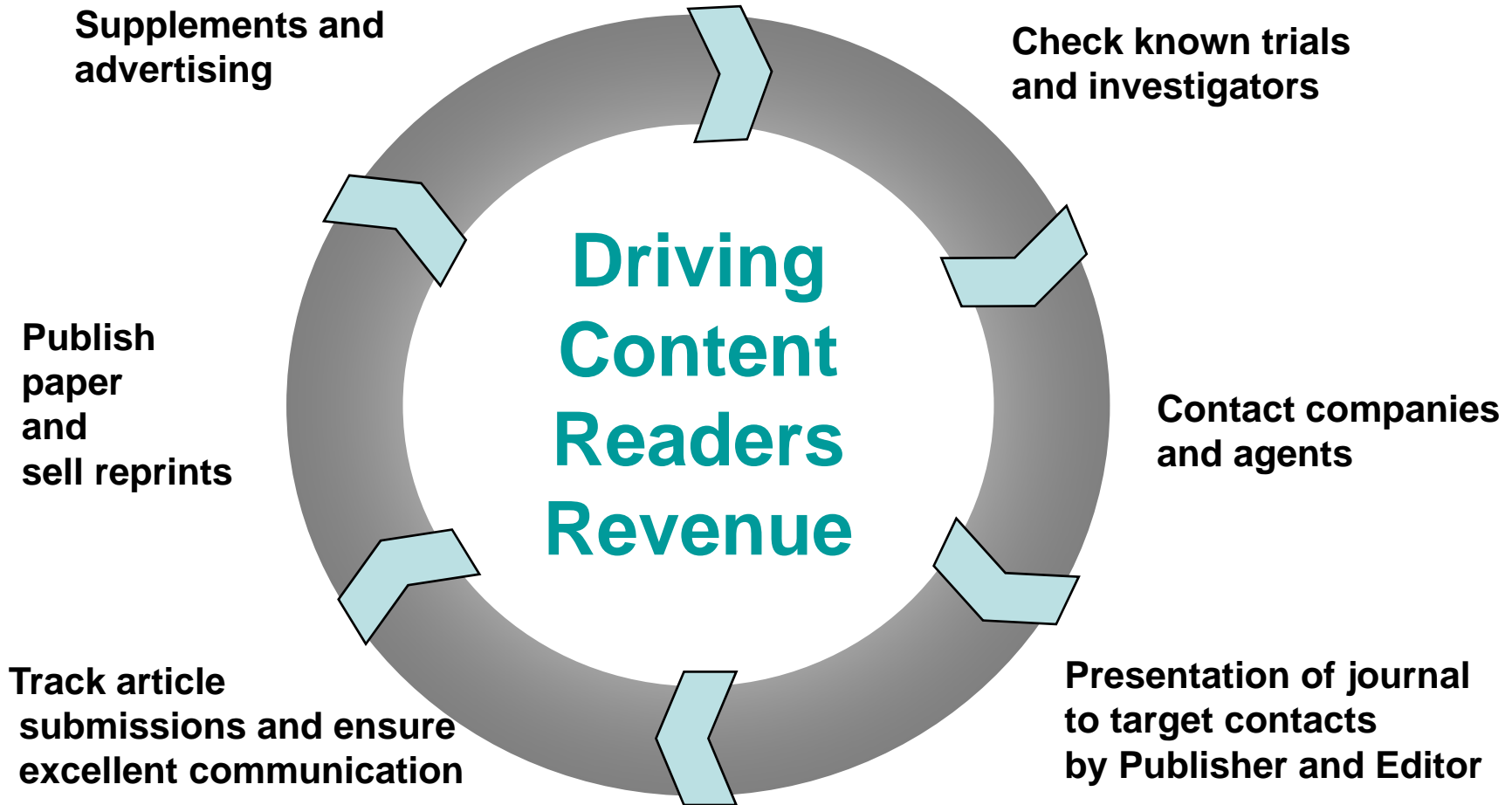
Phase I, II and III

- Research articles
- Readers
- Citations
- Revenue

Phase III, launch, post launch

- Supplements
- Review articles
- Advertising
- Readers
- Citations
- Revenue

The cycle continues



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Guidelines

- Readers
- Citations
- Revenue

Thank you

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