

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



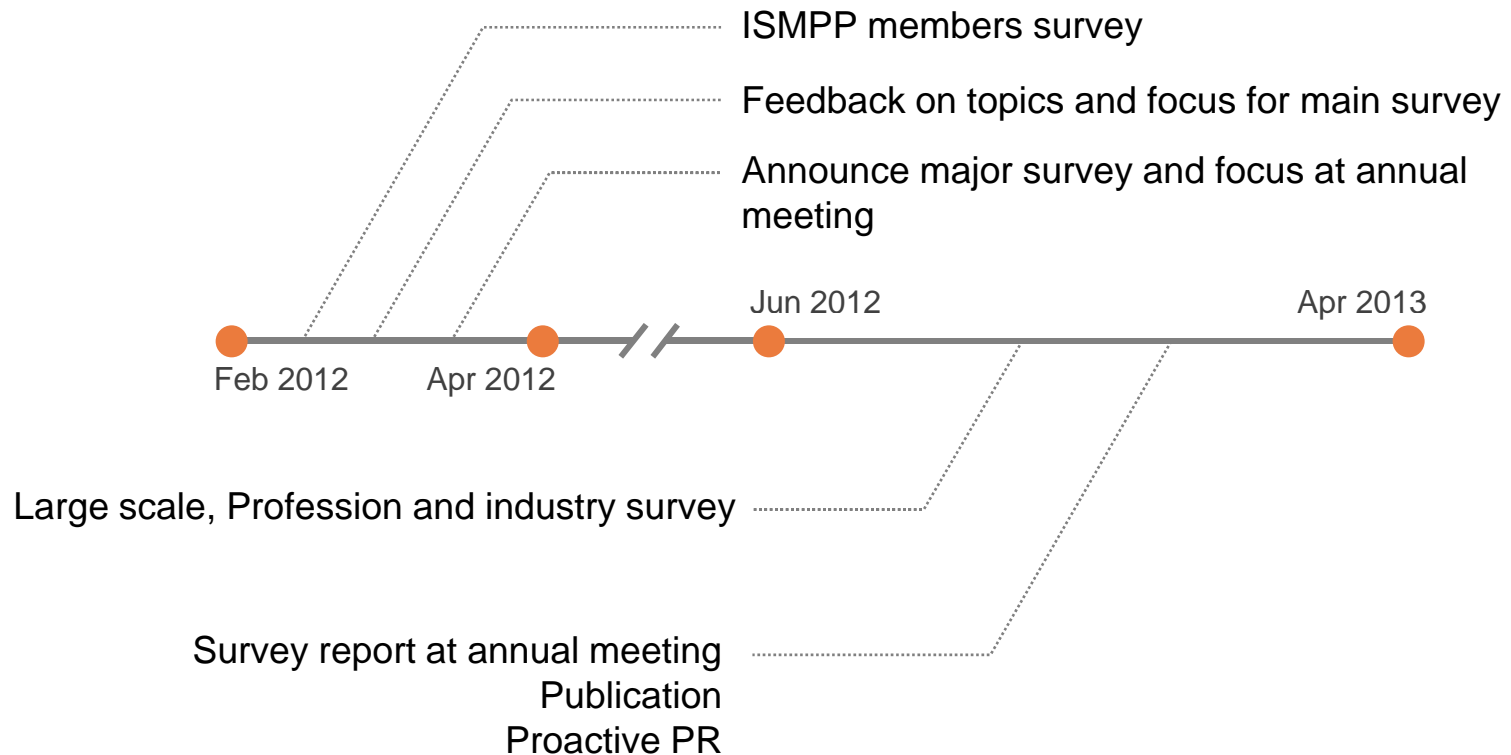
‘Discovery Phase’ complete – 295 responses

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



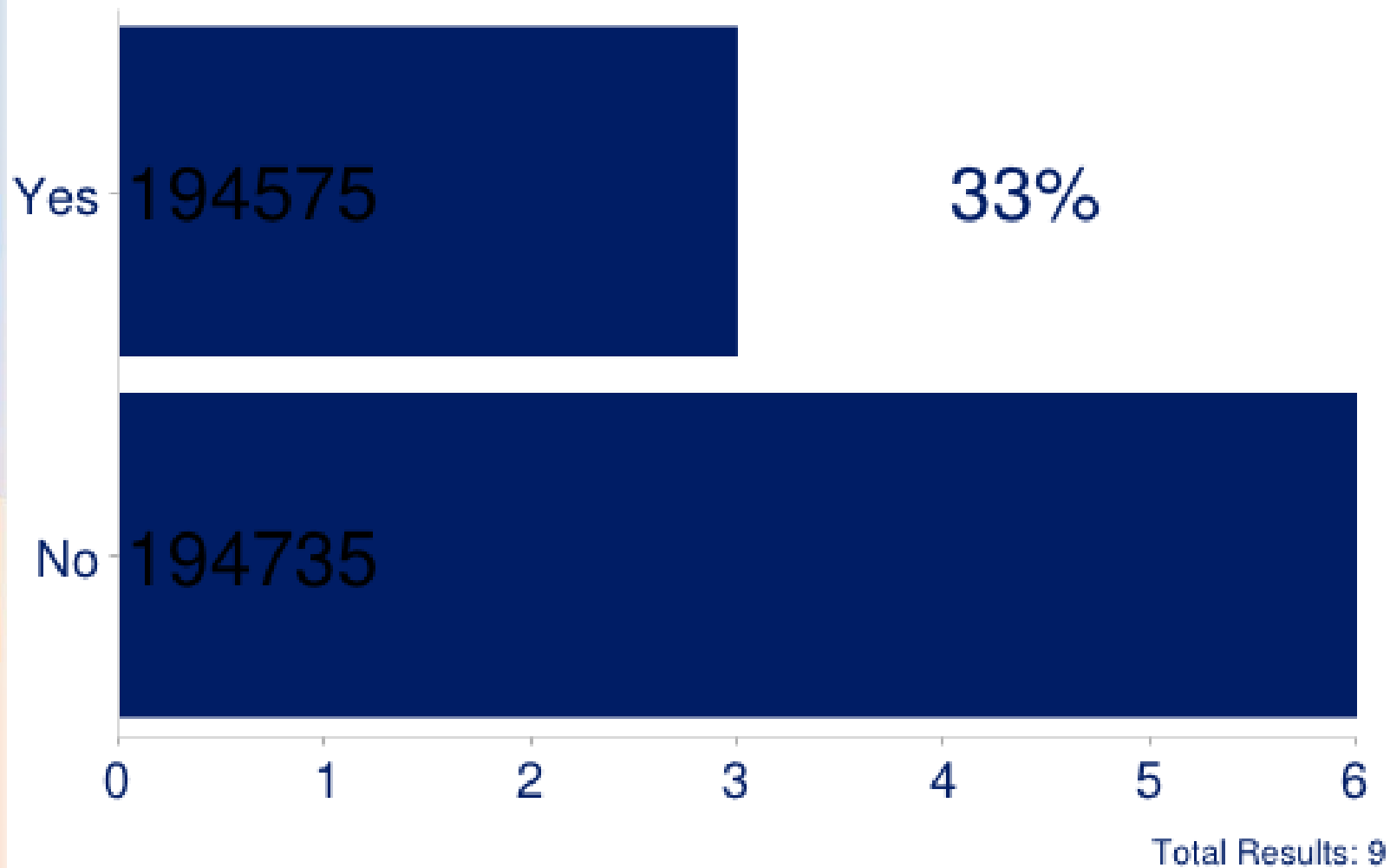
Major Survey Phase

Polleverywhere

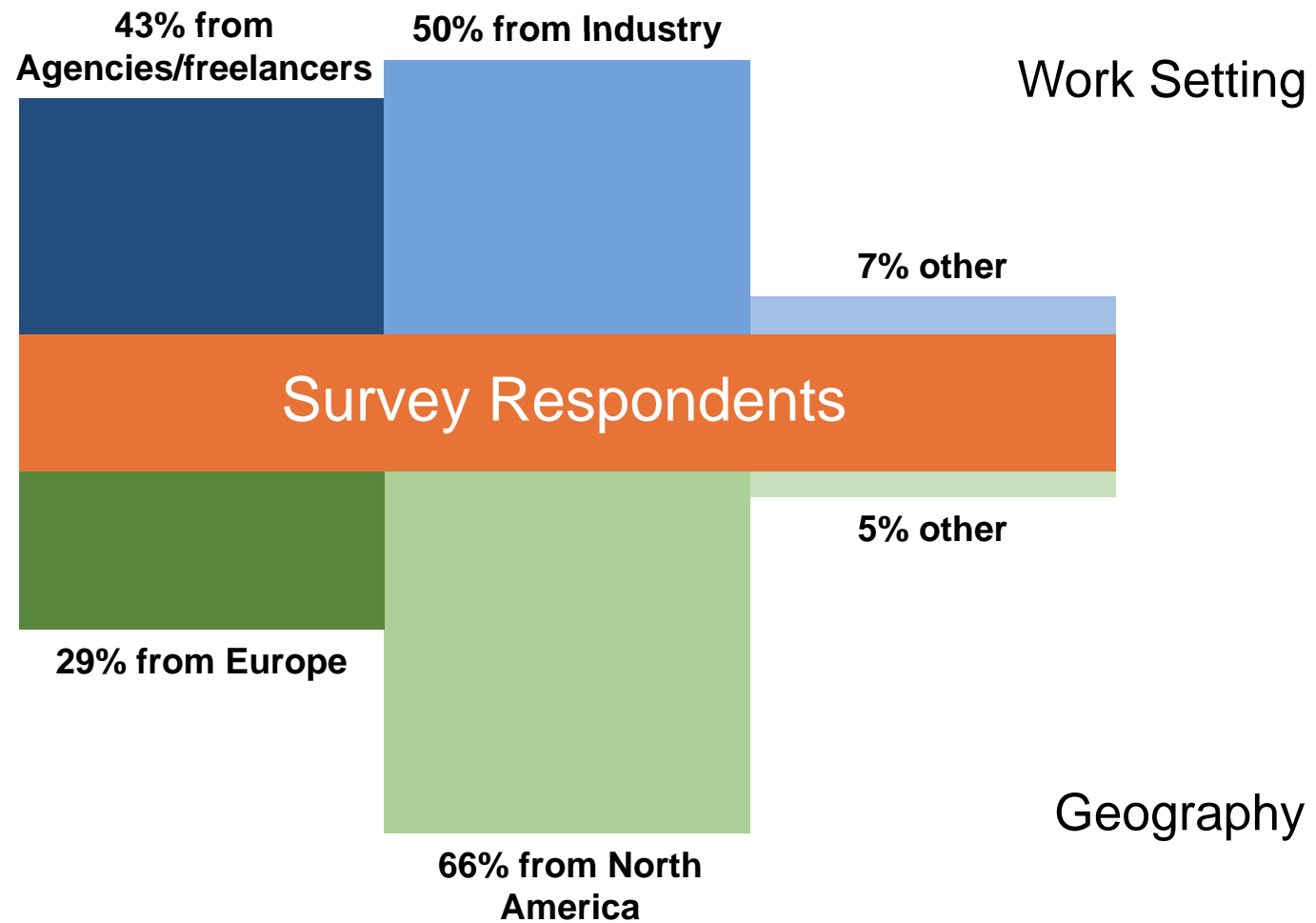
- Everything you need to know can be found here <http://www.polleverywhere.com/>
- The system used in the meeting was the free account – yes, you heard me, didn't cost (me) a penny!



How many of you responded to the ISMPP pilot survey?



Survey demographics



Where do you work?

Agency (including
freelancers)

167442

Industry

167468

Other

167601

25%

0 1 2 3 4 5 6 7 8 9

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

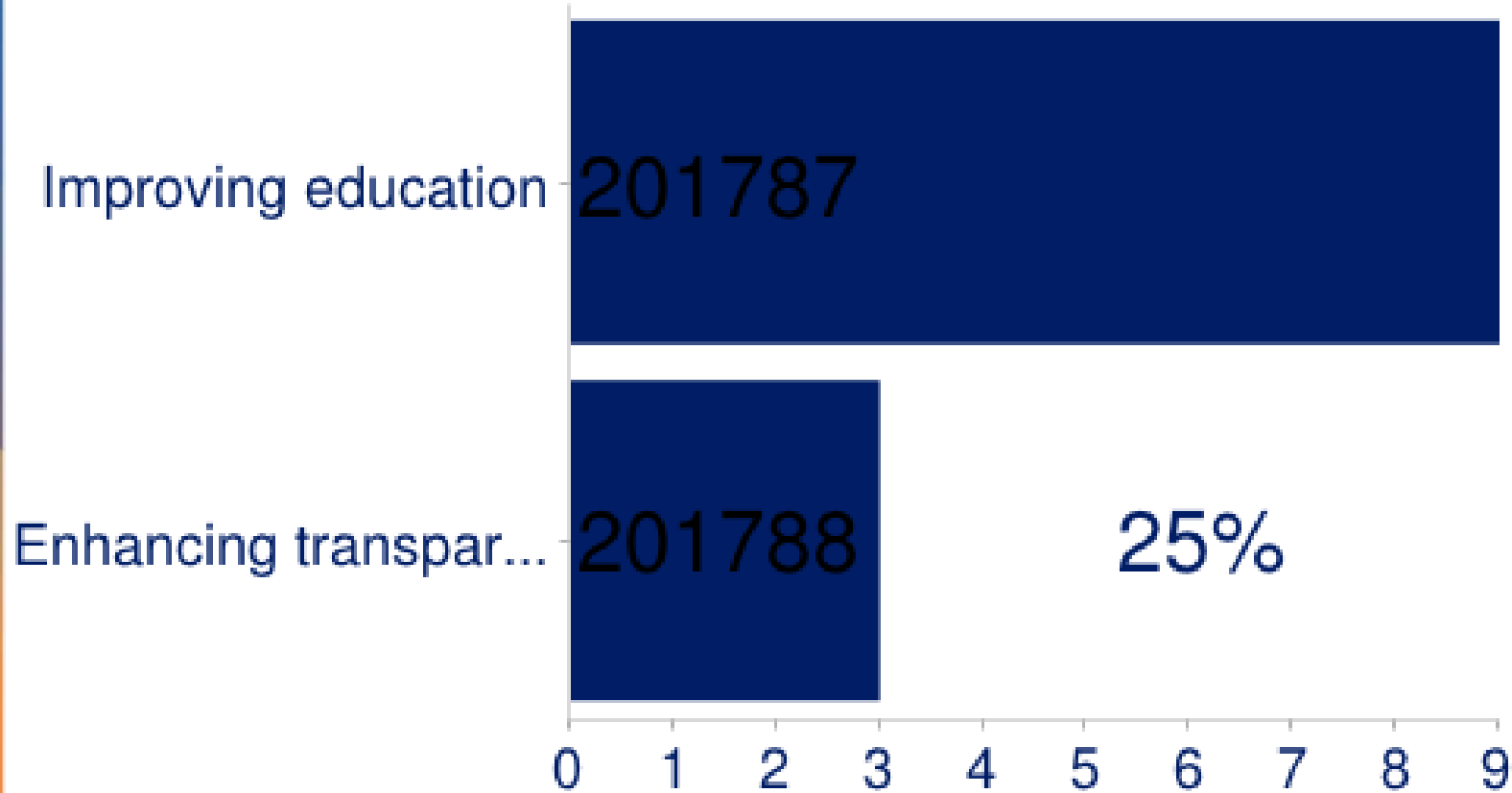


Enhancing transparency

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?



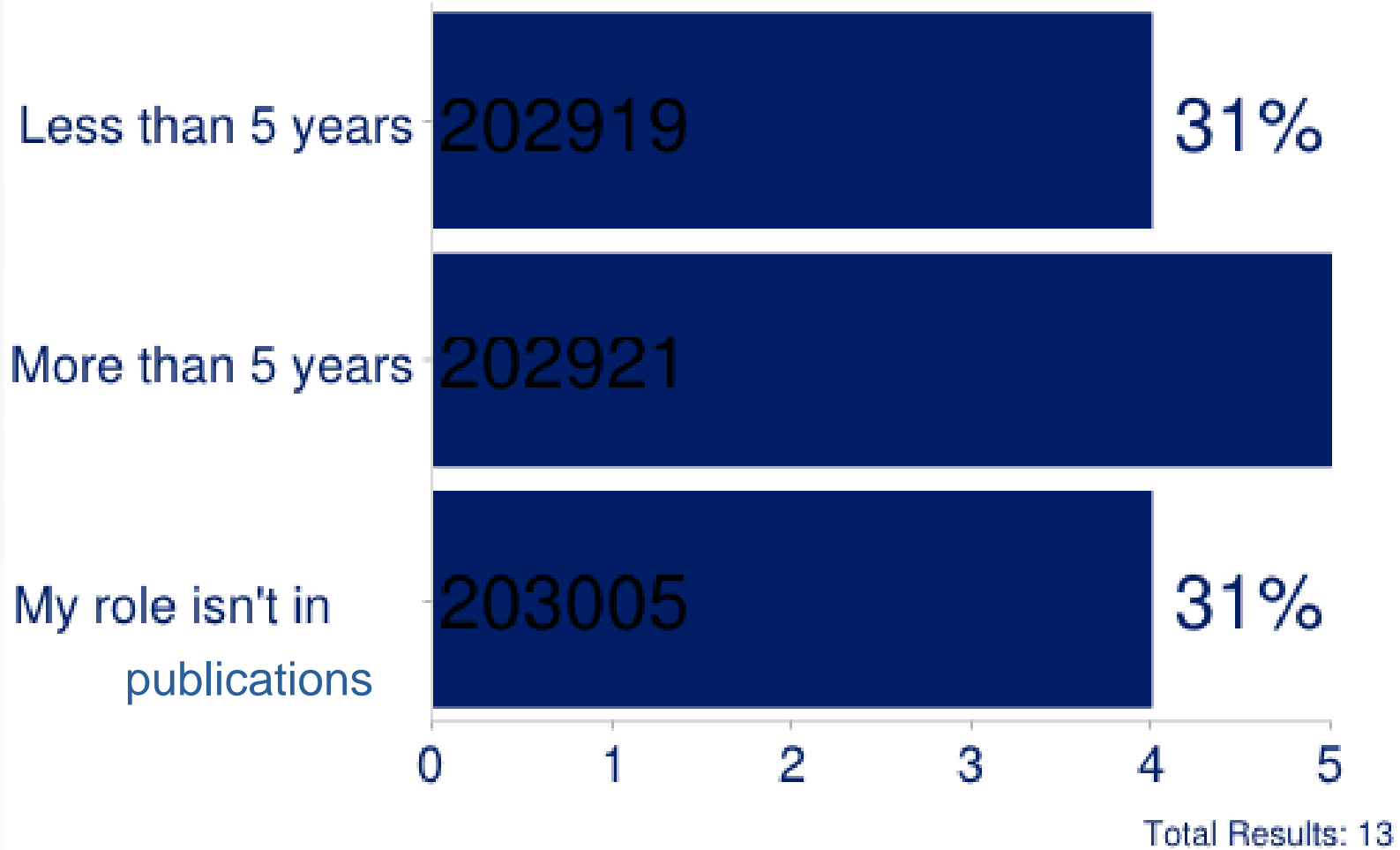
Total Results: 12

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



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", are you in...

Publishing
(publisher)

200288

20%

Publishing
(journal editor)

200503

Academia

200504

Non-publications
agency (digital,
creative etc)

200509

20%


Sorry, I'm in the
wrong meeting)

200511

0 1 2 3

Total Results: 5

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

Summary  [Get this via text](#)

How people responded	Sent to	Count
Web or smartphone	(our site)	7
Twitter	40404	1

Individual Responses


[Change time zone](#)

Response	Via	Received at
corporate affairs in pharma	Web	July 2, 2012, 01:28 PM
Lay media	Web	July 2, 2012, 01:27 PM
docs	Web	July 2, 2012, 01:27 PM
Lay media	Twitter	July 2, 2012, 01:26 PM
Ben goldacre	Web	July 2, 2012, 01:26 PM
Authors	Web	July 2, 2012, 01:26 PM
lay media	Web	July 2, 2012, 01:26 PM
academics and lay press	Web	July 2, 2012, 01:26 PM

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



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

Summary  [Get this via text](#)

How people responded	Sent to	Count
Web or smartphone	(our site)	1

Individual Responses

[Change time zone](#)

Response	Via	Received at
defining a role for what we do do <(Web	July 2, 2012, 01:32 PM

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*

Josh Fullam

*Analyst
TGaS Advisors*

Viv Adshead

*Chair: Issues & Actions Committee
KnowledgePoint 360 Group*

Tom Grant

*Issues & Actions Committee
AstraZeneca*

Stephanie Tortell

*Issues & Actions Committee
Complete Medical Communications*

Fiona Steinkamp

*Issues & Actions Committee
NovoNordisk*

Thanks

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

