



ISMPP University

AP ISMPP U – A pubs rhapsody:

Is this real pubs life? Is this inequity?

*Our global landscape must address
our reality*

#MedComms Day

June 25, 2025



Webinar will begin at:

24 June, 9:00 PM NYC

25 June, 6:30 AM Mumbai

25 June, 9:00 AM Beijing

25 June, 10:00 AM Tokyo

25 June, 12:00 PM Sydney



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The ISMPP CMPP™ Credential Certifies



Expertise as a medical publication professional



Commitment to ethical and transparent data dissemination standards



Proficiency in good publication practices



Leadership in upholding integrity and excellence

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ISMPP has more than 2600 members across the globe!

APAC Members Making a Difference

Outstanding Committee Member Award



Tim Stentiford

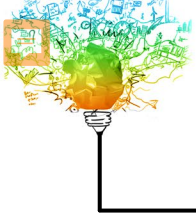
The Outstanding Committee Member Award recognizes individuals who have served or are serving on an ISMPP Committee(s) and recognizes the outstanding efforts and work the individual has put forth.

CMPP™ Award



Haruko Isomura

The CMPP™ Award is designed to recognize a current ISMPP CMPP that best exemplifies the roles and responsibilities of a CMPP. The award encompasses the commitment to ethical and transparent data dissemination standards and leadership in upholding and fostering integrity and excellence in medical publications.



Asia Pacific Meeting of ISMPP
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Today's faculty

In case you
want to
listen to the
song



Anne Wong
Roche
Switzerland



Blair Hesp
First in Human
New Zealand



Jonathan Lee
Takeda
Singapore



Julie Yuan
Wiley
Singapore



Yaming Wang
Alphabet Health
USA

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Disclosures

- Anne Wong is an employee of F. Hoffmann-La Roche Ltd (known as Roche) and owns stock
- Blair Hesp is the owner and Managing Director of Kainic Medical Communications Ltd. and is Principal Consultant at its First In Human division, which provides medical writing services. BH is also a member of the ISMPP Asia-Pacific Collaborations Outreach Committee and the Australasian Medical Writers Association
- Jonathan Lee is an employee of Takeda Pharmaceuticals and owns stock. He is also the current APAC Trustee on the ISMPP Board of Trustees
- Julie Yuan is an employee of John Wiley & Sons (generally known as Wiley)
- Yaming Wang is the founder and CEO of Alphabet Health Group, and Managing Director of Alphabet Health, a strategic medical communications agency
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Session objectives

- To evaluate the current publication landscape and the inequity that our publication processes/guidelines may unconsciously reinforce on multilingual English speakers
- To analyze how advancements in AI large language models and translations can
 - Help to address some challenges of publishing in English
 - Unconsciously reinforce bias against multilingual English speakers
- To create a call to action for all attendees and ISMPP to consider how they can take active steps to address global inequity in publications

Open your eyes, look up to the skies and see...

What does equity in publications look like?



The focus for our session: Culture, Communication & Language

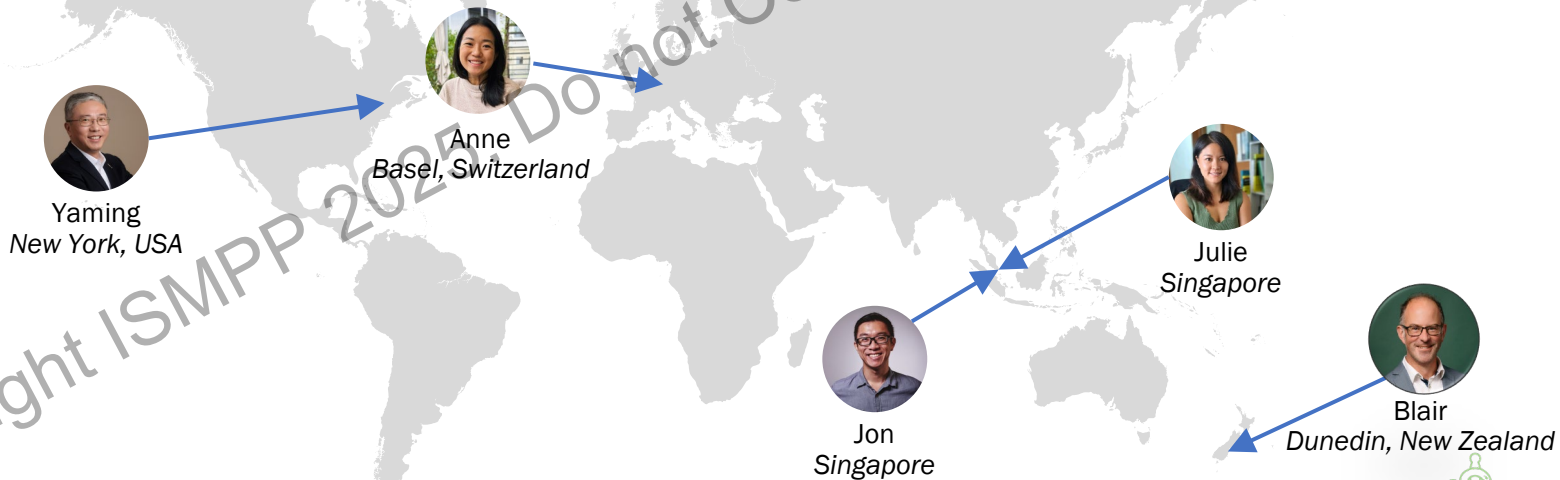


Our culture shapes our language and the way we communicate

Our focus today

Diversity Wheel as used at Johns Hopkins University. [View a larger version of the wheel.](#)
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Our International Faculty





Faculty experience across varied publication landscapes



Anne



North America



Asia



Oceania



Europe



Julie



Asia



Oceania



Blair



North America



Asia



Oceania



Europe



Yaming



North America



Asia



Europe



Jon



North America



Asia



Oceania



Africa



South America



Europe



What is equity?

Publications inequity bingo

You often participate in manuscripts with a language diverse author group

You are a multilingual English speaker

Your published works are hard to find because your name has spelling variations due to non-English characters

It is difficult for primary care physicians in your country to understand research published in international journals

You feel that technology is enabling you to publish more easily

You have translated part of a manuscript to understand it better

You've been invited to calls that take place between 10pm-6am local time

Plain language summaries and author videos are extremely helpful to you and your colleagues

You take extra time to translate your thoughts into English when authoring a publication

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Perspective: Inequity in publications

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What does inequity in publications look like?



Anne Wong
Roche
Switzerland

- Industry pub strategies and funding may prioritize research from key markets to aid commercial access
- Pub strategies tend to target high impact English language journals
- Pharma preferences for inclusion of English speakers to ensure data can be presented at international meetings



Julie Yuan
Wiley
Singapore

- Rejection of Australian papers because “the data set was too small”
*“... out of 43 global and international health journals indexed in Medline, **62.7% were published from 2 high-income countries.** Further, 68.2% of editors were based in high-income countries with **67.3% of the editors belonging to the Global North**”*

- Asian Bioethics Review

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Why should this matter to us?



Anne Wong
Roche
Switzerland

- Biases for authors, research and journals impedes knowledge sharing and may not accurately represent clinical practice or patient experience



Julie Yuan
Wiley
Singapore

- Lack of diversity in editorial boards can indirectly lead to desk rejections due to unfamiliarity with context of the research



Jonathan Lee
Takeda
Singapore

- Pharma pubs processes
 - Tend to focus on documentation of author inputs in English
 - Assume uniform cultural acceptance of open disagreement
- Loss of important clinical insights from authors who are
 - Unable to fully articulate their thoughts in English
 - Unwilling to openly disagree with their peers
- Skews/biases publication metrics



How does it impact patients?



Yaming Wang
Alphabet Health
USA


- Evidence may not reflect clinical practice settings, resulting patients not receiving evidence-based care
- Patient voice and experiences are not represented in the literature, resulting patients not find it relevant to them
- Need to do everything we can to include diverse perspectives in our current publications



Blair Hesp
First in Human
New Zealand

- Decisions are made using data derived from study participants who are fundamentally different to the patient being treated – physically, genetically and culturally
- The most effective method of engaging patients, and communicating scientific data, differs across cultures
- Being unable to relate to the populations represented in the literature fuels distrust in industry and the medical profession

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**I see a little silhouette of AI
GenAI, GenAI, can you do the
translation?**

🎵 GPT and DeepSeek, some more LLMs for me 🎵





Challenges of publishing in English



Interpreting instructions to authors



Navigating the submission system



Peer review



Communicating with the journal



Editing at acceptance



The promise of AI

Available 24 hours/day, 7 days/week

Immediate feedback

Fairness for speakers of English as a second language

Facilitate increased bidirectional communication



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Risks when using AI for medical publications



Science moves quickly^{1,2}



Plagiarism and referencing is a problem^{2,3}



Correct language and tone is required²

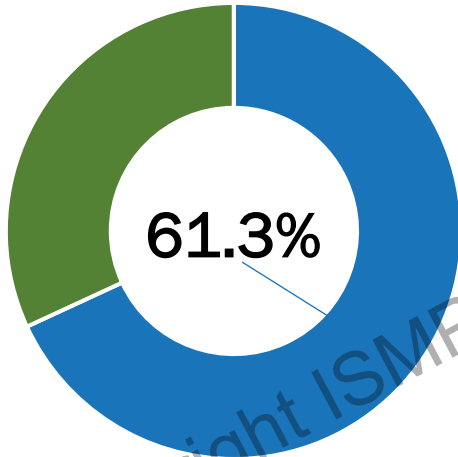


Entering the “uncanny valley” of language?

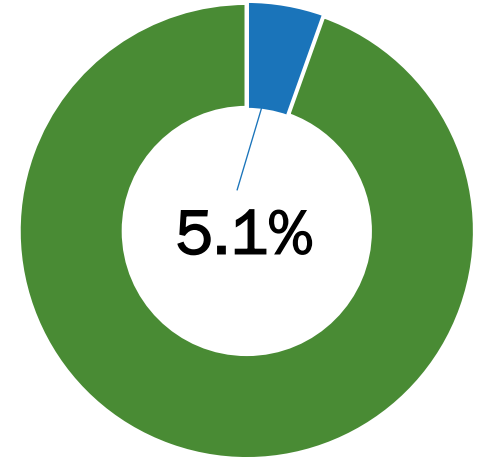


Bias in AI detectors

English speakers
from China



Native English-speaking
high school students



AI detectors may consider
simplified English as being
generated by AI



Not flagged by AI detector



Flagged as AI-generated by AI detector



Perspectives: Use of AI to address inequity in publications

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How is pharma approaching this?



Anne Wong
Roche
Switzerland

- Still figuring out if/how we can use AI in pharma pubs
- Pharma pubs focus at this time is on efficiency/cost savings



Jonathan Lee
Takeda
Singapore

- From a global perspective, agree with Anne
- From a regional perspective
 - Use of AI language editing software to help local teams with manuscript development
 - Not the same as generative AI
 - Goal is to improve language quality to better capture author insights
 - Does link to efficiencies and cost savings
- My long-term aspiration is to enable authors to write in their preferred language without loss of context if translation is needed

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How can agencies leverage AI to address inequity in pubs?



Yaming Wang
Alphabet Health
USA

- AI makes information more accessible through language translation for multilingual speakers
- AI makes working with multilingual authors and patients easier
- Be cognizant about the benefits and limitations of current AI tools
- Partner to develop new tools to better serve patients around the world



Blair Hesp
First in Human
New Zealand

- Everyone is more open, comfortable and confident engaging in their native language
- Generate efficiencies that improve the value proposition for supporting local and regional publications and medical communications
- Facilitate international networking and collaboration among peers who may not be confident speaking or writing in English (or in a language other than English)

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How are publishers adopting AI to address inequity for multilingual English speakers?



Julie Yuan
Wiley
Singapore

- Wiley actively embraces the adoption of AI
 - AI Growth team focusing on publishing and product innovation, and new impact opportunities.
- Wiley's study on AI use in publishing (ExplanAltions) found that
 - China and Germany are leading in the use of AI within the research process
 - Computer Science and Medicine are the fields with the most researchers who self-identify as wanting to be early adopters of AI.
 - Insufficient guidelines and training cited as barrier to use of AI tools by over 60% of researchers worldwide
- Launched our AI guidelines for authors (books) and also added an AI guidance in our Best Practice Guidelines on Research Integrity and Publishing Ethics for journal authors, on top of our AI principles.
- AI Partnerships program
 - Is a co-innovation initiative to partner with AI companies.
 - Currently looking for AI tools that can help improve science communication, education and content creation - so if you know any, please send them over to us!



**Equity must matter,
everyone must see...**

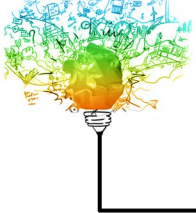
Equity must matter to me (the patient)





What we can start doing to support equity in publications

- **Recognise**
 - How multilingual English speakers and/or those from a non-Western culture face inequity in our publications landscape
 - How publication professionals in APAC have been advocating for our region
 - Everyone can make a difference
 - The need for internal policies promoting fair representation of authors/regions, without undue bias
- **Change the language used**
 - Such differences in spoken language and culture are **not barriers to overcome**. They are instead **diversity** that needs to be embraced
- **Consider**
 - How our use/training of AI systems in the publication landscape may unconsciously reinforce inequity
 - Regional journals in pub plans
 - Provision of editorial support to multilingual English-speaking investigators
 - Encouraging encores in local languages to support knowledge dissemination



**Improving publication equity will
ultimately benefit the patients
we all strive to help**

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Q&A

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Upcoming ISMPP U Webinars

August 2025:

Designing Slide Presentations that Engage and Deliver

September 2025:

Strategic Social Media Selection for Data Dissemination: Optimizing HCP Engagement Across Platforms



ISMPP Podcast: In Plain Cite

Rethinking How We Prompt GenAI with Conor Grennan: Released today!

Challenges and opportunities in Publications Leadership: Release on July 8



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