

Familiarity and implementation of global publication guidelines in Asia-Pacific (APAC): A cross-sectional survey

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Key takeaways



It is important to consider local/regional cultural norms and practices when implementing global publication guidelines



Compliant and flexible approaches for collecting author feedback will aid timely dissemination of reliable data for the advancement of patient care in APAC

Background

- There are differences in the publication landscape within the Asia Pacific (APAC) region compared with the USA and Europe¹
- We conducted a survey to better understand (1) the current practices and challenges for collecting author feedback on industry-sponsored publications in APAC, and (2) the implications these may have on adherence to international publication guidelines. Here we report data on:
 - The understanding of good publication practices amongst pharmaceutical company authors (**‘internal authors’**) and experiences of **publication professionals** with guideline implementation in APAC
 - Author language and communication preferences in APAC (**Poster #22**)

Results

Figure 1: Most respondents were affiliated to pharmaceutical companies (66%) and medical communications agencies (29%)

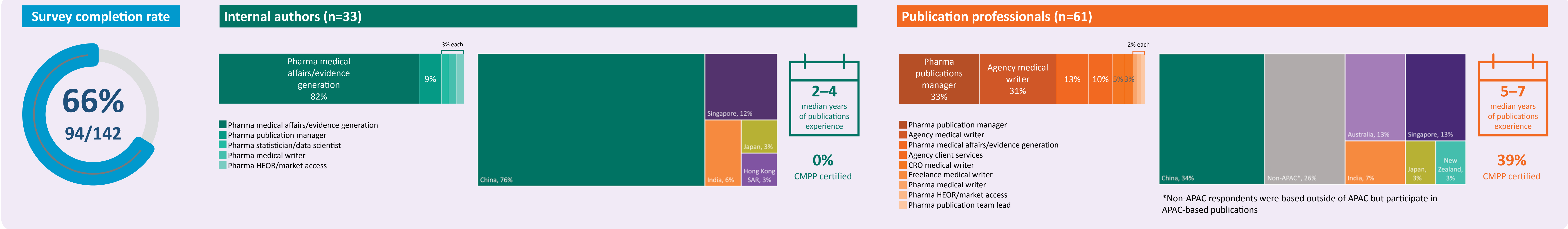
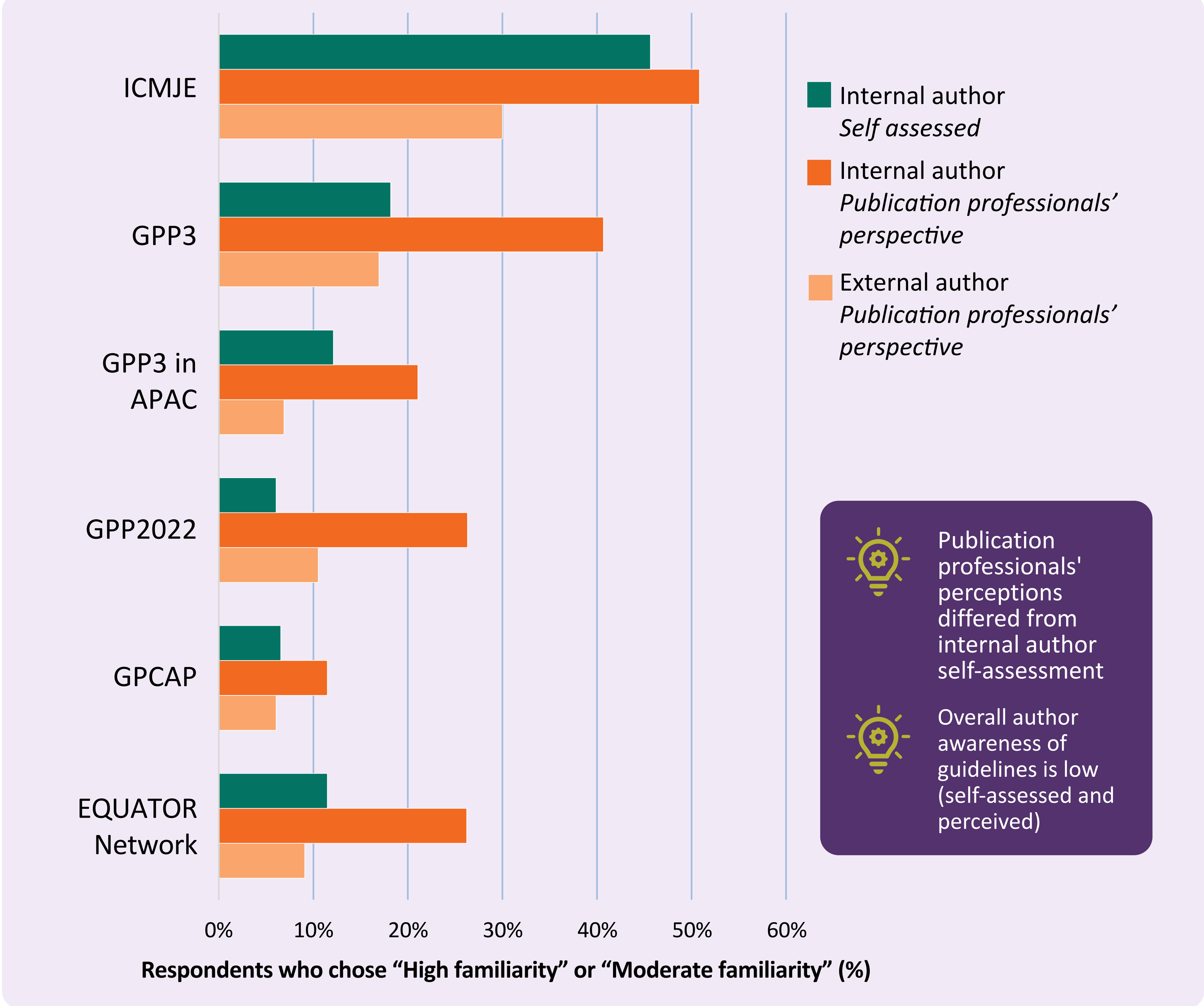


Figure 2: Internal authors (self-assessed) were most familiar with ICMJE and GPP3 guidelines and least familiar with GPP 2022, while external authors were perceived to have low familiarity across the guidelines



Barriers identified as moderate/major by more than half of the publication professional respondents were:

- 66% "external authors lack of familiarity with global guidelines"
- 54% "external authors do not see a need to adhere to global publication guidelines"
- 51% "local-language journals not adhering to global guidelines"

(See **Poster #22** for barriers relating to language and communication preferences)

Conclusions

- Author awareness of publication guidelines could be improved in APAC
- Publication professionals have indicated that global guidelines require adaptation to accommodate cultural norms/practices in APAC; this may help to improve external authors' views on the importance of adhering to global guidelines

References

1. Hesp BR, et al. Res Integr Peer Rev 2019;4:21.

Methods

- Study design:** Cross-sectional, internet-based survey of **internal authors** and **publication professionals** supporting publications in APAC (full details in supplementary materials)
- Groups of interest:**
 - Publication professionals:** defined as people whose current responsibilities involve the management and/or development of industry-sponsored publications
 - Internal authors:** defined as pharmaceutical company employees who have been authors on ≥1 industry-sponsored publication
 - External authors (not surveyed):** defined as non-pharmaceutical company employees, primarily healthcare professionals, who have been authors on ≥1 industry-sponsored publication

Figure 3: Almost 2/3 of publication professionals agree or strongly agree that current global guidelines do not consider cultural norms/practices and adaptions would be useful

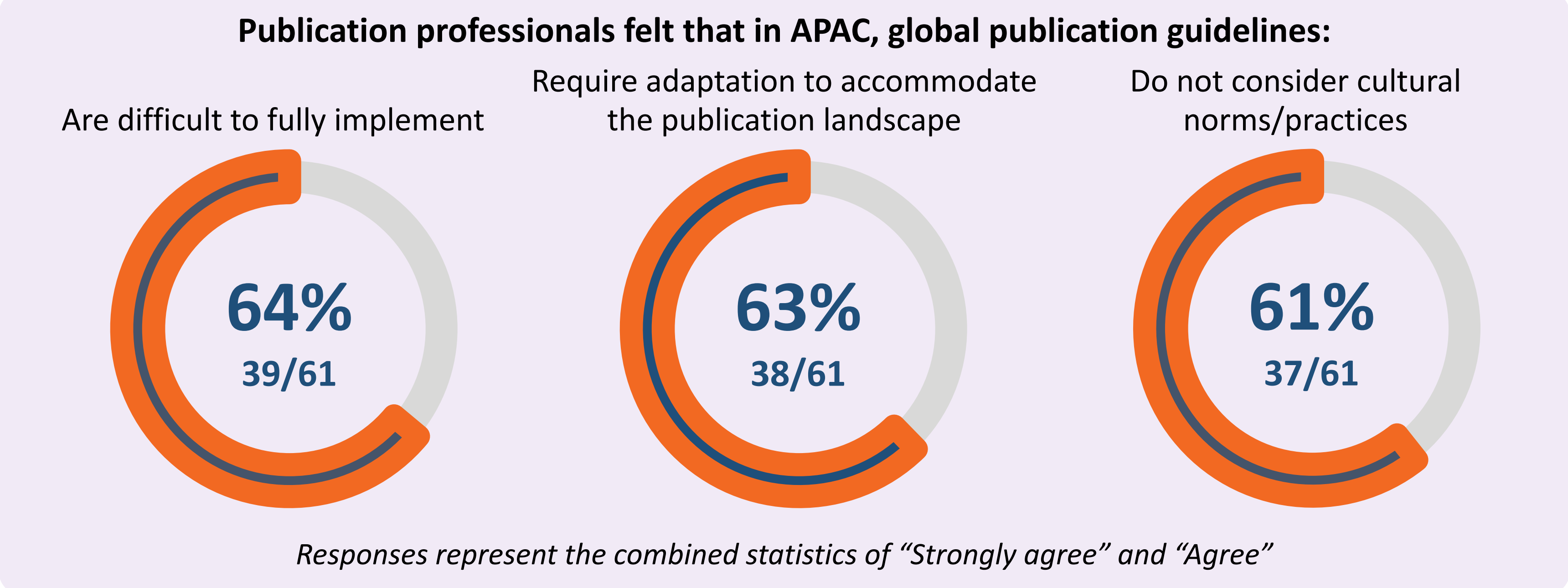
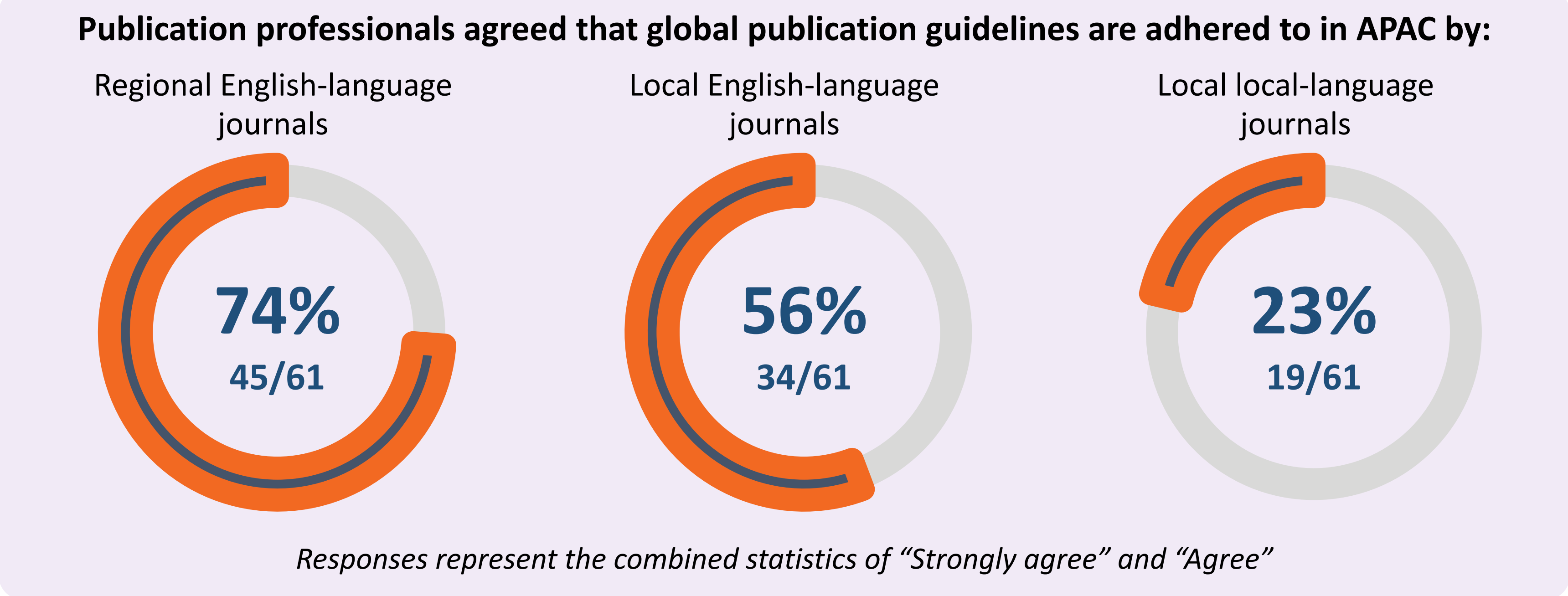


Figure 4: Publication professionals felt that lack of adherence to global publication guidelines was an issue most heavily associated with local-language journals, compared with those publishing in English



Strengths and limitations

- Cross-sectional survey, but many of the publication professional respondents have >5 years of experience in the publication industry
- Survey dissemination was via personal networks, which may have risk of bias; however, demographic data indicate broad coverage across APAC
- Given the wide respondent geography, our findings may be generalizable to the wider APAC community

Abbreviations

APAC: Asia Pacific; CMPP: Certified Medical Publication Professional; CRO: contract research organization; EQUATOR: Enhancing the QUALity and Transparency Of health Research; GPCAP: Good Practice for Conference Abstracts and Presentations; GPP: Good Publication Practice; HEOR: health economics and outcomes research; ICMJE: International Committee of Medical Journal Editors; SAR: Special Administrative Region

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