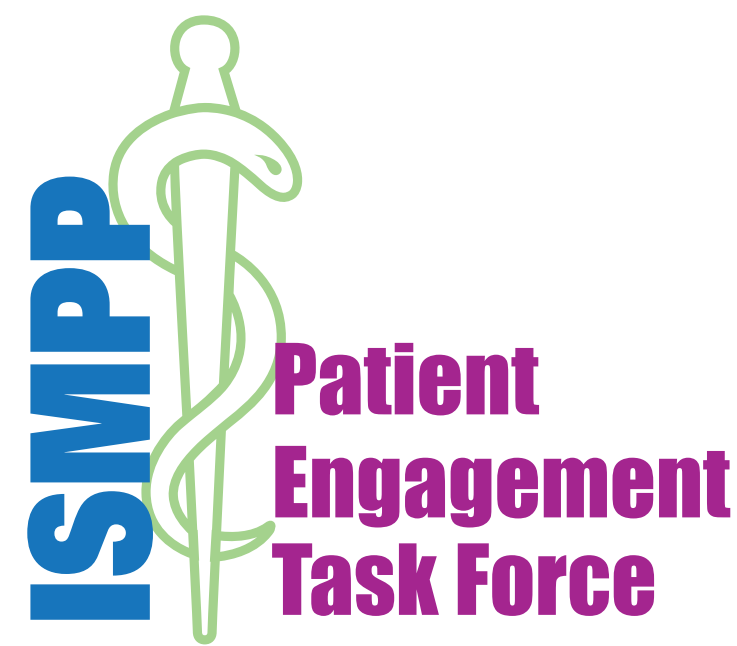


Shaping patient involvement in publications: Identifying and overcoming barriers through expert insights

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Poster # 4

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Key findings

- All groups identified a lack of guidance, frameworks, and onboarding tools as key barriers to effective patient involvement (PI) in publications
- Impact on timelines and budget considerations were identified as barriers by agencies and industry, whereas lack of clarity on processes and timelines was a key barrier for patients

Conclusions

- A greater understanding of the barriers and potential solutions will shape development of tools and resources to support compliant and effective PI in publication activities

The challenge

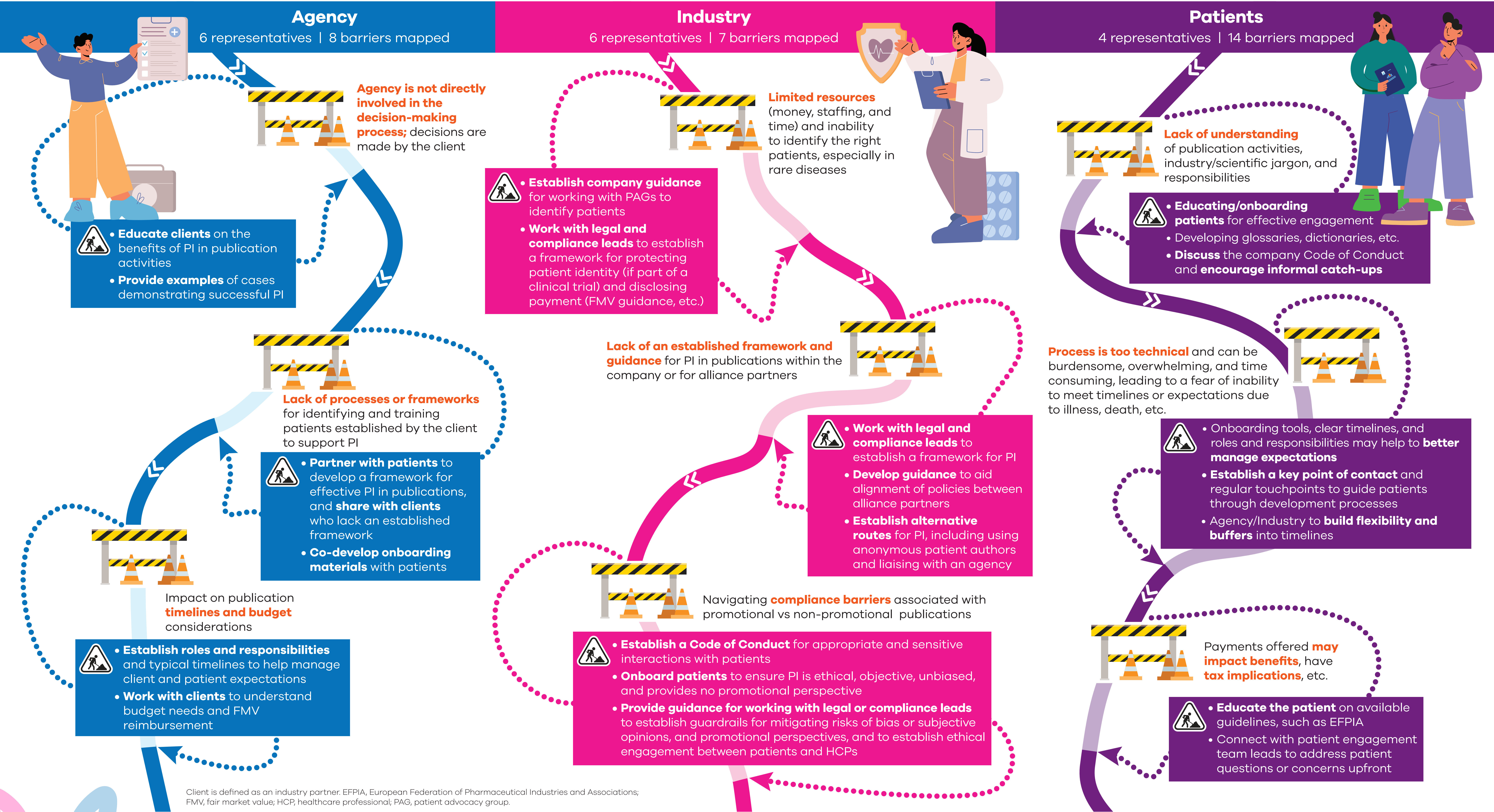
Despite growing interest and GPP 2022 Guidelines encouraging PI in publication activities, such as in authorship, steering committees, publication planning, etc., challenges for compliant PI still persist.¹⁻³

As part of the International Society for Medical Publication Professionals (ISMPP) Patient Engagement Task Force (PETF), we sought to understand the barriers to PI in medical publications.

The PETF conducted a virtual workshop (Oct 30, 2024) with 3 key stakeholder groups: Agency (medical communications and freelance publication professionals), Industry (pharmaceutical, biotech, and medical device), and Patients (including patient organizations and advocates).

Insights and examples based on stakeholder experiences were gathered ahead of the workshop and mapped on a virtual whiteboard for discussion.

Agency, Industry, and Patient representatives identified the top 3 barriers to compliant PI in publications and potential solutions



Considerations
No validated model was used to determine the top 3 barriers and the associated solutions; these were determined through discussion within the PETF. Due to the small sample size, these findings cannot be generalized. Further work is required to understand how the solutions will be realized to provide the relevant guidelines, frameworks, and training materials needed to maximize the impact of PI.

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