

Inside the CMPP Exam

Development, Scoring, and
Smart Preparation

MedComms Day
June 24, 2026
9:00 AM ET



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Join us for Future Meetings and Events



**September 17
Hong Kong**

Registration is Open!

Call for Abstracts: Due July 6



**September 29-30
Philadelphia, PA**

Registration is Open!

Call for Abstracts &
Proposals Closed



**January 25-27
London, UK**

Registration Opens Aug. 20

Call for Abstracts &
Proposals: Aug. 5 - Oct. 2



**May 3-5
Orlando, FL**

Registration Opens Oct. 14

Call for Abstracts &
Proposals: Aug. 5 - Oct. 2



Contact ISMPP to Learn About Exhibit and Sponsorship Opportunities

This webinar is free to all in honor of #MedComms Day!

#MedComms Day

Pride in Profession

JUNE 24, 2026



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- Expand your network with 2,600+ publication professionals worldwide
- Increase your visibility through committee involvement and the Expert Directory

Learn

- Stay current with exclusive courses, webinars, podcasts, and resources
- Gain practical insights from experts and peers

Grow

- Advance your career with CMPP certification
- Access new opportunities through the ISMPP Career Center

Lead

- Advance standards, ethics, and best practices across the profession
- Help shape the future of medical publications and communications

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- New members and returning members (inactive 3+ years)
- Use code: **New_Member_2026**
- Offer ends June 30

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- Receive 15% off your membership
- Top referrer wins a prize

Join ISMPP Today → www.ismpp.org

Connect. Learn. Grow. Lead.

Join 2,600+ professionals advancing medical publications & communications worldwide!

Apply by August 1 for the September Exam

Join the ranks of **Certified Medical Publication Professionals!**



You deserve to be recognized!

This could be your **new badge**



This could be your **new signature**

Jane Doe, **ISMPP CMPP™**
Manager, Global Publications

*ISMPP Certified Medical
Publication Professional™*

FROM ATTENDEE TO ARCHITECT

Join one of the ISMPP educational program committees to develop practical sessions, workshops and webinars for the **#MedPubs** and **#MedComms** community.



INSPIRING EDUCATION

Create and deliver content that informs, educates and drives impact.



MEANINGFUL CONNECTIONS

Collaborate with global experts and build lasting professional relationships.



POWERFUL CONVERSATIONS

Shape discussions on the topics that matter most to our community.



LASTING IMPACT

Advance the profession and help build the future of MedPubs and MedComms.



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COLLABORATE.
ELEVATE.



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2027 Annual Meeting Program Committee



2026-2027 ISMPP U Program Committee



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2026-2027 On Demand Education



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Shape the future.

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Build community.
Be the architect of what's next.

How to activate captions

- In the meeting controls toolbar, click the "Show Captions" icon (usually looks like a "CC")
- Select language:
 - Click the arrow next to the "Show Captions" button
 - Select your preferred language from the "Speaking Language" dropdown menu



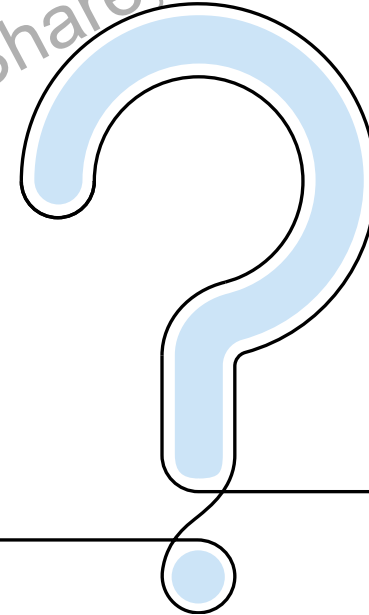
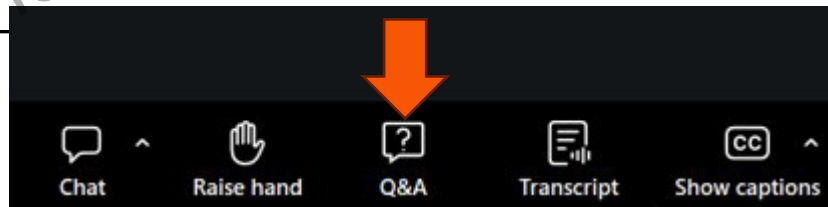
How to ask questions

Feel free to ask a question at any time; however, all questions will be held until the end of the presentation

To ask a question, open the Q&A window and type your question into the Q&A box. Click "Send"

Note: Check "Send Anonymously" if you do not want your name attached to your question in the Q&A

We will make every effort to respond to all questions live (out loud)



Disclaimer

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Learning Objectives

- Recognize the rigor and methodology behind CMPP exam development
- Gain insight into exam scoring and how to interpret results
- Describe the variety of preparation resources available for CMPP exam candidates
- Experience real-world questions from past CMPP exams to sharpen your readiness

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Today's Presenters



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Chair, ISMPP
Certification Board

EVP BU Lead,
ApotheCom



Gary Dever
Secretary, ISMPP
Certification Board

VP Portfolio Director &
Team Lead, Scientific,
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Group



**Jackie
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Director, ISMPP
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Head of Compliance
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Health Medical
Communications



**Haruko
Isomura**
APAC Director,
ISMPP
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Publication Lead,
Medical Research
Excellence, Takeda



Danita Sutton
Senior Director,
Credentialing –
ISMPP

What Does the CMPP™ Credential Certify?



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

A formal, professional certification that promotes adherence to the highest standards of integrity and transparency in medical publications/communications

Value of the CMPP™ Credential

✓ **Professional Recognition**



Distinguishes you as a member of a prestigious community of certified professionals recognized by colleagues, employers, and business partners/clients

✓ **Career Advancement**



Increases opportunities for professional growth and advancement

✓ **Industry Credibility**



Demonstrates your leadership and dedication to the highest standards of integrity, transparency, and ethics

✓ **Extensive Knowledge**



Codifies your deep understanding of best practices, guidelines, and ethical standards that drive quality and transparency

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More than 2,200 CMPPs Worldwide

CMPPS ARE REPRESENTED AROUND THE WORLD

CMPPs are in 30 countries on 6 continents!



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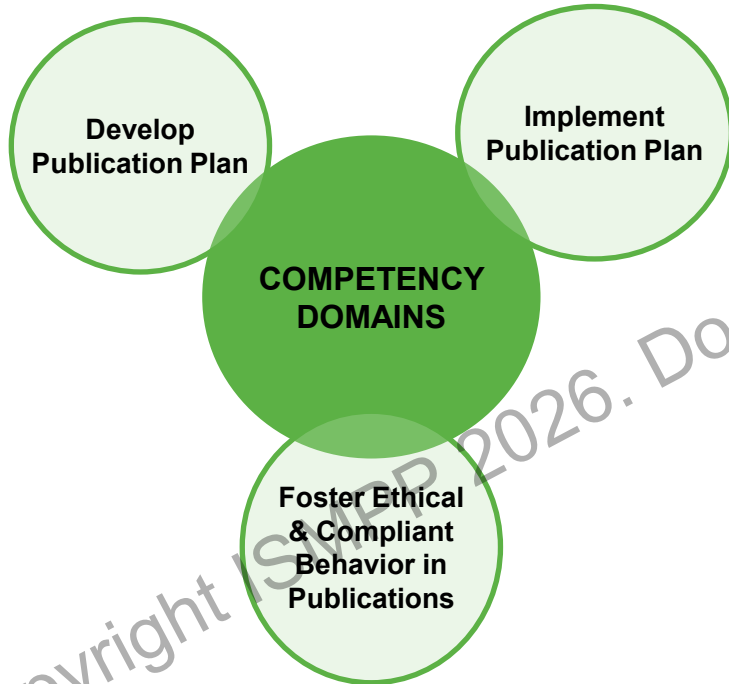


▶ Exam Development



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Exam Subject Matter and Format



FORMAT

- 150 questions
- Computer-based
- Multiple choice
- 3 hours
- At test center or online

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Exam Content (Blueprint)

Domain	Key Duties
Develop Publication Plan	Research disease/therapeutic landscape • Identify data to publish • Assess audience needs • Define plan scope • Manage Publication Steering Committee • Apply scientific communication platforms • Develop tactical plan • Monitor evolving trends
Implement Publication Plan	Identify and engage authors/contributors • Follow writing, review, and approval processes • Manage administrative aspects • Track metrics of individual publications and overall plan • Monitor evolving trends
Foster Ethical & Compliant Behavior	Maintain knowledge of standards, guidelines, and position statements • Apply ethical conduct standards • Ensure appropriate disclosures • Ensure contributors acknowledged • Monitor evolving trends

Exam Design: 3 Foundational Pillars

Validity

Ensures measurement of what it is intended to measure — specific knowledge or skills — rather than irrelevant factors.

Reliability

Ensures production of similar results under similar conditions. A candidate who passes today would pass a different form at a different time.

Fairness

Ensures the assessment is impartial, valid, and free from bias.

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Exam Item* Writing

Key Terminology

- **Stem** – initial part of an item (question or incomplete sentence)
- **Options** – response choices
- **Key** – correct response option
- **Distractors** – incorrect but plausible options

Key Considerations

- Application based, not memory
- References required for stem and key
- One concept tested per question
- Clearly only one correct answer
- Distractors must be plausible
- Avoid bias (cultural, racial, ethnic)
- Accessible to non-native English speakers
- No “All” or None of the Above” options

*Item = question.

Key Questions During New Item Development



Any new or updated guidelines to include?

Is this information expected to be known by a candidate at the minimum level of eligibility (2 years' experience)?

Will these questions be easily understood by candidates for whom English is not their first language?

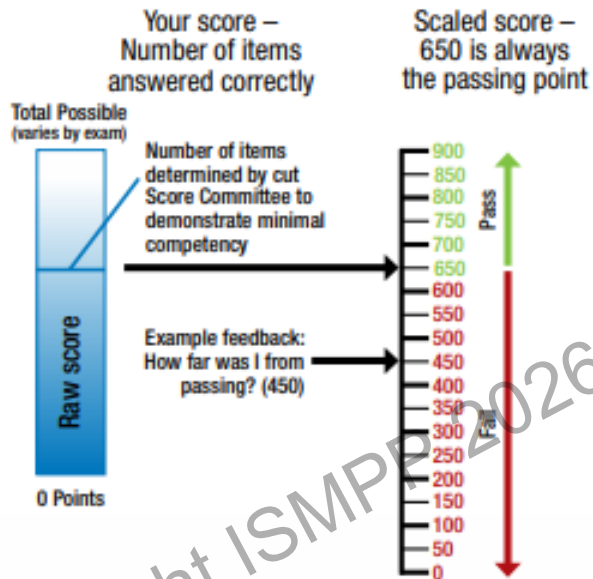


Exam Scores

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Scoring Methodology



Raw Score to Scaled Score

- Raw score converted to scaled score, accounting for difficulty of exam
- **Scaled score of 650 is always the passing point**
- Ensures consistent reporting across exam administrations
- Industry best practice in testing methodology

Score Reports

- *Passing* candidates: notified of pass status only
- *Non-passing*: scaled score + domain proficiency levels
 - Proficiency reported as: proficient, slightly below, well below proficient

What Does My Exam Score *Really* Mean?

The CMPP™ exam assesses mastery of content. Scores solely indicate whether a candidate has demonstrated sufficient mastery to meet the passing standard.

650

Higher passing scores do not imply greater competence. The passing score is a threshold — passing candidates receive pass status only.

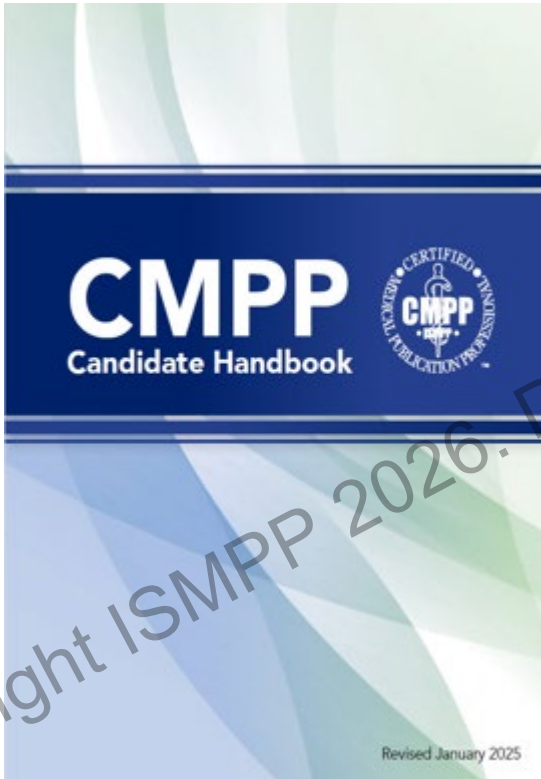


▶ Exam Preparation



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The CMPP™ Candidate Handbook is Your Friend!



- Eligibility criteria
- Testing options and venues
- Application and fees
- Scheduling process
- Preparation
- Scoring
- Policies

Study Resources

www.ismpp.org/Certification

- ✓ Critical Reference List
- ✓ Supplemental Reference Lists
- ✓ Relevant Websites
- ✓ Commonly Used Acronyms



The screenshot shows the ISMP Study Resources page. At the top is a blue navigation bar with links: Member Center, Resources, Initiatives, Certification, Education, Committees, About Us, and Home. Below the navigation bar is the ISMP logo, which is a circular emblem with 'CERTIFIED' at the top, 'MEDICAL PUBLICATION PROFESSIONALS' around the bottom, and 'CMPP ISMP' in the center. To the right of the logo is the heading 'ISMP CMPP™ Study Resources'. Below the heading is a language selection dropdown menu with flags for Chinese, English, and Korean, and the text 'Select Language'. To the right of the main content area is a 'Quick Links' section with three green buttons: 'JOIN US', 'Get Certified', and 'Code of Ethics'. Below that is an 'Announcements' section with two items: '18th Annual Meeting Member Research Supplement PUBLISHED in CMRO!' and 'Authorship Selection Consensus PUBLISHED in CMRO!'. The main content area contains three paragraphs of text. The first paragraph states that the references listed include critical source material to aid the CMPP™ candidate in preparation for the CMPP™ Certification Exam. The second paragraph states that supplemental references are also provided for each of the four knowledge domains the exam covers – Develop a Publication Plan, Implement a Publication Plan, Foster Ethical and Compliant Behavior in Medical Publications, and Monitor Trends Related to the Medical Publication Profession – to help candidates gain more insight into specific areas. The third paragraph states that it's important to note that exam preparation should not be limited to the references contained in this list. For ISMP members, the archived ISMP U and Annual Meeting presentations are excellent resources that can be accessed and used to review key topics as well as refresh knowledge about specific areas.



Request a CMPP™ Mentor for Your Exam Preparation

- CMPP™ Mentors are volunteer CMPPs who support exam candidates by:
 - ✓ Discussing the value of the CMPP credential
 - ✓ Providing guidance on exam preparation
 - ✓ Assisting in efficiently using study resources
- Assignments based on time zone, region, industry, and same native language (if requested)

“My Mentor was so helpful in giving me insight on strategies to prepare for the exam and it’s truly a program that is so helpful...” – CMPP Exam Candidate

100 Active Mentors
North America, UK, EU, APAC



CMPP™ Question Bank

Your Personalized CMPP™ Practice Experience

- Online, user-friendly, on-demand platform
- Unlimited access to 150 authentic exam questions
- Flexible practice options
- Progress reporting with visual analytics
- 100+ digital flashcards

The screenshot displays the CMPP Practice Exam interface. At the top, there is a navigation bar with the CMPP logo, a user profile icon, and the text 'ENRICH YOUR ISMPP'. Below this, a 'Select Your Exam' section shows 'CMPP Practice Exam' selected. To the right, there is a 'Take a CMPP Practice Exam' button and a progress indicator showing '83%' completion. A notification box asks 'Dwayne, are you ready?' with a '2' next to it. The main content area is titled 'CMPP Practice Exam Outline' and lists three items with their respective progress bars: 'Developing a publication plan' at 83%, 'Implementing a publication plan' at 100%, and 'Ethical and compliant behavior...' at 85%. Each item has a small icon and a list icon to its right.

Item	Progress
Developing a publication plan	83%
Implementing a publication plan	100%
Ethical and compliant behavior...	85%

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Practice Questions

Develop Publication Plan

Which of the following activities would be acceptable prior to publication of the full primary manuscript?

- A. Publication of data in a journal supplement
- B. Public distribution of reprints
- C. Publication of data in a review article
- D. Publication of an abstract

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Practice Questions

Implement Publication Plan

According to the CONSORT checklist, baseline demographics and clinical characteristics should be reported in which section of a manuscript?

- A. Appendix
- B. Discussion
- C. Results
- D. Methods

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Practice Questions

Foster Ethical & Compliant Behavior

Which organization was specifically developed as a forum for publishers and editors of peer-reviewed journals?

- A. ISMPP
- B. COPE
- C. ICMJE
- D. EMWA

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CMPP™ Exam Readiness Checklist

- ✓ Review and understand all policies and procedures
- ✓ Understand exam format and content
- ✓ Create a structured study plan
- ✓ Focus on application, not memorization
- ✓ Use multiple study resources and tools
- ✓ Consider requesting a CMPP mentor for guidance and support
- ✓ Practice with real-style questions



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Become a CMPP™!

Join the ranks of **Certified Medical Publication Professionals!**



You deserve to be recognized!

This could be your **new badge**



This could be your **new signature**



Jane Doe, **ISMPP CMPP™**
Manager, Global Publications

*ISMPP Certified Medical
Publication Professional™*



▶ Q&A

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Check out our Podcasts and other #MedComms Day Events!



Upcoming Podcasts	Release dates
A Journal Editor's Perspective on AI	6/23/2026
Uncovering Small Pharma	7/7/2026
A Look Behind the Published Manuscript	7/21/2026
CMPP – Behind the Exam Curtain	8/18/2026

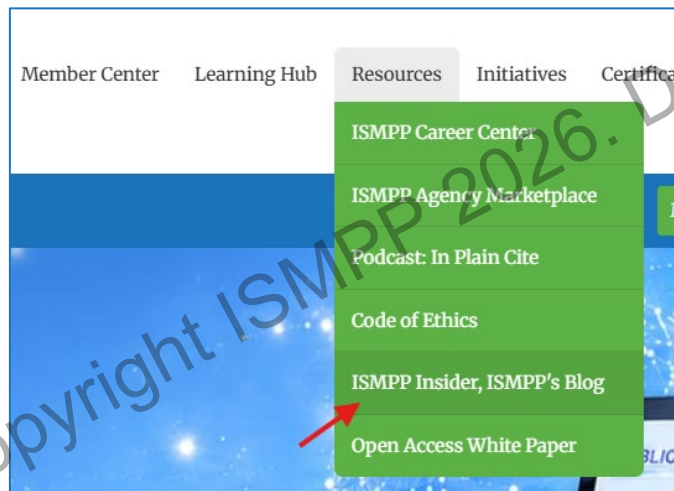
#MedComms Day
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The ISMPP INSIDER has Launched!



Trusted voice. Informed perspectives. Straight from ISMPP.

Log into the Member Site
to find the answer



JUN 9, 2026 | POLLS & PERSPECTIVES | 0 COMMENTS

Poll Results — When AI Shapes the Narrative: Do Pubs Teams Have a Responsibility to Act?

Poll Results





#MedComms Day
JUNE 24, 2026



Join the
#WhyISMPP
CHALLENGE!

Win!
1-year
ISMPP
membership



Share your story. Celebrate our profession.
 Inspire our community.



Let's celebrate
#MedComms Day
 together!



Pride in
PROFESSION

HOW TO PARTICIPATE



1. SHARE YOUR REASON FOR #WHYISMPP.

See examples in the caption or create your own message.



2. POST ON LINKEDIN NOW THROUGH JUNE 26.

Tag @ISMPP and include #WhyISMPP and #MedComms.



3. YOU'RE ENTERED TO WIN!

One participant will receive a prize package (see details at right).

PARTICIPANT PRIZE DRAWING



One-year ISMPP membership renewal
 (a \$235 value)



An exclusive ISMPP backpack
 (a \$52 value)

*One winner will be selected at random.
 Official rules apply.*



Thank you for helping ISMPP celebrate #MedComms Day. We can't wait to see your #WhyISMPP posts!



Thank you for attending!

We hope you enjoyed today's presentation.

After closing out of Zoom, please click the CONTINUE button on your screen to take our short survey. Thank you!

Thank you for attending the Webinar.
Please click Continue to participate in a short survey.

you will be leaving zoom.us to access the external URL below

[https:// www.surveymonkey.com/r/ISMPPU](https://www.surveymonkey.com/r/ISMPPU)

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