



Webinar will begin  
promptly at:  
10 AM Tokyo /  
12 PM Sydney



# ISMPP University

AP ISMPP U - Applying GPP  
2022 in the Asia Pacific

June 28, 2023



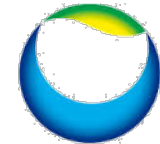


# ISMPP Would Like to Thank...

... the following Titanium and Platinum Corporate Sponsors for their ongoing support of the Society:

**INIZIO**  
MEDICAL

AstraZeneca



Daiichi-Sankyo

parexel®

 Bristol Myers Squibb™

Ashfield MedComms  
An Inizio Company

 Nucleus  
Global  
An Inizio Company

apothecom  
An Inizio Company

**AMGEN**



 Lumanity

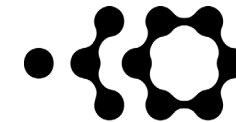
**IPG HEALTH**  
MEDICAL COMMUNICATIONS

**gsk**  
GlaxoSmithKline

 MedThink  
SciCom

A  
fingerprint  
Company

 **GILEAD**  
Creating Possible



**HCG** Healthcare  
Consultancy  
Group  
TO MAKE YOU FIRST, WE LEAD

 **Pfizer**

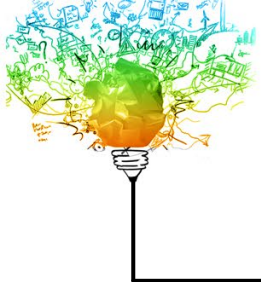
**Roche**

**sanofi**

 **Takeda**

 **VERTEX**

**ISMPP** International  
Society  
for Medical  
Publication  
Professionals™



# Shaping the Future of Scientific Publishing

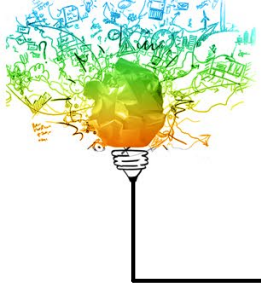
## Become a ISMPP U Sponsor Today!

---

Sponsor an upcoming ISMPP U to receive these exclusive benefits!

- **Enhanced Industry Visibility** by showcasing your company brand with logo and tag line on
  - The webinar registration page
  - On a dedicated slide during the live webinar to a highly engaged audience
  - In ISMPP communications and/or social media channels.
- **Enduring On-demand Visibility** with lifetime archive on our Learning Management System for continuous visibility and countless additional impressions, so your sponsorship investment continues to work for you far past the live event.

For Sponsorship Opportunities with ISMPP, Email [ismpp@ismpp.org](mailto:ismpp@ismpp.org)



# Top 3 Reasons to Join ISMPP

---

- 1. Unlock a Global Network:** Join a vibrant community of 2,500 professionals in medical publications and medical communication worldwide.
- 2. Stay Ahead with Cutting-Edge Education:** Elevate your expertise through exclusive access to industry-leading workshops, webinars and educational programs.
- 3. Accelerate Your Professional Growth:** Propel your professional journey with CMPP certification and benefit from the many resources, best practices and guidelines only brought to you by ISMPP.

[Join ISMPP today! Visit \[www.ismpp.org\]\(http://www.ismpp.org\)](http://www.ismpp.org)

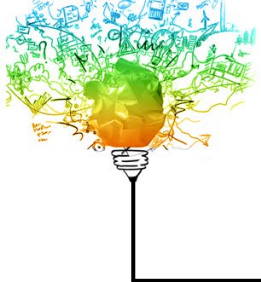


# ISMPP Announcements

---

- Application deadline for the September CMPP exam is August 1





# ISMPP Announcements

---



## **NEW** ISMPP Academy

Save the date: **September 28–29, 2023**

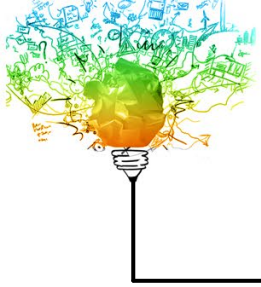
Where: **Convene, Philadelphia**

ISMPP Academy is a new meeting that will deliver  
**best practices education** to professionals:

- Who work at biotechnology, small pharma, and medical device companies •
  - Who are newer to the field •
- Who want to build their expertise •

**More details to come!**





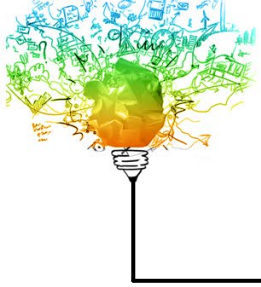
# How To Ask Questions

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

**To ask a question**, open the Q&A window, 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)

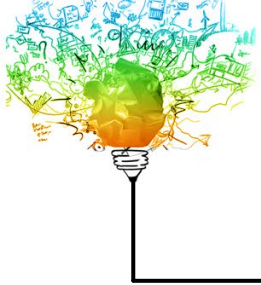


# Disclaimer

---

- Information presented reflects the personal knowledge and opinions of the faculty and does not necessarily represent the position of their current or past employers





# Objectives

---

- Summarize the overarching principles of GPP 2022 and the key changes versus GPP3
- Understand how to adapt and implement GPP 2022 to the APAC publication landscape
- Recognize key challenges and opportunities in the APAC context and potential best practices



# Faculty



**Dikran Toroser**  
Senior Director, Publications  
Group Lead  
Merck



**Blair Hesp**  
Principal Consultant  
First In Human

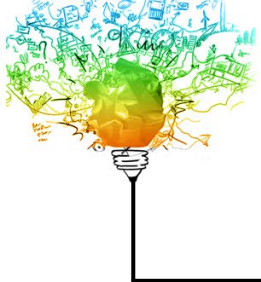


**Shobana Ganesan**  
Senior Manager, Quality and  
Training  
Cactus Life Sciences

- 
- ***GPP 2022***
  - ***Application in the Asia Pacific Region***
    - ***Diversity, Equity & Inclusion***
    - ***Plain Language Summaries***
    - ***Enhanced Content***
- 

***Dikran Toroser, PhD CMPP***  
***Merck & Co, Inc. Rahway, NJ, USA***

***ISMPP-U***  
***June 27<sup>th</sup>, 2023***

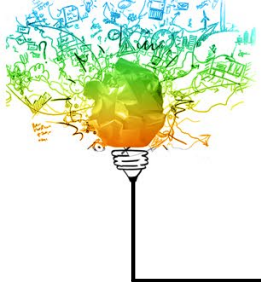


# DISCLAIMER

---

**All opinions are the author's and do not necessarily reflect the opinions of their present or past employers or any professional organization**

---

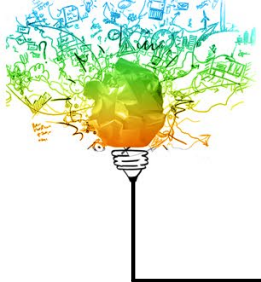


# AGENDA



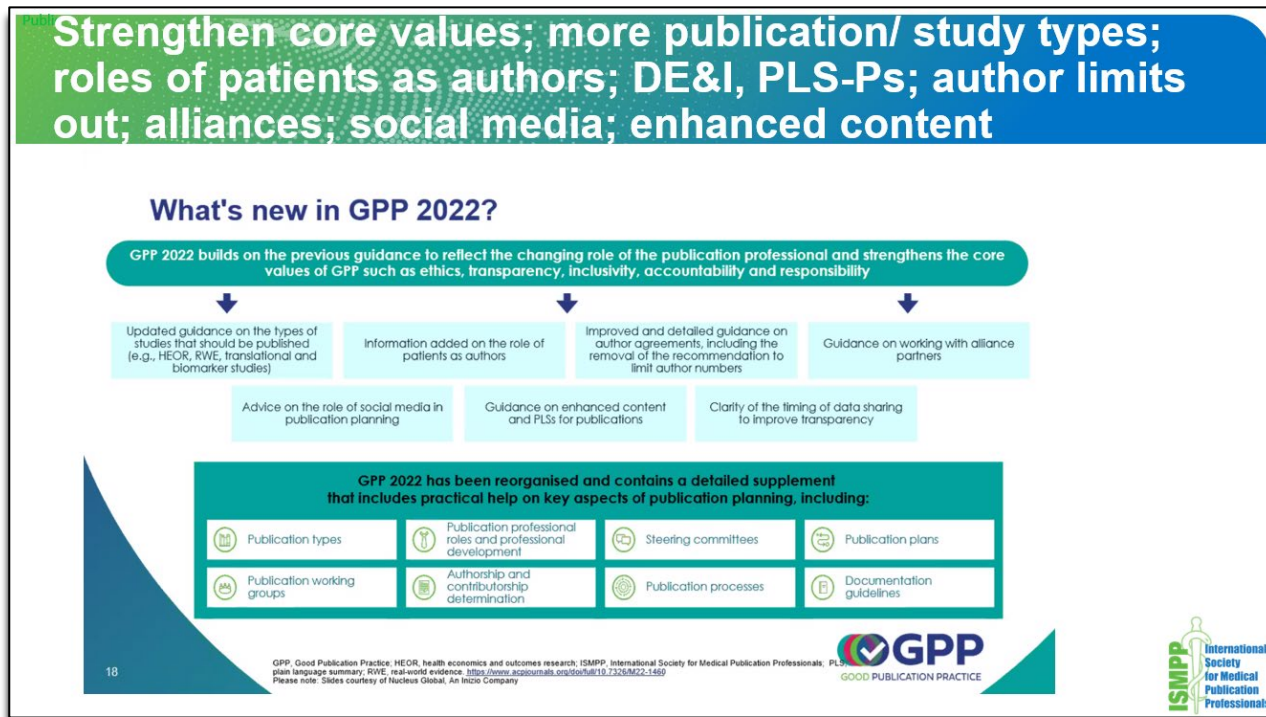
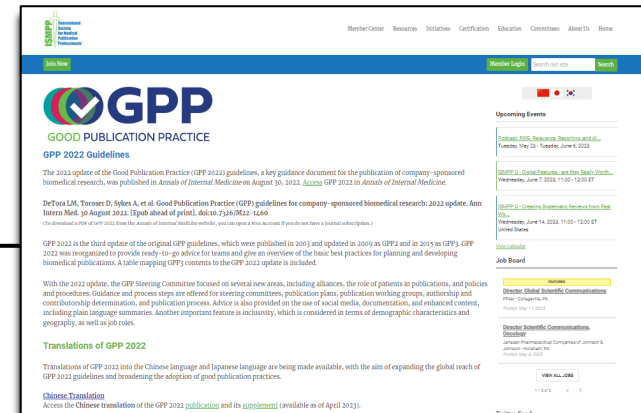
13

- **GPP 2022: 4<sup>th</sup> iteration of GPP...*free* to access**
- **New content includes:**
  - **Diversity, Equity & Inclusion [DE&I]**
  - **Plain Language Summaries [PLS-Ps]**
  - **Enhanced content [EC]**
- **CHANGING TRENDS:**
  - **APAC, Demographics, Post-pandemic publication landscape**
- **ENTRY POINTS TO MEDICAL DATA**
  - **Democratization of information**
- **CONCLUSIONS and Future State**



# GPP 2022...what are the updates General description, and resources

- Great summary from ISMPP pub planning workshop
- 5.5-pages in 2003 → **32-page guideline** in GPP 2022



## ISMPP WEB PORTAL

<https://www.ismpp.org/gpp-2022>

GPP 2022: <https://www.acpjournals.org/doi/10.7326/M22-1460>





# Volume & Speed...The Pubs Landscape



- **Staggering Growth in Publications and AUDIENCE**
  - (Doubling of information every 9 years since WWII<sup>1</sup>)
- **Largest growth: APAC/Emerging markets (India, China, South Korea)<sup>2</sup>**
  - **Unique and rapidly evolving environment<sup>3</sup>**
- **Hyper-competitive environment**

---

<sup>1</sup>Bornmann and Mutz (2015) Growth rates of Modern Science

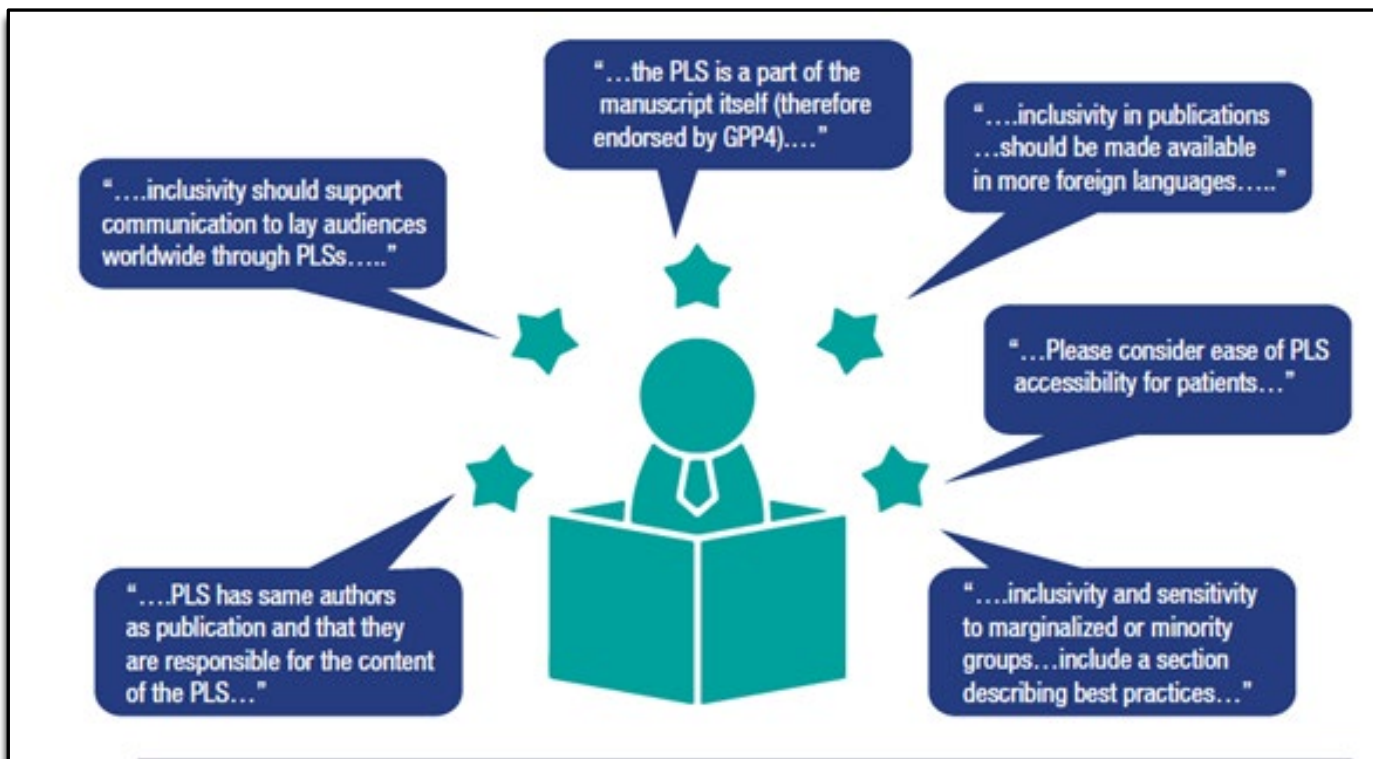
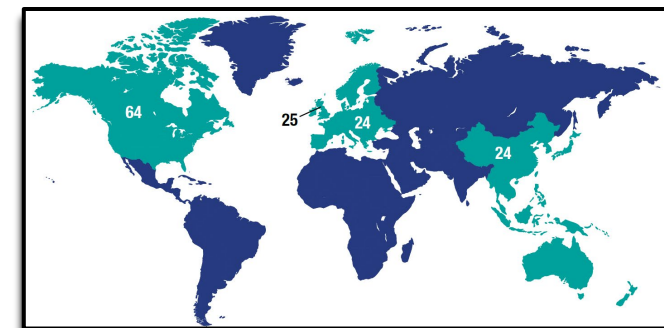
<sup>2</sup>AJE Scholarly Publishing Report (2016) *Current Publication Trends*

<sup>3</sup>Hesp, Arai, Bose *et al.*, 2023 [CMRO] <https://pubmed.ncbi.nlm.nih.gov/37184123/>



# GPP 2022: Direct Quotes from Volunteer Reviewers

## Reviewer locations\*



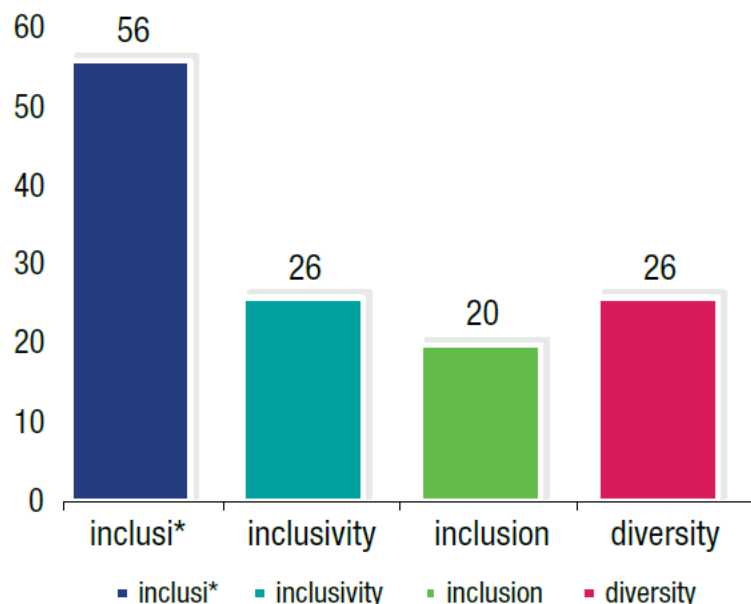
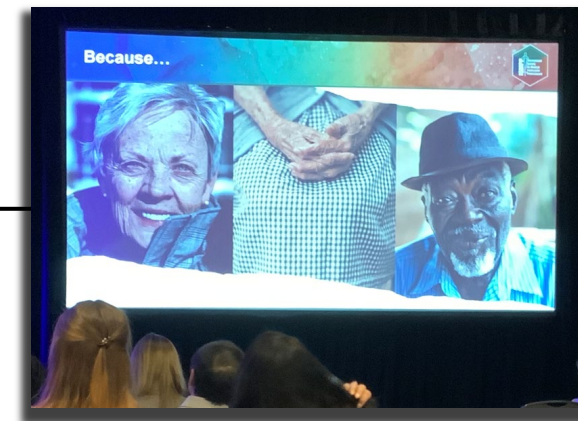
- *Diversity, Equity & Inclusion*
- *Plain Language Summaries*
- *[Enhanced Content]*

\*Some submitting reviewers selected multiple locations for multiple contributing reviewers; Locations were provided for 137 reviewers contributing to a total of 118 comment sets.

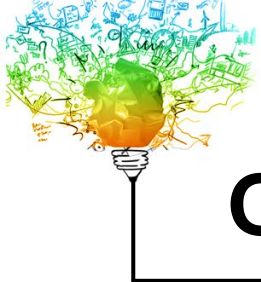


# Volunteer Reviewer Feedback [GPP 2022]

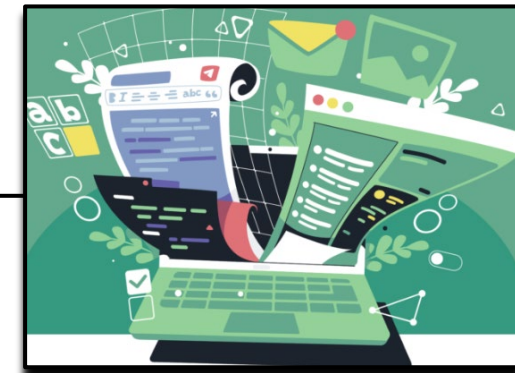
## DE&I Incidence of keywords around DE&I in the raw comments



- Diversity in trial design
- FDA requirement...diversity plan for clinical trials
- UREGS in protocols



# GPP 2022: Enhanced content and PLS



- GPP endorses the use of enhanced content if it is developed following the same ethical and quality principles as the main publication
- This includes the use of plain language summaries (PLS) to support the communication of scientific information to lay audiences
- Formats might include text, video, audio, podcast, or infographic
- Enhanced content must be consistent with that of the underlying publication and must not be promotional in language, tone, or style



## ...Increasing Volume & SPEED continued



### 1. New FORMATS for DIVERSE consumer populations

PLS-Ps, Enhanced Content, Preprints, Other

New formats often PubMed indexed [formal citations]

### 2. *MULTIPLE ENTRY POINTS*

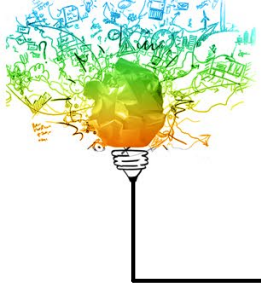
Apps, Virtual sessions, Other

### 3. A paperless highly connected experience

---

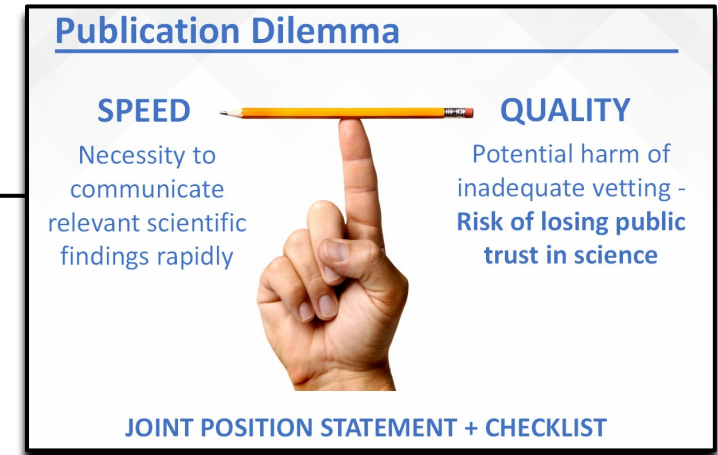
Enhanced content

<https://www.thelancet.com/the-lancet-voice>



# UNINTENDED CONSEQUENCES ...to increasing speed & volume

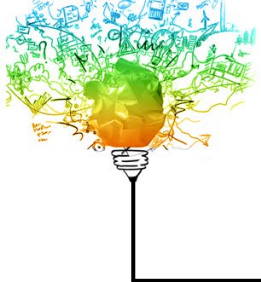
- **Concerns...retractions and bias**
  - **peer-review speed/quality**
  - **publication bias....(cherry picking?)**
  - **cost of OA publishing/inequality**



AMWA-EMWA-ISMPPP joint position statement on med pubs, preprints & peer review

<https://www.tandfonline.com/doi/full/10.1080/03007995.2021.1900365>

[https://theacse.com/2021/slides/18.%20Dikran%20Toroser\\_.pptx](https://theacse.com/2021/slides/18.%20Dikran%20Toroser_.pptx)



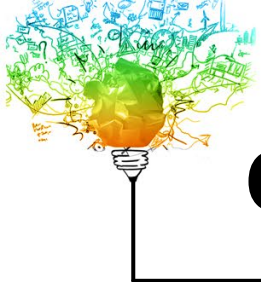
# NEW NORMAL



- **RISK reduction for our “*new normal*”**
  - **GUIDELINES:** (eg. GPP 2022 and EQUATOR)
  - **EDUCATION:** ISMPP-U, ISMPP workshops, ACSE, AMWA, EMWA etc.
- **DECENTRALIZATION and regions**
  - **REGIONAL Nuance...**Cultural sensitivity
  - **Increased Access to REGIONAL Healthcare information**





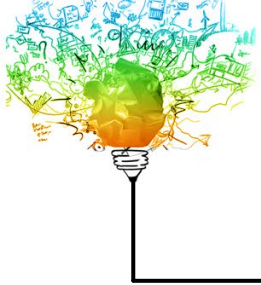


# CONCLUSIONS and Future State



- Increased **ACCESS** to publications
- Publications will have to incorporate **DE&I** concepts
  - additional formats; eg, PLS-Ps, Enhanced Content
- Changing **GLOBAL DEMOGRAPHIC** of pubs consumers
- **SPEED** to the public domain is increasing
- **UNPRECEDENTED** times in publications!





# Acknowledgements

---

## GPP 2022 Authoring Team

- Dan Bridges
- Lise Baltzer
- Leslie Citrome
- Lisa DeTora
- Faith Di Biasi
- Laura Dormer
- Eline Hanekamp
- Trevor Lane
- Fiona Plunkett
- Angela Sykes
- Dikran Toroser
- Christine Vanderlinden

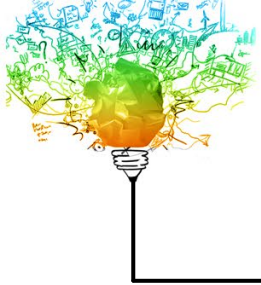


# GPP2022 in Asia-Pacific

---

**Blair Hesp PhD NZDipBus CMPP**

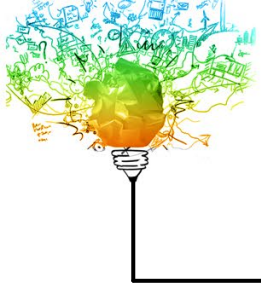
**First In Human**



# Disclosures

---

- Managing Director and Owner, Kainic Medical Communications
- Principal Consultant, First In Human (a division of Kainic Medical Communications)



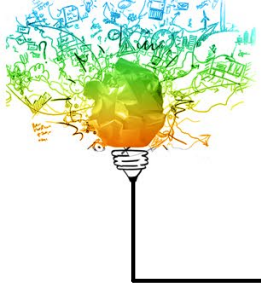
# Publication ethics: Challenges of the past<sup>a</sup>

---

- Limited participation of experts and community representatives from the Asia-Pacific region in guideline development
- Arbitrary choice of publication ethics research projects with little coordination or engagement with people in the Asia-Pacific region
- Assumption that European and North American experts are better placed to generate insight than local representatives
- Resources based in high-income countries

<sup>a</sup>Note: These challenges were broadly identified as ways in which global health organisations based in high-income countries can perpetuate inequities in healthcare, in general, not specifically medical writing-related topics.

Khan M, et al. *BMJ Global Health* 2021;6:e005604.



# Moving forward in Asia-Pacific

- Inclusion of an Asia-Pacific representatives in the GPP development process
- Organic local initiatives
  - Asia-Pacific adaptations of GPP3 and GPP 2022
  - Localised research into publication ethics
  - Regional societies promoting publication ethics

Hesp et al. *Research Integrity and Peer Review* (2019) 4:21  
<https://doi.org/10.1186/s41073-019-0079-1>

Research Integrity and  
Peer Review

## COMMENTARY

## Open Access

### A guide to applying the Good Publication Practice 3 guidelines in the Asia-Pacific region

Blair R. Hesp<sup>1\*</sup>, Katsuhisa Arai<sup>2</sup>, Magdalene Y. S. Chu<sup>3</sup>, Stefanie Chuah<sup>4</sup>, Jose Miguel B. Curameng<sup>3</sup>, Sandeep Kamat<sup>5</sup>, Zhigang Ma<sup>6</sup>, Andrew Sakko<sup>7</sup> and Hazel Fernandez<sup>8</sup>



CURRENT MEDICAL RESEARCH AND OPINION  
<https://doi.org/10.1080/03007995.2023.2214433>  
 Article ST-0163.R1/2214433  
 All rights reserved: reproduction in whole or part not permitted



## REVIEW ARTICLE

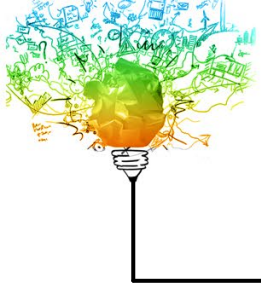


### Applying the good publication practice 2022 guidelines in the Asia-Pacific region: a practical guide

Blair R. Hesp<sup>a</sup>, Katsuhisa Arai<sup>b</sup>, Namita Bose<sup>c</sup>, Rachael Profit<sup>d</sup>, Malvika Katarya<sup>e</sup>, Jonathan Lee<sup>f</sup>, Ronnie Lin<sup>g</sup>, Magdalene Chu<sup>h</sup>, Andrew Sakko<sup>i</sup> and Hazel Fernandez<sup>j</sup>

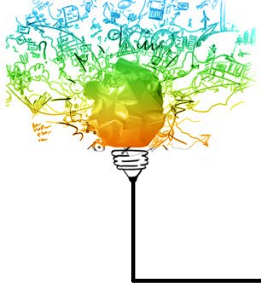
<sup>a</sup>Kainic Medical Communications Ltd, Dunedin, New Zealand; <sup>b</sup>Wiley Publishers, Tokyo, Japan; <sup>c</sup>Cactus Communications Pvt Ltd, Mumbai, India; <sup>d</sup>MIMS Pte Ltd (Taiwan Branch), Taipei, Taiwan; <sup>e</sup>AMICULUM Asia Pte Ltd, Singapore, Singapore; <sup>f</sup>Takeda Pharmaceuticals International AG—Singapore Branch, Singapore, Singapore; <sup>g</sup>Hasten Biopharmaceutic Co, Ltd, Shanghai, China; <sup>h</sup>MIMS (Hong Kong) Ltd, Causeway Bay, Hong Kong; <sup>i</sup>Syneos Health, Gordon, NSW, Australia; <sup>j</sup>Janssen Asia Pacific, A Division of Johnson & Johnson Pte Ltd, Singapore, Singapore





# Diversity, equity and inclusion

Term	Definition
Diversity	Who is represented, e.g., gender, sex, age, ethnicity, disability etc.
Equity	Fair treatment of all – identity is not predictive of opportunities
Inclusion	The experience of individuals – the ability of individuals to make meaningful contributions

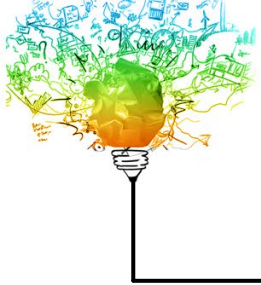


# Real-world challenges in applying DEI

---

**“....many people in Asia regard diversity and inclusion as a Western concept, shaped by Western experiences and Western values...”**

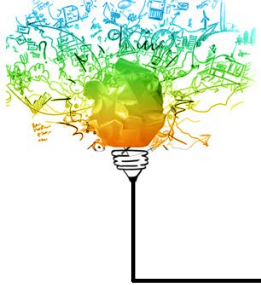




# Real-world challenges in applying DEI

---

**“....There’s also a view that the focus on “individuals” and “difference” inherent in diversity is at odds with Asian cultural and social values...”**



# Equity $\neq$ Equality

---

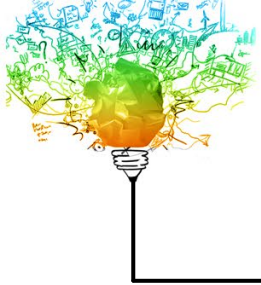
All people being treated the same (equality)



Accounting for a person's unique circumstances

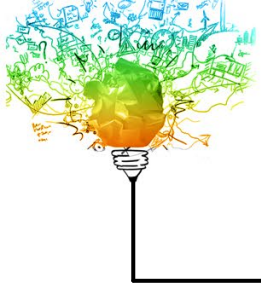


Adjusting treatment accordingly



# Case study: ESMO Asia Congress

Feature	Application	Impact
Presenters	Leading global and Asian thought leaders co-presenting	<ul style="list-style-type: none"> <li>• Recognising the value of the audience</li> </ul>
Location	Major Asian hub of Singapore with fewer visa barriers for regional travel	<ul style="list-style-type: none"> <li>• A diverse audience</li> <li>• Representation from throughout Asia and the Pacific</li> </ul>
Topics	Targeted to regional issues	<ul style="list-style-type: none"> <li>• Lung cancer – China</li> <li>• Stomach cancer – Korea/Japan</li> <li>• Melanoma – Australia/NZ</li> </ul>
Guidelines	Pan-Asia guideline adaptations	<ul style="list-style-type: none"> <li>• Increased relevance</li> <li>• Greater accessibility</li> </ul>



# Improving accessibility in Asia-Pacific

---



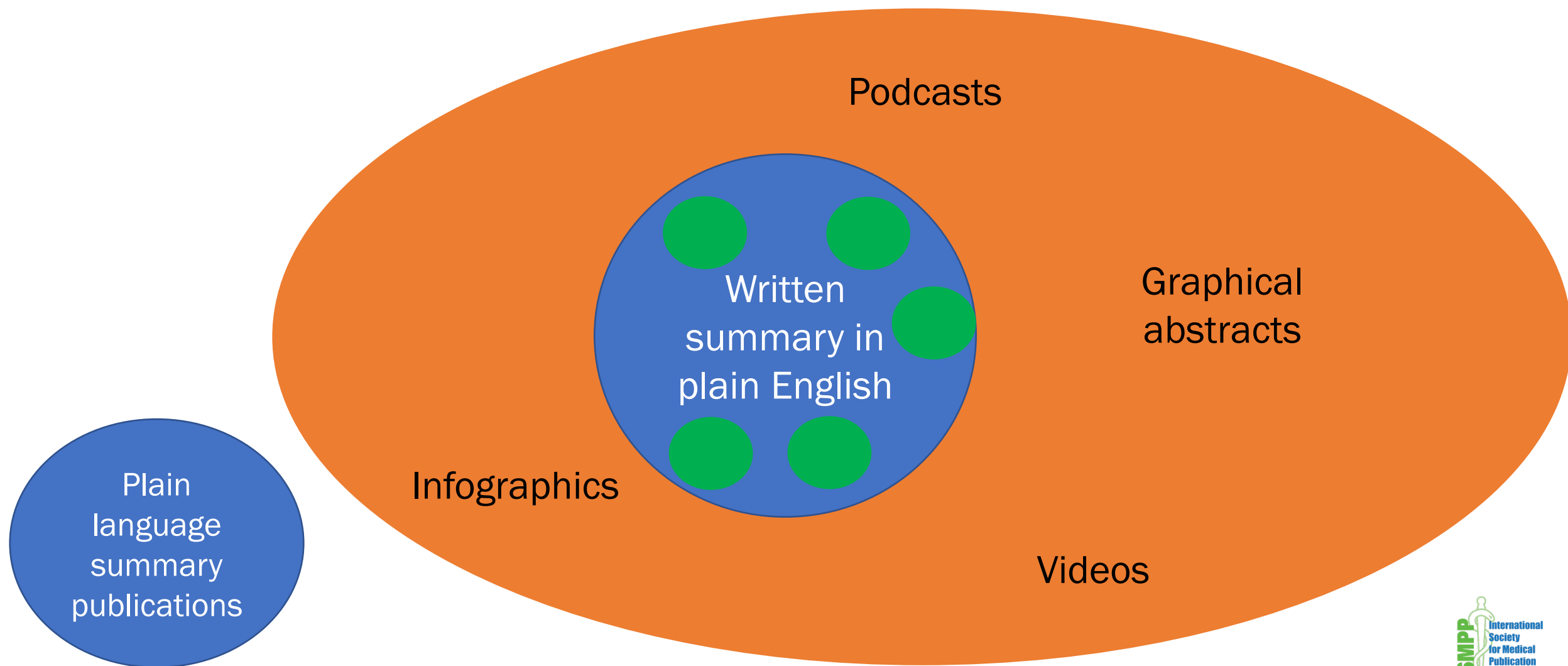
**Good:** Reduced fees and transformation open access agreements for the Asia-Pacific region

**Bad:** Predatory journals (and predatory journal checkers!) remain active and prevalent in the region

**Ugly:** Blurred lines – recognised publishers acting in a similar manner to predatory journals, fake reviewer scams, etc.



# Why are plain language summaries difficult to develop?

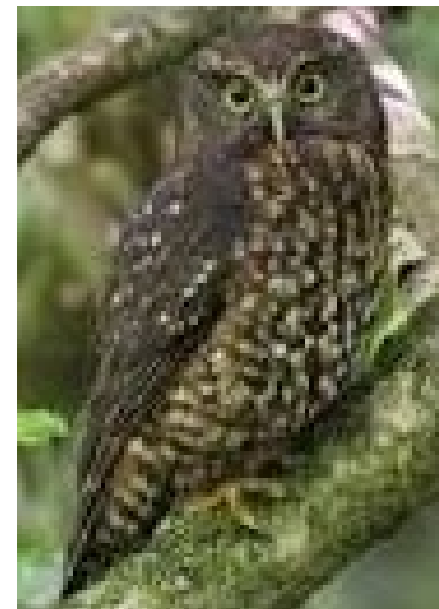


# Plain language summaries: Symbolism matters

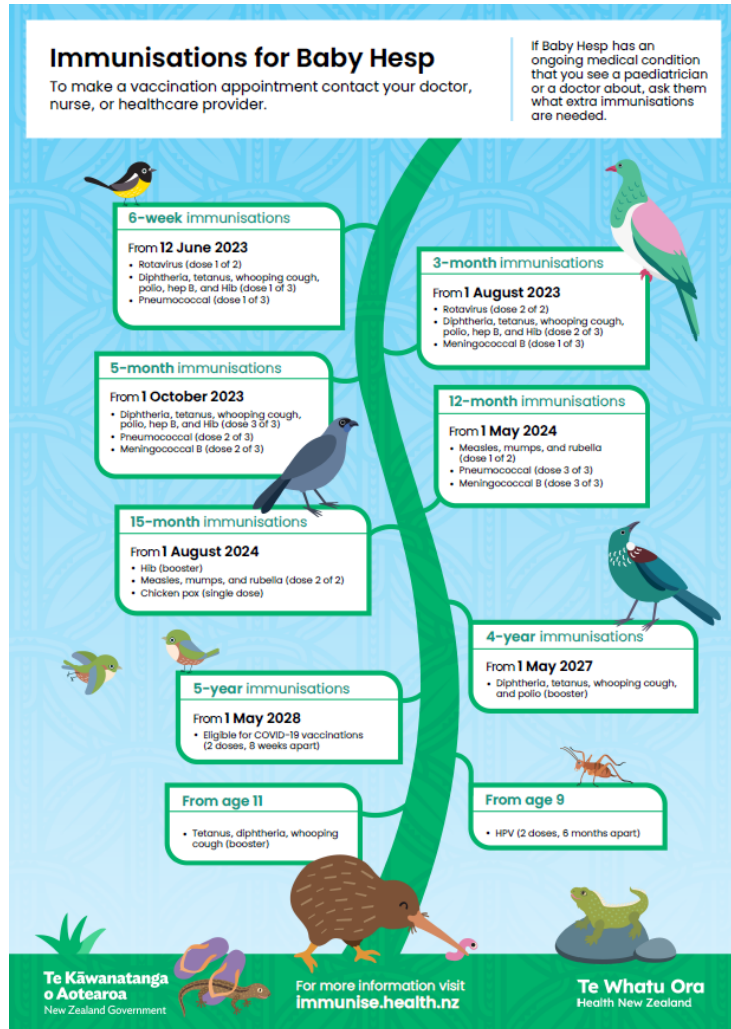
Western culture: Owl = wisdom



Māori culture: Ruru = death

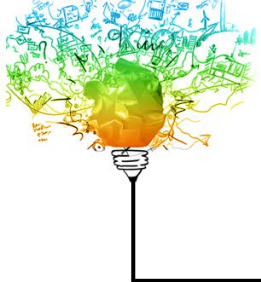


# Infographics in practice

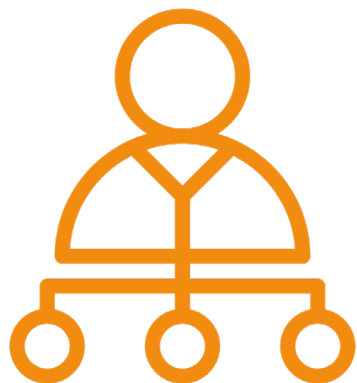


- Use of inclusive imagery
  - Lots of native birds and animals, but no ruru!
  - Pasifika patterns
  - Merging Western imagery – early bird gets the worm/Jack and the Beanstalk
- Use of inclusive language on website
  - Te Whatu Ora = Health New Zealand
  - Pēpi = baby
  - Whānau = family
  - Tamariki = children





# Is Asia-Pacific ready for patient authorship?



Hierarchy



Extended family



Shame



Cultural norms



Politics



# The future – generative artificial intelligence in medical writing



- Rapidly evolving, but not yet mature
- Need to keep up-to-date with guidance
- Beware of pitfalls:
  - ‘Hallucinations’ (content that appears real and supported, but has been made up by AI)
  - Anything used as a prompt becomes publicly accessible



# Summary

---

- Organic, local publication ethics initiatives are becoming more common
- The Asia-Pacific region may be engaged with the best of intentions, but expect cultural misunderstandings
- Navigating open-access publishing options continues to be challenging
- If plain-language summaries were simple, everyone would already be generating them
- Be cautious in using artificial intelligence



# How do I access the Asia-Pacific adaptation of GPP 2022?

Journal

Hesp BR et al. *Curr Med Res Opin* 2023.  
doi: 10.1080/03007995.2023.2214433



Open-  
access  
preprint

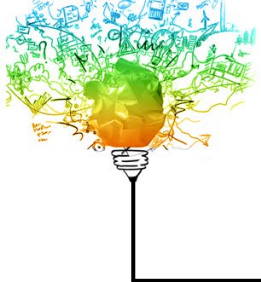
<https://www.preprints.org/manuscript/202304.0092/v2>





## Audience Q&A

To ask a question, open the Q&A window, type your question into the Q&A box. [Click Send](#).



# Upcoming ISMPP U Webinars

July 19, 2023:

ISMPP U: Member Research Spotlight: 19th Annual Meeting of ISMPP Oral Presentations

The Chinese translation of GPP 2022 is available and can be accessed through this link: [GPP 2022 \(ismpp.org\)](https://ismpp.org/gpp2022)

Japanese translation is planned to be available in Q3 2023





Webinar will begin  
promptly at:  
10 AM Tokyo /  
12 PM Sydney



# ISMPP University

AP ISMPP U - Applying GPP  
2022 in the Asia Pacific

June 28, 2023







# 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)

Are you sure you want to continue?

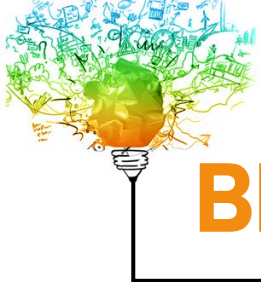
Continue

Stay on zoom.us



# Faculty Bios

---



# Blair Hesp, PhD, NZDipBus, CMPP

---



- Principal Consultant at First in Human Communications and Managing Director at Kainic Medical Communications, a multi-award—winning medical communications agency
- Lead author of APAC adaptations of GPP3 and GPP2022
- An active contributor to ISMPP, the Australasian Medical Writers' Association and the Asia-Pacific MedComms Network who has previously been named the most innovative person in marketing and communications in New Zealand



# Dikran Toroser, PhD, AMWC, CMPP

---



- Publications Group Lead at Merck (ID/Vaccines) and has an extensive background in publication planning and medical writing
- Active in publications-related professional organizations (ISMPP, AMWA and ACSE) and most recently has worked in compiling guidelines for the publications profession (eg, AMWA/EMWA/ISMPP Joint Position Statement and GPP-2022)



# Shobana Ganesan, MSc, ELS

---



- Senior Manager, Quality & Training, at Cactus Life Sciences and member of the ISMPP Asia Pacific Education Task Force
- Over 10 years of experience in scientific communications with expertise in operations, training, and mentoring
- Currently trains new/aspiring medical writers and equips them with the key technical skills required to succeed in this profession