



ISMPP University

**Updated Exam Content, Cycle Change,
New Exam Fees, Oh My!**

Update on 2023 CMPP™ Program and Policy Changes

October 26, 2022





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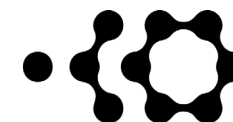
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ISMPP Announcements

Registration is open!



Check it out!



Call for abstracts and session proposals





Become an ISMPP CMPP™!

- Next exam will take place March 1–31, 2023
(Application deadline, February 1)
- Questions? Contact cmpp@ismpp.org





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 opinion of the presenters and does not necessarily represent the position of their current or past employers



Faculty



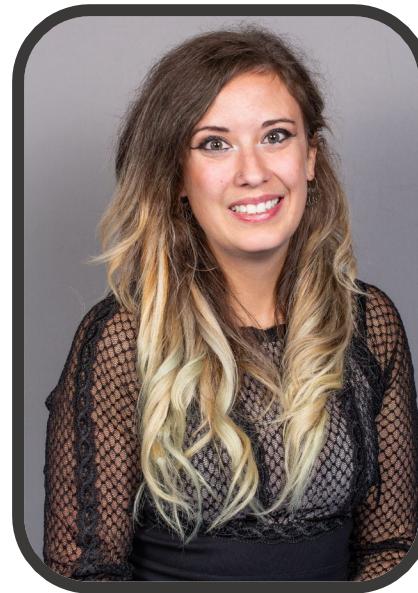
Amy Foreman-Wykert

Executive Director, Global Publications,
Amgen



Dana Fox

Senior Vice President, Portfolio Director
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Megan Weigel

Publication Advisor Specialist,
Bristol Myers Squibb



Moderator: Danita Sutton

Director of Credentialing,
ISMPP



CMPPP™ Program Background



CMPP™ Program Value Proposition

Why Certify?

For your professional development

- Demonstration of **knowledge, skills, and abilities**
- Determined to uphold the principles of **ethical publishing**
- Defined commitment to the **profession**

Job seeking

Advancement

Value to
clients



Improved
confidence as
a medical
publication
professional



Strengthens the
credibility and
confidence in our
profession



What Your Certification Says about You and/or Your Employer

The CMPP Credential certifies that CMPPs have demonstrated:

- ✓ **Expertise** as a medical publication professional
- ✓ **Proficiency** in good publication practices
- ✓ **Commitment** to ethical and transparent data dissemination standards
- ✓ **Leadership** in upholding and fostering integrity and excellence in medical publication

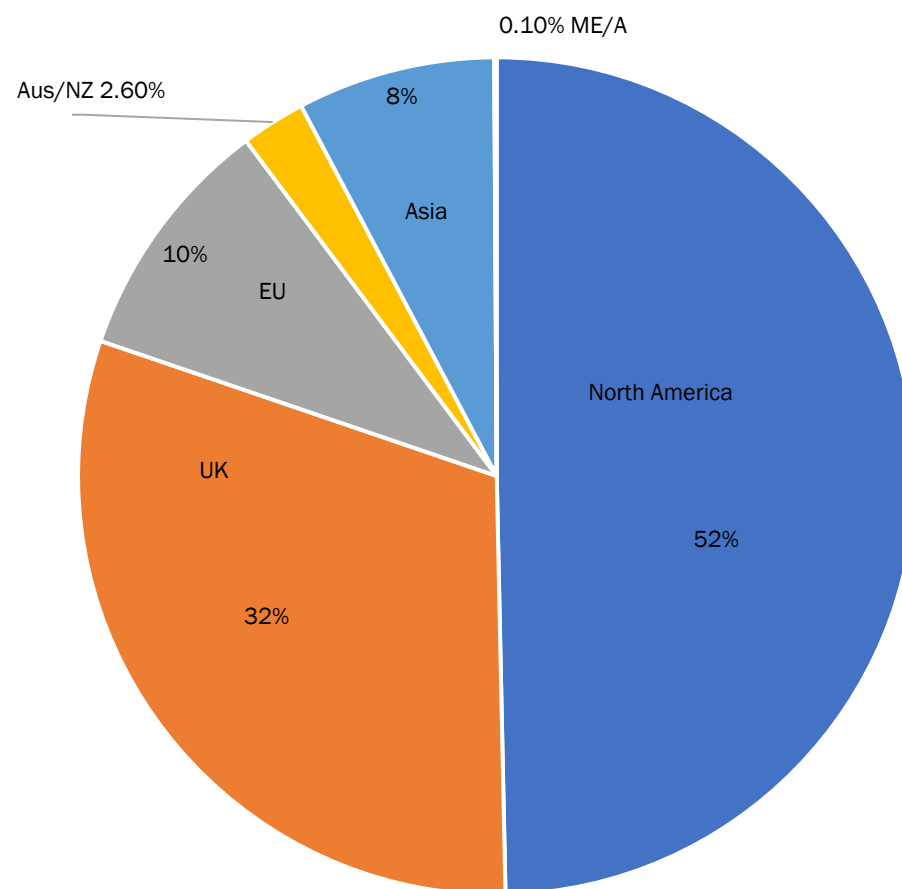
Enhances your value to your employer, colleagues, business partners, and clients

Inspires confidence, and demonstrates expertise and leadership among members of our professional community

Increases opportunities for business, employment, and/or promotions



CMPPs by Region as of March 2022



1,579 CMPPs
Worldwide



Objectives for this ISMPP U

At the end of this session, participants should be able to:

- Understand the updated content outline (blueprint) for the CMPP exam
- Know the duration of the new certification cycle
- Be familiar with the new exam fees and their rationale



CMPP™ Program Changes in 2023



Updated exam content based on recent job task analysis



Certification cycle duration change



New exam and recertification fees



Updated Exam Content



Current Certification Exam Blueprint

- **Blueprint** = the conceptual framework that describes the job and responsibilities of a CMPP
- The framework against which the exam is built, and used to assign credit for CE activities





How Is the Blueprint Developed?

- A **Job Task Analysis (JTA)** is a standard approach to development of an exam blueprint
- A JTA should be conducted every ~5 years to ensure exam content is up to date with industry changes
- A CMPP JTA was last conducted 6 years ago in 2016

Approach to JTA: DACUM

- Acronym for Develop A CurriculUM
- Effective, quick, low-cost approach
- Performed by expert workers in a specific occupation
- Results used for **instructional program planning, curriculum development, competency test development, and other purposes**



JTA Process

- **Goal:** identify the **Knowledge**, **Skills**, and **Abilities** that a medical publication professional should possess
- Identify **Jobs**, **Duties**, and **Tasks** that encompass everything a medical publication professional does

Whole Job
(CMPP)

Duties (6-12)

Tasks (75-125)



2022 JTA Process for the CMPP™ Program

- 4 Zoom meetings with 11 Subject Matter Experts (SMEs), Professional Testing, Inc and ISMPP were held January–June 2022
- Intensive discussions of duties, tasks, and steps

Duties

- A cluster of related tasks (usually 6-11 per job). Also referred to as **domains** or **categories**

Tasks

- Specific meaningful units of work (usually 6-20 per duty)

Steps

- Specific elements or activities required to perform a task (always 2 or more per task)



Validating the JTA

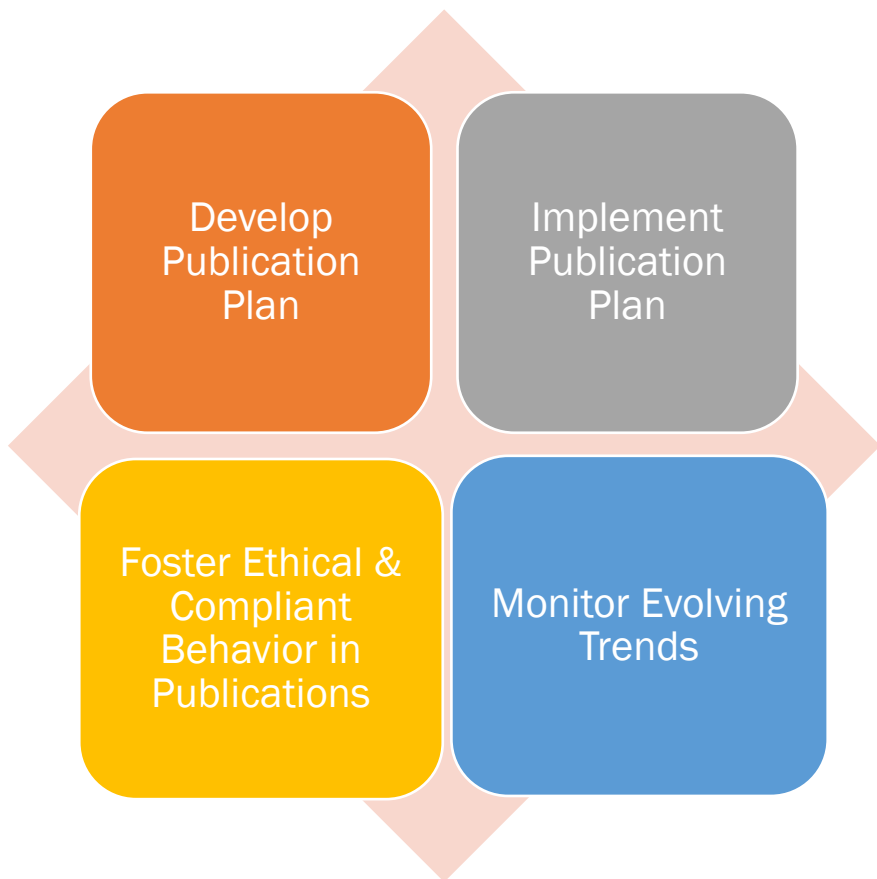
- Results of the JTA meetings were sent out via Survey Monkey to ISMPP members in March 2022
- Changes were made to the analysis based on survey results
- After the survey, 5 SMEs and ISMPP recoded the existing item* bank (over 600 items) to the new content outline

*Item = exam question.

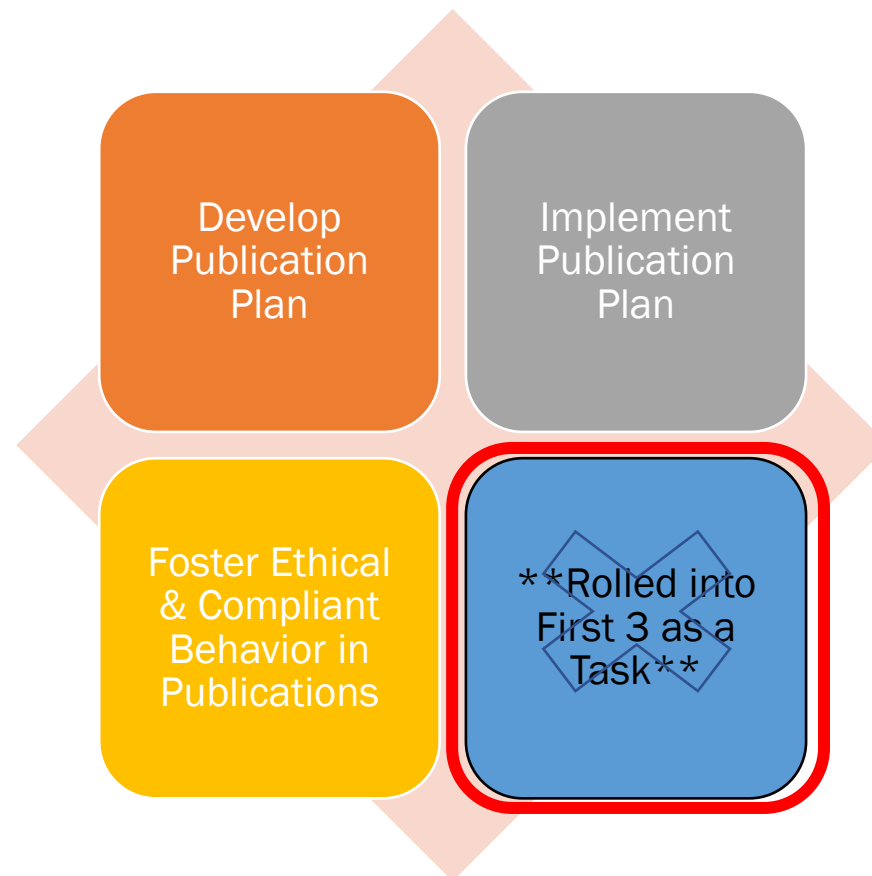


Results of JTA: 3 Duties (Not 4)

Original Blueprint



New Blueprint





Impact of New Blueprint on CMPP Exam and CE Credits

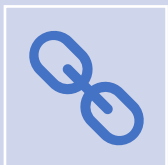


New content outline will begin with March 2023 exam

March 2023 exam will also include GPP 2022 content



Study Resources will be updated to reflect the new placement of “Monitor Evolving Trends”



Beginning in 2023, CE credits will be assigned to the new blueprint domains (Duties)



New Exam Content Outline (Blueprint)

- **Develop Publication Plan***
 - Research the disease and therapeutic landscape
 - Identify data to be published
 - Identify and assess each audience's informational and educational needs
 - Define scope of plan
 - Manage Publication Steering Committee
 - Apply scientific communication platforms
 - Develop tactical plan
 - Monitor evolving trends

*Highlighted items represent a change from current blueprint.



New Exam Content Outline (Blueprint)

- **Implement Publication Plan***
 - Identify and engage authors/contributors for publication
 - Follow appropriate writing, review, and approval process
 - Manage administrative aspects of publication plans
 - Track metrics of individual publications and overall plan
 - Monitor evolving trends

*Highlighted items represent change from current blueprint.



New Exam Content Outline (Blueprint)

- **Foster Ethical & Compliant Behavior in Publications***
 - Maintain knowledge of relevant standards, guidelines, and position statements
 - Apply standards of ethical conduct
 - Ensure appropriate disclosures are made
 - Ensure contributors are acknowledged
 - Monitor evolving trends

*Highlighted items represent change from current blueprint.



Thank You to Our JTA Members!

Trish Deja

Amy Foreman

Dana Fox

Kristen Gerhardt

Jay Mashburn

Jason McDonough

Gordon Muir-Jones

Susan Scott

Maya Shehayeb

Lauren Van Wassenhove

Megan Weigel

Danita Sutton (ISMPP)



New Certification Cycle



Certification Cycle is Now 5 Years!

Certification cycle
changed back to 5-year
cycle beginning in 2022

Previously, cycle has
been 3 years since
2017

Policy change
considerations included:

CMPP feedback

Aim to improve CMPP
retention

Advice of our testing
partner PTI



Rationale for Cycle Change

According to National Commission for Certifying Agencies (NCCA) standards:

- Given the nature and maturity of our industry and the rate of change that takes place, a 5-year cycle is appropriate

5-year cycle more closely aligned with credentials of other related professions

- 7- or 10-year cycle - pharmacists, physicians, physician assistants

Recertification rates

- May increase



New Certification Cycle Duration as of 2022

- CMPPs may recertify via exam or by earning CE credits
- The certification cycle has changed to 5 years for those who certify or recertify in 2022
- Current CMPPs who have earned their initial certification or recertification *before 2022* will remain in the 3-year cycle
- CMPPs who certify or recertify in *2022 or later* will enter a 5-year cycle



Current vs New Credit Structure for Recertification

Credit Structure	Current	New
Certification Cycle	3 years	5 years
Required Credits (total)	30	50
Required Credits (annual)	≥8 credits per year but ≤12 in final year	≥8 credits per year but ≤12 in final year



CMPP Credit Requirements: Current vs Future CMPPs

	Certified 2019	Certified 2020	Certified 2021	Certified 2022
Cycle (# of years)	3	3	3	5
Year to recertify	2022	2023	2024	2027
Total # of credits needed	30	30	30	50



CMPP Credit Requirements by Domain

Current Requirements Over 3-year Period (30 credits)

Develop Pub Plan	Implement Pub Plan	Foster Ethical & Compliant Behavior	Monitor Evolving Trends	Candidate Choice
3	3	3	3	Up to 18

New Requirements Over 5-year Period (50 credits)

Develop Pub Plan	Implement Pub Plan	Foster Ethical & Compliant Behavior	Candidate Choice
5	5	5	Up to 35



CMPPP™ Program Policy for Carryover of Excess Credits

- **New Policy:** CMPPPs who earn more than 50 CE credits during the current recertification cycle may carry over up to 5 of the excess credits earned during the final year to the next recertification cycle
- In this case, you will begin the next recertification cycle with 5 earned credits and must maintain all applicable documentation related to these activities

	Current 3-year Cycle	New 5-year cycle
No. of excess credits permitted to carry over	3	5



New CMPP™ Exam Fees



New CMPP Program Fees

- Transition from a 3-year to a 5-year certification cycle will be accompanied by a consequent increase in CMPP fees
- Exam fees have only increased once since 2009 when the first exam was administered
- In transitioning to a 5-year certification cycle, there is a decrease in the fees on a cost/year basis, providing an overall cost savings to applicants
- There is no longer a non-member fee. As in the past, all exam applicants must be ISMPP members (member fee, \$195)
 - There will be an opportunity to pay your member fee before you access the exam application



CMPP™ Exam Fee Structure: Current vs New

	Current (3 years)		New (5 years)	
	Member	Non-Member	Member	Non-Member*
CMPP exam (initial or recertification)	\$375	\$570	\$575	N/A
Recertification via Credit	\$150	\$345	\$300	N/A
Retake exam fee (for previous failures)	\$195	\$290	\$195 (no change)	N/A

*As in the past, all exam applicants must be ISMPP members (\$195 fee). There will be an opportunity to pay your member fee before you access the exam application.



CMPP Certification Costs by Year

- New exam fee represents a \$10/year **cost savings** on an annual basis
- New recertification-via-credit fee represents a \$10/year increase on an annual basis

	3-year cycle annual cost		5-year cycle annual cost	
	Member	Non-member	Member	Non-member
CMPP exam (initial or recertification)	\$125	\$190	\$115	N/A
Recertification via credit	\$50	\$115	\$60	N/A



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

November 16, 2022:

External Digital Engagement: Omnichannel journey for the publication professional



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Backup Slide



CMPP™ Exam Fee Structure: Current vs New For APAC

	Current (3 years)		New (5 years)	
	Member	Non-Member	Member	Non-Member
CMPP exam (initial or recertification)	\$285	\$480	\$385*	N/A

*With \$95 membership fee, \$480 non-member exam fee is retained.



Faculty Bios



Amy Foreman-Wykert, PhD, ISMPP CMPP™



- Serves as Executive Director, Global Publications for Amgen. Oversees the team that provides strategic planning and tactical execution of scientific publications for pipeline and marketed products
- Awarded CMPP certification in 2015
- Served as Co-Chair of the ISMPP Ethics and Standards Committee, as a Trustee at Large on the ISMPP Board of Trustees (BOT), and as the BOT liaison on the Certification Board
- Currently serves on the Recertification Committee and participates in several CMPP exam development activities



Dana Fox, PhD, ISMPP CMPP™



- Serves as Senior Vice President, Portfolio Director for Caudex. Provides high-level scientific, commercial, operational, and financial insight combined with account leadership of account services and scientific services
- Awarded CMPP certification in 2010
- Served as Co-Chair of Recertification Committee for several years
- Currently serves as Vice Chair of the ISMPP Certification Board



Megan Weigel, ISMPP CMPP™



- Serves as Publication Advisor Specialist for Bristol Myers Squibb. Trains and advises colleagues and agency partners on company policies and procedures, and industry best practices
- Awarded CMPP certification in 2018
- Has served as a CMPP Exam Mentor to numerous candidates since 2019 and has participated in several exam development activities (eg, item writing, exam review)
- Currently serves as Chair of the ISMPP Certification Board



Danita Sutton, PhD, ISMPP CMPP™ Moderator



- More than 20 years' experience in global medical communications and medical publications. Currently Serves as Director, Credentialing for ISMPP
- Awarded CMPP in 2009 and has recertified twice via credit and once via exam
- Previously served on Certification Board, Credentialing Committee, and Recertification Committee
- Served as Subject Matter Expert for original CMPP exam development and assembly