The 16th Annual
International Publication Planning Meeting

Maximizing the reach and readership of global scientific communications

FEBRUARY 21-22, 2017
LOEWS CORONADO BAY
SAN DIEGO, CA

NETWORK WITH YOUR PEERS FROM:
- ALCION
- ALEXION PHARMACEUTICALS
- AMGEN
- INTERNATIONAL JOURNAL OF CLINICAL PRACTICE
- MERCK
- NOVARTIS
- OXFORD PHARMAGENESIS
- PFIZER
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- SHIRE PHARMACEUTICALS
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- SYLOGENT
- FISHAWACK
- MEDTHINK SCicom
- HOFSTRA UNIVERSITY
- PELOTON ADVANTAGE
- LOCKWOOD GROUP
- ENVISION PHARMA GROUP
- PRIME MEDICA, LTD

NEW FOR 2017:
- Focus on both the operational and strategic functions of publication planning
- New perspectives on authorship and ghostwriting
- Best practices for patient communications and utilizing patient input
- Broader coverage of medical device publication planning
- Dedicated time for networking

FIND OUT HOW TO:
- Make the most out of collaborations and partnerships
- Meet the demand for accessible patient-level communications
- Master social media and digital enhancements for greater impact
- Maximize your product launch with a limited budget

PLUS!
- Get an update on industry guidelines, regulations, and ethical standards
- Find out what kinds of articles journals are publishing right now
- Bring your real world examples to prompt lively discussion on current trends and issues

TO REGISTER: CALL 866-676-7689 OR VISIT US AT WWW.HEALTHCARE-CONFERENCES.COM
Join the conversation with fellow medical publication planning professionals to discuss the latest trends in scientific and medical communications today! Medical communications has evolved significantly in recent years. We've seen a new emphasis on transparency, collaboration, and patient involvement. The success of your publication planning department hinges on the ability adapt to those changes and respond with innovation. TIPPA’s 16th Annual Meeting brings together the brightest leaders in publication planning to discuss current trends and challenges facing communications professionals in both pharma and medical device.

Our program provides a venue that promotes lively and constructive discourse on a wide range of issues surrounding publication planning. Plus, new this year, we have refreshed the agenda with more interactive session and dedicated time for networking. We invite you to get involved, ask thought-provoking questions, hear innovative solutions, and walk away with tangible tools that you can apply right away in your publication planning department.

Meeting Highlights include:

• Up-to-the-minute analysis of emerging technologies that can increase the readership and comprehension of your publications
• Candid discussions on the increased use of patient-centered approaches to scientific communications
• Closer look at publication planning for the medical device sector
• Tips for how to succeed at collaborations and partnerships with academia, device, pharma, and others
• How-to guide for a successful and compliant social media policy

Register today! Call 800-280-8440 or online at www.healthcare-conferences.com. Bring your team and save – ask about our team discounts. Save $200 if you register by November 29, 2016!

The Conference Organizer
Healthcare Education Associates is a division of Financial Research Associates. HEA is a resource for the healthcare and pharmaceutical communities to improve their businesses by providing access to timely and focused business information and networking opportunities in topical areas. Offering highly targeted conferences, Healthcare Education Associates positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Backed by over 26 years of combined conference industry experience, the producers of HEA conferences assist healthcare professionals, actuaries, attorneys, consultants, researchers and government representatives in their professional endeavors. For more information on upcoming events, visit us online: www.healthcare-conferences.com

Who Should Attend?
This conference is designed for senior-level publication professionals in the medical technology industries, with responsibilities in the following areas:

• Medical or clinical publications
• Medical or scientific communications
• Medical writing
• Medical or clinical affairs

The event will also be of interest to members of the academic community engaging in collaborative projects with the medical technology industry.

Top Reasons to Attend

• Compare differences in managing a pub planning team from a small, medium, and large company perspective – from global messaging to budgets and more
• Learn how to integrate patient-level data, input, and perspectives into clinical development and data dissemination plans
• Get updates and guidance on ethical standards and regulations affecting publication planning for 2017
• Hear current trends in article acceptance – what kinds of articles are journals looking for right now?
• Discuss the differences in research and development processes between device and pharma

Get Answers to These Important Questions

• Who qualifies as an author, how do you determine this?
• Are you writing lay summaries patients can easily understand?
• How can you maximize your launch impact with a limited budget?
• Should patient-reviews be a consideration when planning your publication process?
• Current trends in article acceptance – what kinds of articles are journals looking for right now?
• Is all HEOR data being published or just positive results?

Sponsorship and Exhibit Opportunities
Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event. To learn more about sponsorship opportunities, please contact Jennifer Clemence at 704-341-2438 or jclemence@healthcare-conferences.com.
Day One: Tuesday, February 21

8:00 Registration & Continental Breakfast
8:45 Chairperson’s Opening Remarks

Richard White, Commercial Director
OXFORD PHARMAGENESIS

9:00 Update and Guidance on Ethical Standards and Regulations Affecting Publication Planning for 2017
- Interpretation and implementation of GPP3 Guidelines
- Application of ICMJE guidelines
- FDA guidance on off-label and code of conduct guidelines
- Update on Sunshine – have we seen any enforcements yet?
- MPIP project on guidance for reporting of adverse events
- Outsize drug costs and drug shortages – how does this affect the publication planning landscape?

Marion Enie, Client Solutions
ENVISION PHARMA

11:45 Maximize Reach Through Integrated Structured Publication Processes
- The importance of structured publication planning
- Staying compliant through automated author documentation
- Artificial intelligent target selection
- Finding the right target to reach your optimal audience
- Automated & realistic document workflows
- Keeping it simple so that you meet deadlines
- Dynamic publishing through automation
- Real time readership tracking

Jack Yeager, CEO
SYLOGENT

12:15 Networking Luncheon

1:15 ISMPP CMPP™ Program Update
Tim Collinson, Business Unit Head, West Coast
FISHAWACK

1:45 Guidelines for Writing Transparent and Timely Patient Communications and Lay Summaries
- Are you writing lay summaries patients can easily understand?
- Best practices for timely release of summaries after scientific articles are published
- Accessing patient data and ensuring data is accessible to patients
- How does patient input effect publications?
- How much involvement should patients have?
- Views on patient review articles

Jamie L Weiss, PhD, Associate Director, US Neuroscience Publications
NOVARTIS

John Czekanski, President, Fishawack US and Global Business Unit Head
FISHAWACK

Joanne Wilkinson, Account Services Director
FISHAWACK

2:45 HEOR, RWE and PRO Studies: Opportunities and Challenges for Publication Planning and Development
- Building confidence in HEOR and RWE study concepts
- Understanding the external concerns over HEOR and RWE study data
- Managing internal challenges to HEOR and RWE study publication planning
- Communicating HEOR and RWE studies clearly

Richard White, Commercial Director
OXFORD PHARMAGENESIS

3:30 Break

3:45 The Evolution of Publication Strategies and Tactics Across the Product Lifecycle
Day Two: Wednesday, February 22

8:00 Breakfast

8:00 Early-Risers Session. Wake up early to share best practices with your peers.

8:45 Chairperson’s Review of Day One

9:00 Scientific Journal Tell-All – Focus on Trends in Publishing 2017
- What cutting edge technology and materials are being utilized?
- Current trends in article acceptance – what kinds of articles are journals looking for right now?
- Explore the issue of predatory publishing - How to recognize predatory journals/publishers and how they affect scientific communications

Leslie Citrome, MD, MPH, Editor-in-Chief
INTERNATIONAL JOURNAL OF CLINICAL PRACTICE
Tanya Stezhka, Senior Editor
TAYLOR & FRANCIS

10:00 Leveraging Collaborations and Partnerships for Maximum Benefit
- Collaborative approaches for working with various entities such as academia, device, pharma, and others
- Collaborative enterprise in early stage research
- Author arrangements – how do you agree on authors?
- Data sharing and collaborations
- Managing global partnerships and collaborations

Charles Rosenblum, Director, Publications Management
MERCK
Amy Frankovich, SVP Client Services
PELOTON ADVANTAGE

10:45 Coffee Break

11:00 Publication Planning for the Medical Device Sector – Defining Differences and Similarities
- Overview of the differences in research and development processes between device and pharma
- Special considerations for a medical device publications – where the two overlap
  - Device vs drug development costs
  - Addressing pre-clinical and clinical needs
  - Planning a publication for highest impact
- A look at device interaction across therapeutic areas
- Considerations for successful device publications

Tim Peoples, Global Medical Writing, Cardiovascular
AMGEN
Val Injev, MBA, P.E., Global Medical Publications Lead, Surgical Research & Development
ALCON

12:00 Networking Luncheon

1:00 Research-Based Communication Planning – Strategy is not a Dirty Word
- Traditional publication planning is really publication management
- Competitor publication forecasting
- Publication leader analysis
- Author fingerprints
- Value-add metrics
- Comprehensive communication strategy

William Glass, Sr. Director, Global Medical Affairs Publications
ALLERGAN

1:45 Utilizing Social Media and Enhanced Journal Content for Scientific Publications
- The increasing role of social media and other apps to share medical information
- Developing a social media policy – best practice guidelines
- Utilizing technology for a more streamlined research process
- Leveraging technology to broaden readership comprehension

Fran Young, Director, Scientific Publications
SHIRE PHARMACEUTICALS

Tanya Brinsden, MS, CMPP, VP, Group Account Director, Publications
LOCKWOOD GROUP
Charlotte Singh, MD, CMPP, VP, Group Medical Director; Director of Publications
LOCKWOOD GROUP

2:45 Keeping your Publication Finances in Order: Streamlining the Financial Management Process
- Best practices for managing your budgets
- Implementation of a financial module
- Best practices for utilizing automation

George Samman, Director of Operations
PFIZER
Yaming Wang, PhD, Director, Scientific and Client Services
PRIME MEDICA, LTD

3:45 Meeting Concludes
Loews Coronado Bay Resort

4000 Coronado Bay Road
San Diego, CA, 92118
(619) 424-4000

We have a limited number of hotel rooms reserved for the conference. The negotiated room rate of $239 per night will expire on January 31, 2017. Rooms block may sell out before the expiration date - book early to ensure you receive a room at the negotiated rate. Upon sell out of the block, room rate and availability will be at the hotel’s discretion.

Loews Coronado Bay Resort

Perched on its own 15-acre peninsula, Loews Coronado Bay is a private oasis of tranquility with views of the shimmering bay waters and the San Diego skyline.

Hotel Highlights Include:

- 439 luxury guestrooms, including 37 plush suites
- 65,000 square feet of flexible function space
- Three heated pools, hot tub spa and dry sauna
- Mistral restaurant serves a global-fusion menu that showcases Mediterranean flavors and seafood
- Sea Spa offers signature treatments, therapies, and products
- Complimentary Wi-Fi in every guest room—and in public spaces

Team Discounts

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please contact Kathie Eberhard at 704-341-2439 or keberhard@frallc.com

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For information regarding refund, complaint and/or program cancellation policies, please visit our website: www.frallc.com/thefineprint.aspx

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