



UNDERSTANDING THE VALUE OF CERTIFICATION FOR MEDICAL JOURNAL EDITORS

**13th EASE Conference
10 -12 June 2016 • Strasbourg, France**



*Opinions presented reflect my own
beliefs
and also represent
the position of the International
Society for Medical Publication
Professionals!*



Objectives

1. Demonstrate the value and importance of certification for medical journal editors
2. Communicate the impact the certification has had for members of ISMPP
3. Articulate how certification sets a profession apart from other disciplines



ISMPP Vision/Mission

Vision

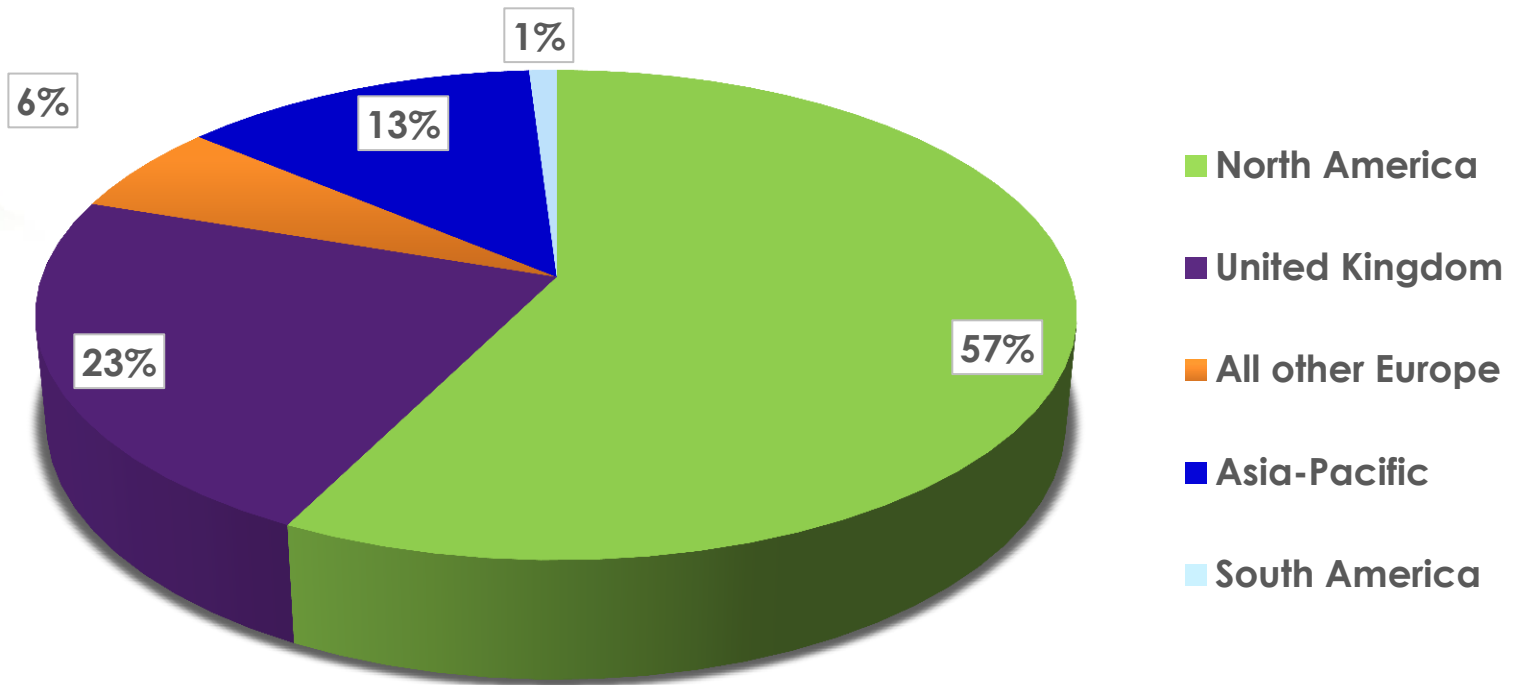
To become the leading global authority on the ethical and effective publication of medical research to inform treatment decisions.

Mission

Advance the medical publication profession globally through:

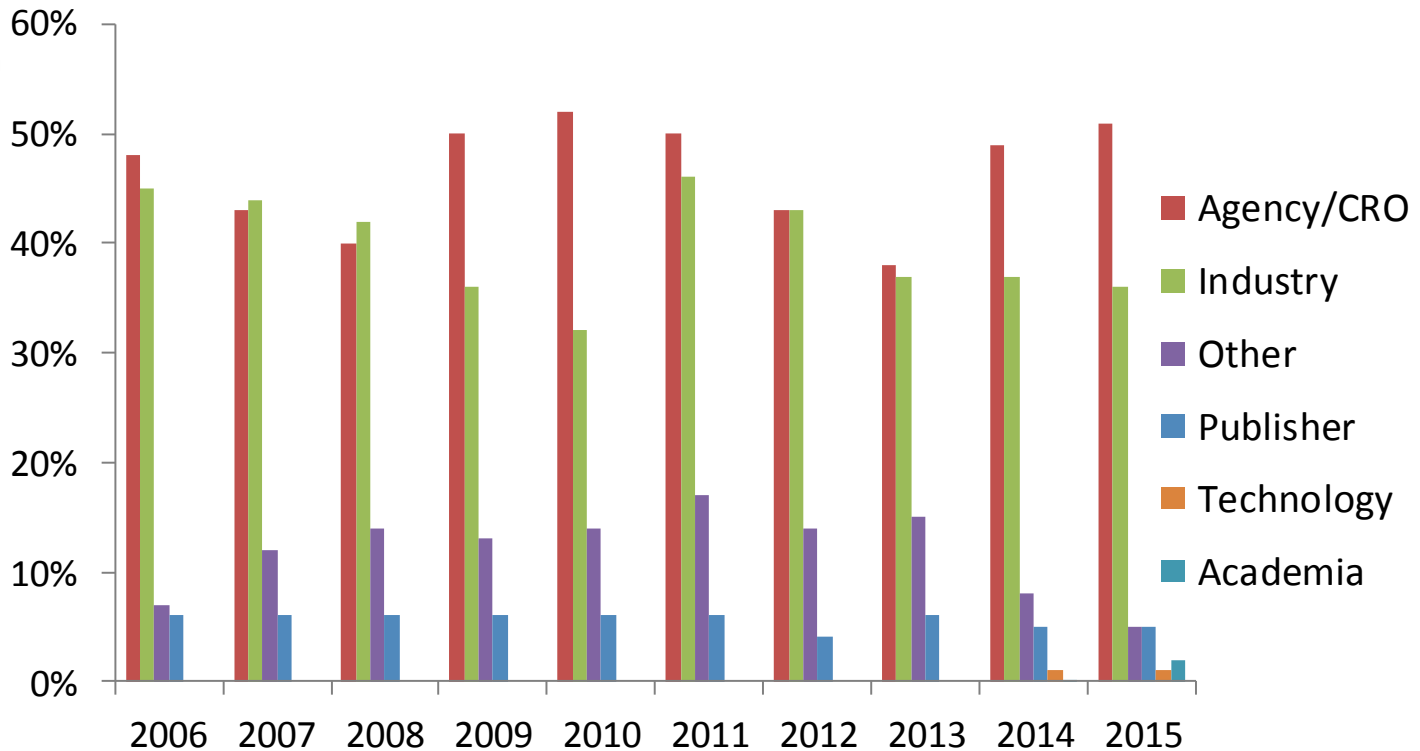
- enhanced integrity and transparency in medical publications
- improved standards and best practices
- education, advocacy, and professional collaborations

INTERNATIONAL MEMBERSHIP



MEMBERSHIP TRENDS BY SECTOR

- Agency/CRO: 51%
- Industry: 36%
- Other: 5%
- Publisher: 5%
- Academia: 2%
- Technology: 1%





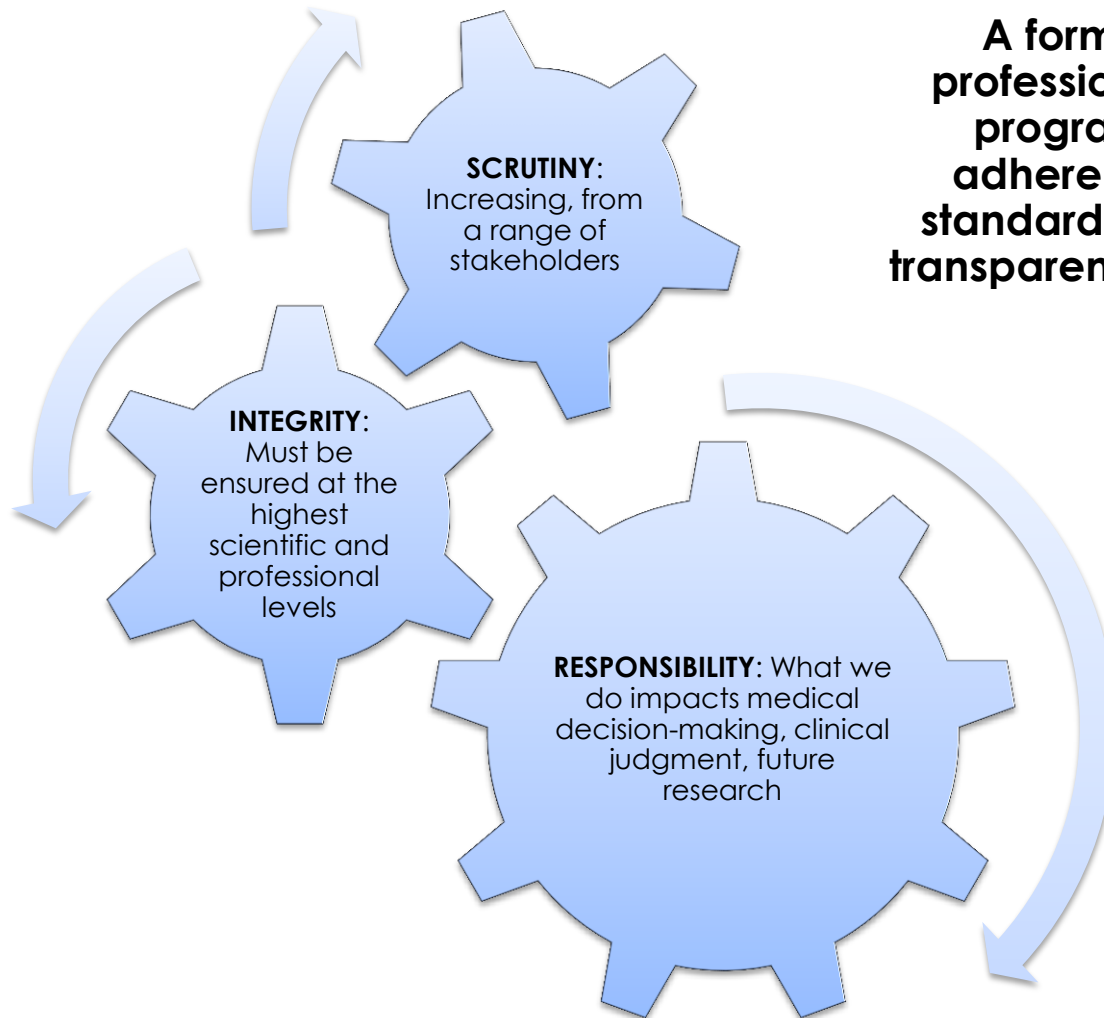
WHAT IS CERTIFICATION?



Certification vs. Certificates

- A certificate is a one-time acknowledgement that a course of study has been completed and the knowledge offered has been acquired
- A certification is ongoing and is tied to a profession or a function, not a course of study
 - Independent of training
 - Continuing education element
 - Ethics and discipline element

Why Certification?



A formal, voluntary, professional certification program to promote adherence to the high standards of integrity and transparency required in this field



What Sets Us Apart?

Certification demonstrates:

- ✓ **Expertise** as a medical journal editor
- ✓ **Proficiency** in good editorial practices
- ✓ **Commitment** to ethical and transparent data editorial processes and standards
- ✓ **Leadership** in upholding and fostering integrity and excellence in medical editing



Code of Conduct

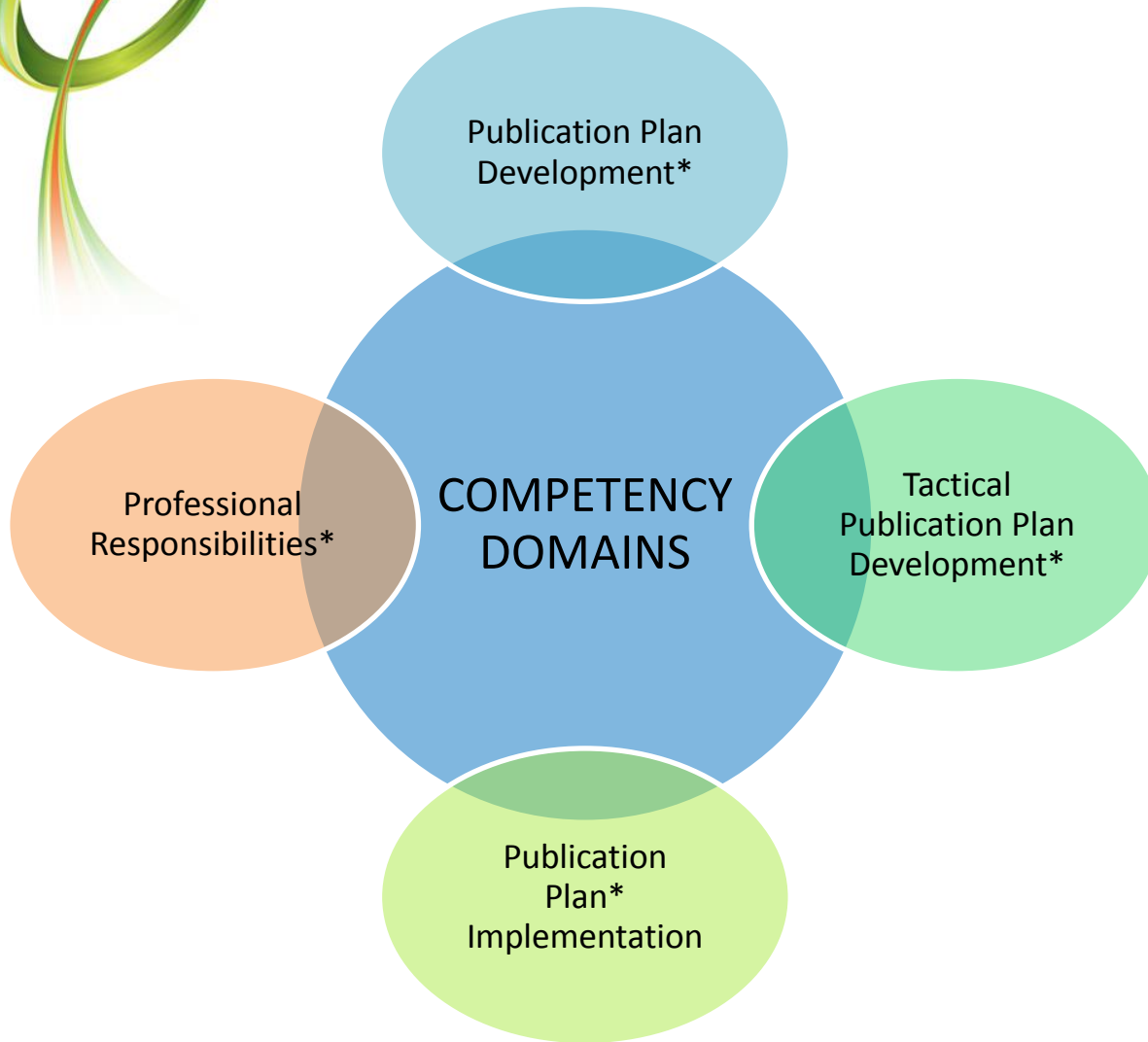
- **Code of Ethics**

- A voluntary, professional resource for members

- **Code of Conduct**

- Developed specifically for applicants and certificant
- Formalizes the obligation to work to acceptable standards of professional ethics and practices
- Enforceable: Conduct Case Procedures for complaints regarding professional conduct and structured appeals process

How is Certification Realized?



- **Competency Domains**
- **Item Writing**
- **Exam Development**
- **Exam Validation**
- **Standard Setting**
- **.....And Much More**

*ISMPP domains as of 2015

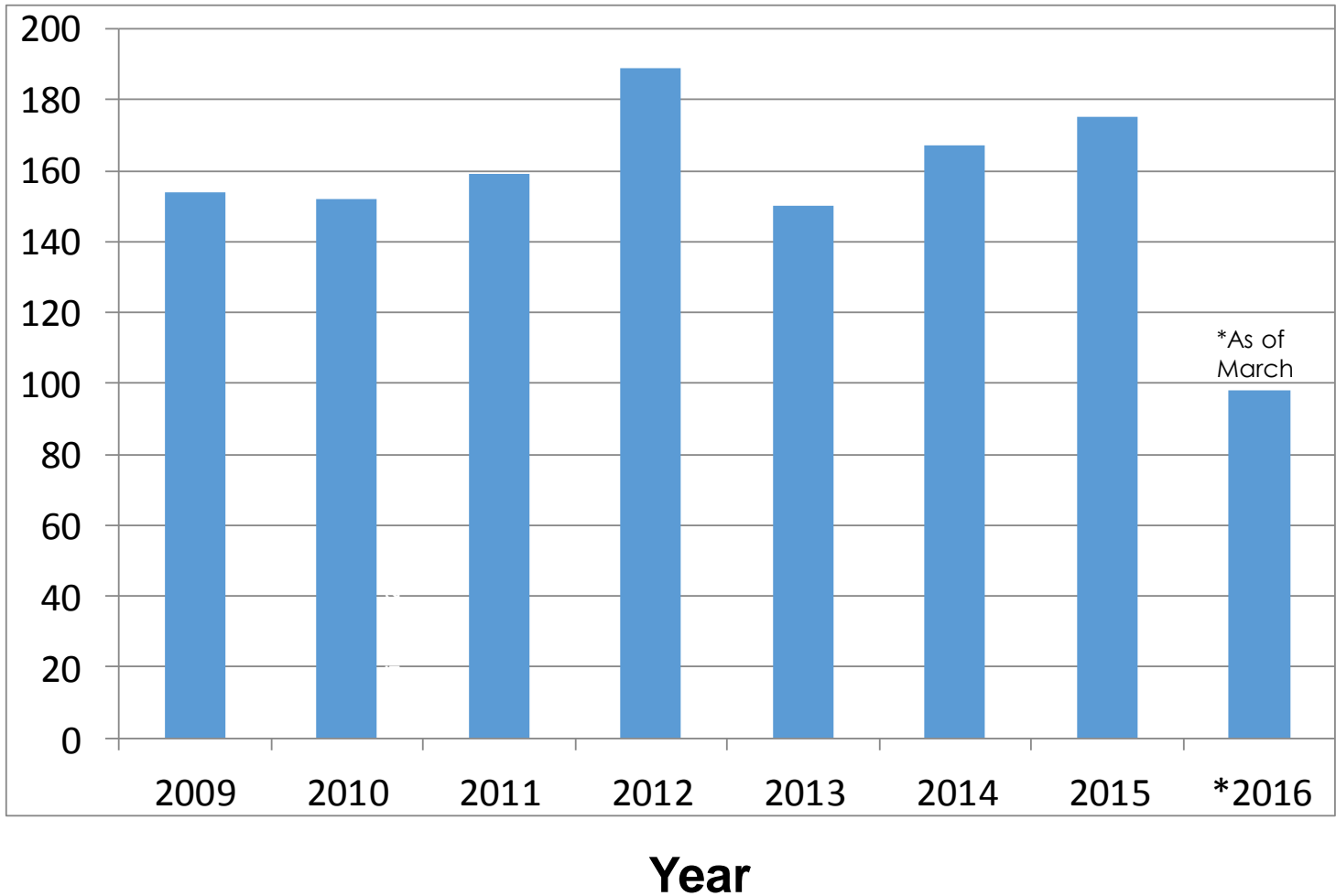


IMPACT OF ISMPP CERTIFICATION

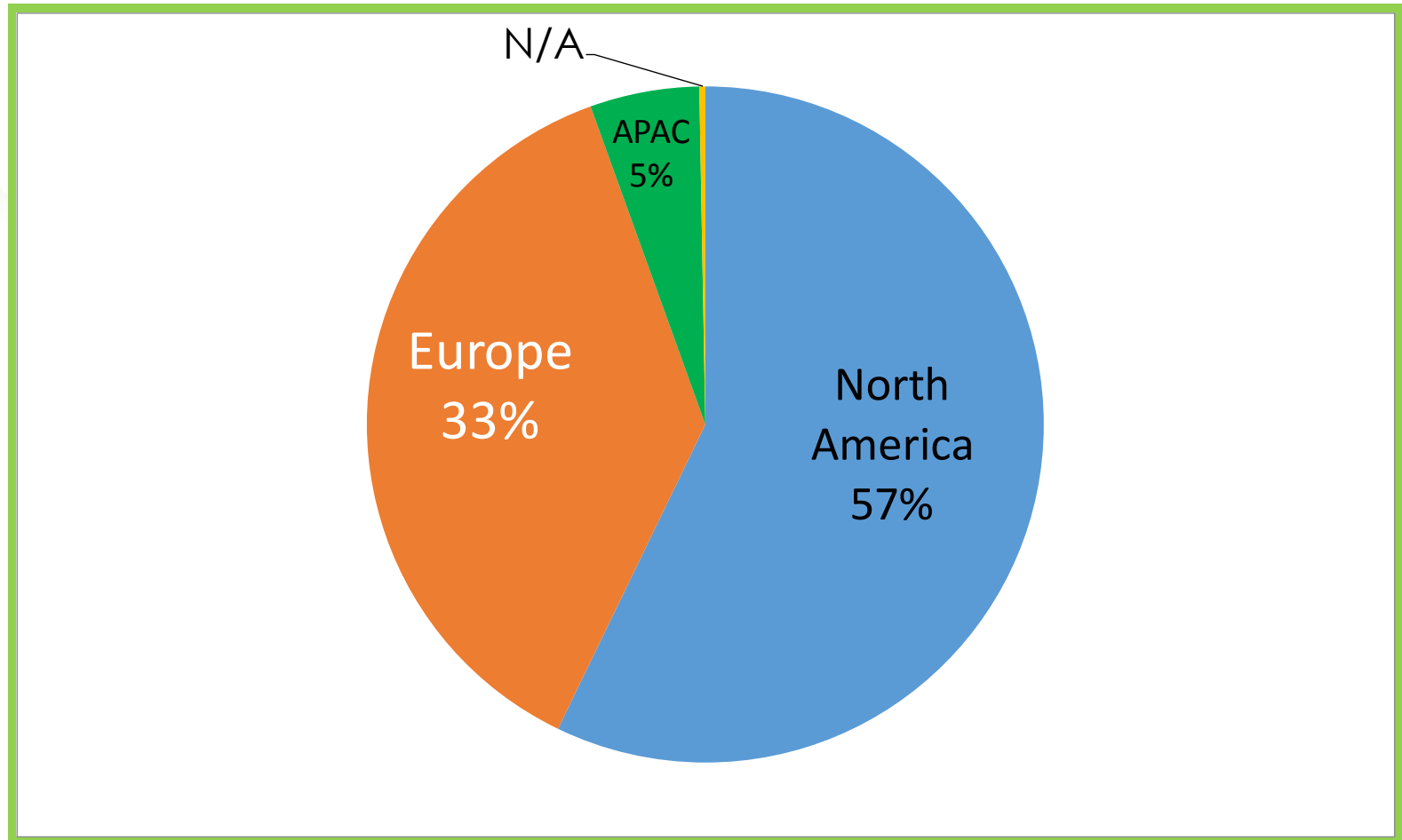
2009 - Present



CMPP™— Certificant Awards By Year



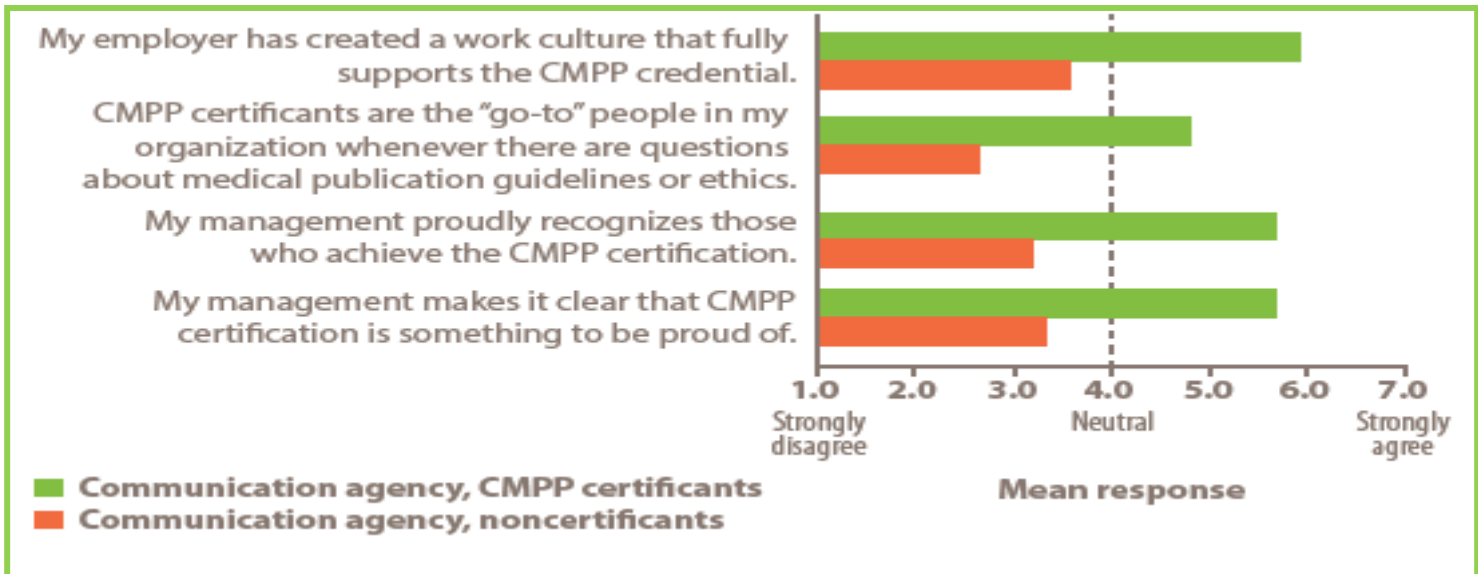
ISMPP CMPP™ Certificants by Region



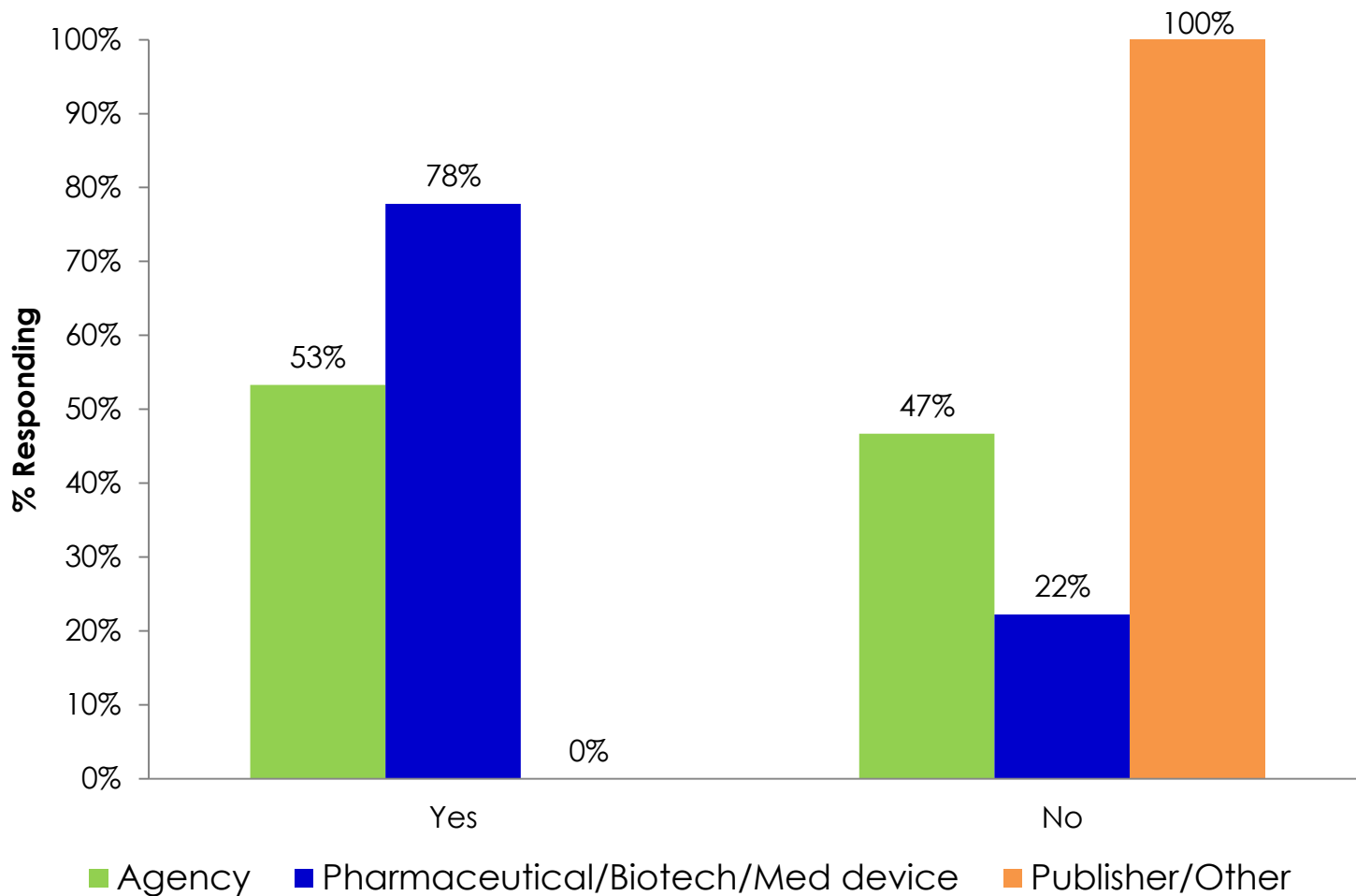
Workplace Culture and Management Views of ISMPP CMPP™ Credential Are Key Drivers of the Perceived Value

Workplace setting	Summed Likert scores		P value ^a
	CMPP certificants	Noncertificants	
Communication agency	110.9	77.5	$P < .001$
Pharmaceutical industry	96.4	95.3	NS
	$P = .003^b$	$P = .015^b$	

^aCMPP certificants vs noncertificants. ^bCommunication-agency setting vs pharmaceutical-industry setting.

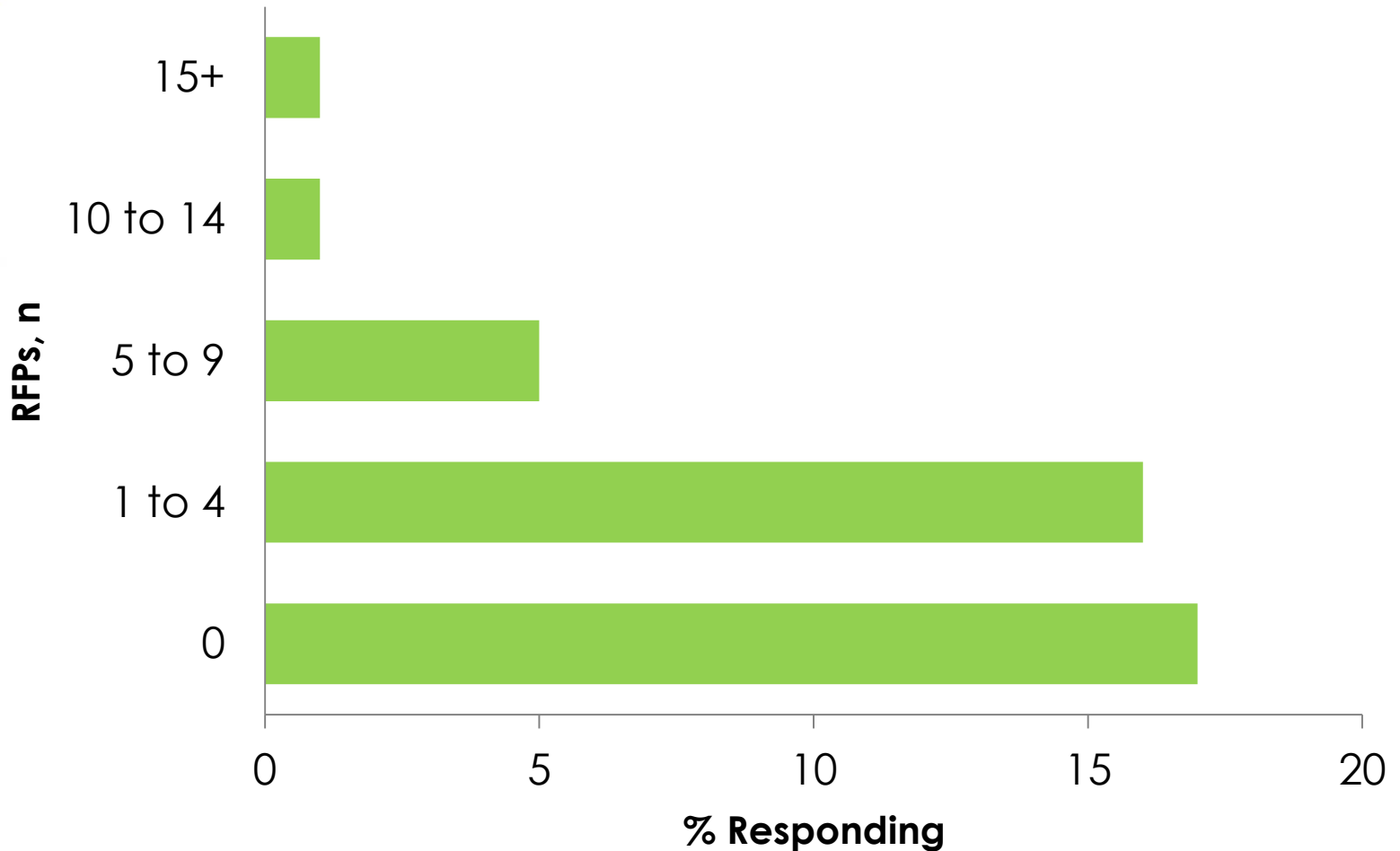


ISMPP CMPP™ Status Helped Secure New Positions Among Members (Industry and Agency) Recently Switching Jobs



Q8: If you recently changed jobs, do you believe your ISMPP CMPP™ status helped you secure your new position?

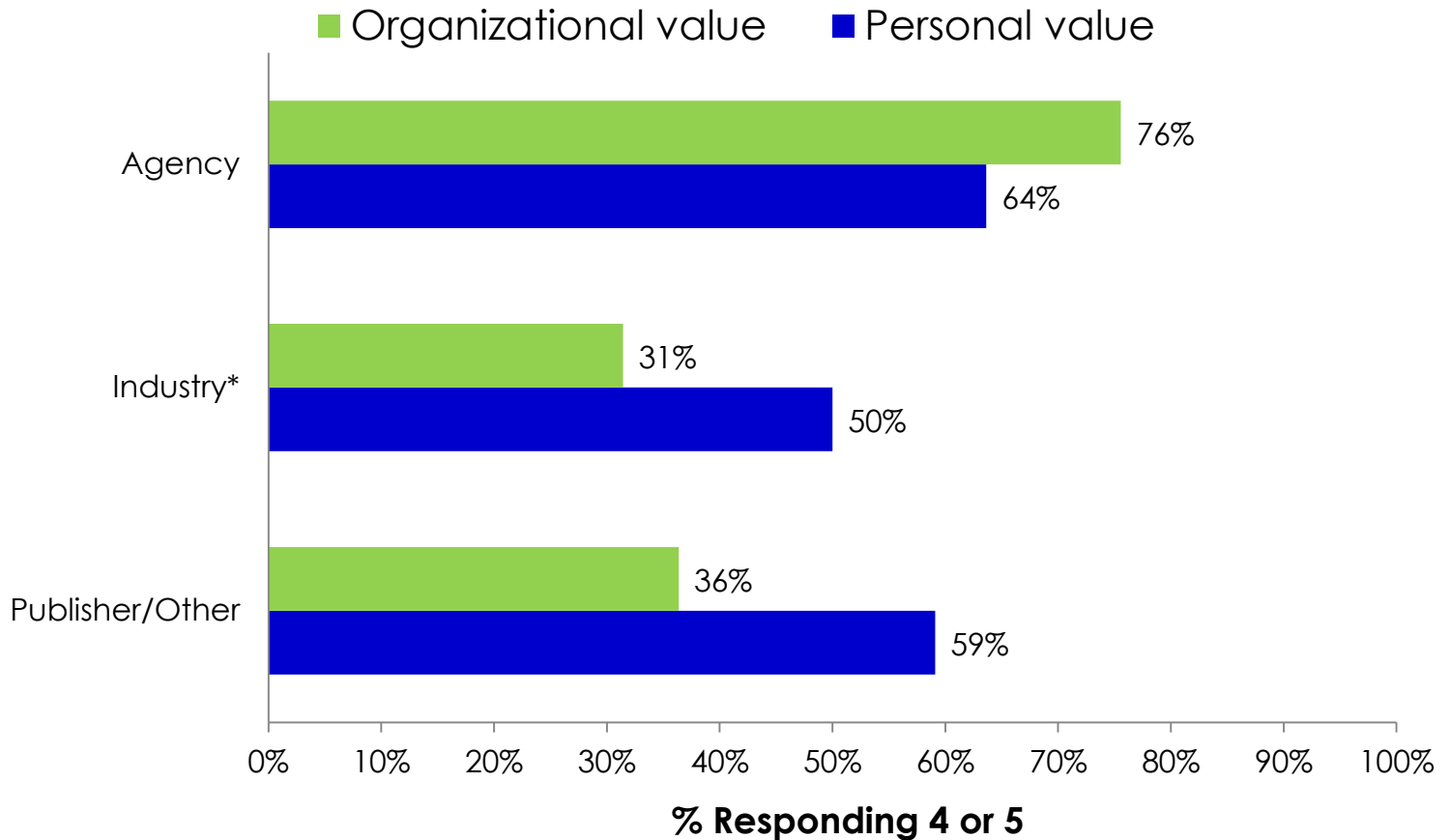
Over 2-Year Period, Agencies Received Between 66 and 143 RFPs That Required or Preferred ISMPP CMPP™ Credential



Agency
only,
n=51

Q5: In the past 2 years, how many requests for proposals (RFPs) received at your agency required or preferred that team members be ISMPP CMPP™ certified?

Both Organizational and Personal Value Were Rated Highest by Agency Staff Members

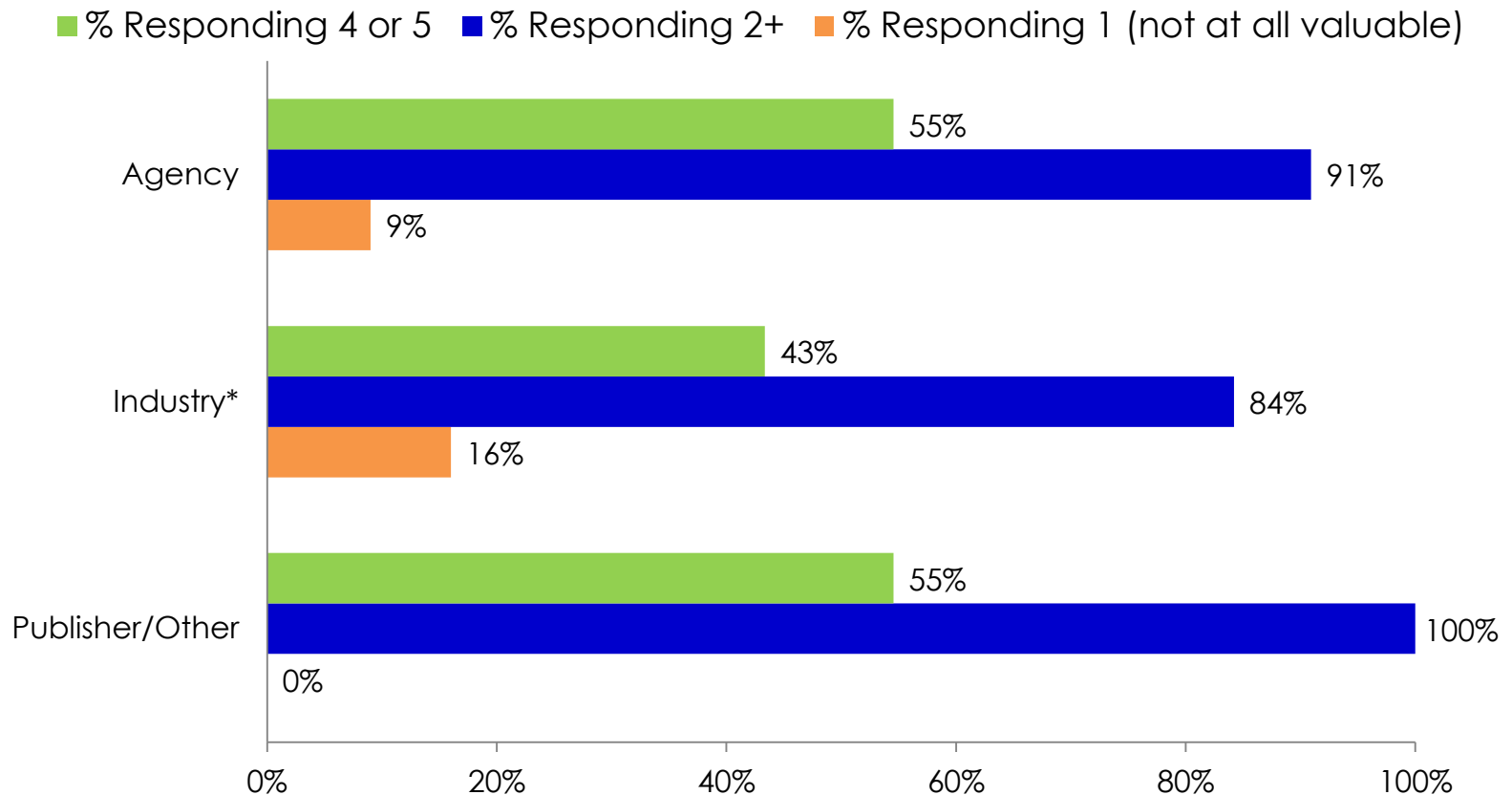


*Industry: pharmaceutical, biotechnology, and device company employees.

Q2: Please use a scale of 1 to 5 where 1 = not at all valuable and 5 = extremely valuable to indicate how valuable your organization considers the ISMPP CMPP™ certification to be.

Q9: Please use a scale of 1 to 5 where 1 = not at all valuable and 5 = extremely valuable to indicate how personally valuable you find the ISMPP CMPP™ credential to be.

Pursuit of Accreditation for the ISMPP CMPP™ Credential Will Add Further Value



*Industry: pharmaceutical, biotechnology, and device company employees.

Q10: Please use a scale of 1 to 5 where 1 = not at all valuable and 5 = extremely valuable or select "I do not know" to indicate whether, in your opinion, a formal external review (accreditation) of the ISMPP CMPP™ credential (through a globally/nationally recognized independent accreditation body) would increase the value of the ISMPP CMPP™ designation.



Summary

- The impact of pursuing and obtaining certification is:
 - Increasing
 - Adds personal value
 - Adds organizational value
 - Playing a role in securing new positions
 - Ultimately leads to certification being requested and/or required of job applicants

Valued by Organizations

Position requirements:

- Degree in marketing, communications, or biology
- 5 years of business, pharmaceutical, or medical communications experience
- 2-4 years of solid publication planning experience
- Knowledge and understanding of industry guidelines
- **CMPP status preferred**
- Proficiency in Microsoft Office applications
- Datavision™ experience a plus

Education and Experience

- Bachelor degree (minimum), preferably in the health sciences or communications field; advanced degree or allied health degree a plus (PharmD, BSN, PhD, MS, RPh)
- 15 - 20 years of pharmaceutical and/or agency experience
- **Active ISMPP Certified Medical Publication Professional (CMPP)**
- Extensive experience estimating costs and developing budgets
- Prior supervisory experience and the ability to motivate others to attain goals
- Demonstrated leadership skills, both within the agency and with clients

for authors, sponsors and internal team members. The position requires a bachelor's degree or higher and 5+ years in publications, in-depth knowledge of GPP2 and ICMJE guidelines and the ability to maintain flexibility and foster teamwork in a fast-paced work environment. **CMPP desirable.**

A thorough knowledge of current regulations, guidelines, and compliance policies relating to medical publications is required. **An ISMPP Certified Medical Publication Professional™ credential is preferred.**



What Does Certification Say About You?

- You are a professional
- Endorses your experience
- Shows what can be expected from you in your role as a medical journal editor
- Demonstrates a commitment to high standards and ethics
- You stick out from the “crowd”
- Probably worth employing!!!



THANK YOU!