

Enhancing Trust and Transparency in Industry-Sponsored Clinical Research: The Medical Publishing Insights and Practices (MPIP) Initiative

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About the MPIP Initiative

Founded in 2008 by members of the pharmaceutical industry and the International Society for Medical Publication Professionals (ISMPP) to elevate trust, transparency, and integrity in publishing industry-sponsored studies.

MPIP is a collaboration sponsored by Amgen, AstraZeneca, GlaxoSmithKline, Pfizer, and ISMPP.

Goals: to improve understanding of the issues and challenges faced by journals in publishing industry-sponsored research, and promote a more effective partnership between sponsors and journals to raise standards in medical publishing and expand access to data.

To date, the MPIP has identified issues perceived by journals to be barriers to transparency and trust and collaborated with journal editors and publishers on actionable solutions and resources.

Activities

MPIP is employing several strategies to meet its objectives:

- Facilitating joint engagement and shared accountability between journals and industry to identify and implement solutions to support more transparent and effective dissemination of study results
- Collaborating with journals on resources to promote best practices, raise standards in medical publishing, increase transparency, and expand access to data
- Advancing dialogue between various stakeholder groups and societies on key issues and trends, and future areas for collaboration
- Highlighting pharma's commitment to elevating trust, transparency and integrity in publishing industry-sponsored research and progress against these goals.

Results

- Obtained Journal Insights to Foster Mutual Understanding**
 - Engaged editors and publishers from over 35 organizations (e.g., *British Medical Journal (BMJ)*, *The Lancet*, *New England Journal of Medicine (NEJM)*, Elsevier, Wiley-Blackwell and Informa) to identify issues and challenges perceived to be barriers to transparency and trust.
 - Sponsored a year-long, independent, peer-to-peer research project with 25 editors and publishers from a diverse group of journals to obtain insights that can lead to more effective partnership; identified key issues in the publication of clinical trial data; and began brainstorming potential solutions.
 - Results of Phase I provided clear understanding of issues and the foundation for collaboration on potential solutions; presented at ISMPP Annual Meeting (April 2009).
- Collaborated with Journals on Actionable Solutions to Raise Standards in Medical Publishing, Enhance Transparency, and Expand Access to Data**
 - Convened a joint journal-industry Roundtable in 2009 with international representatives from both industries to identify ways to support public access to clinical trial results in the face of increasing manuscript volume. The Roundtable was well attended by editors from generalist journals including, *NEJM*, *BMJ* and *The Lancet*; from specialist journals such as *The Oncologist*, *Journal of Clinical Psychiatry*, and *Obstetrics & Gynecology*; and major publishers such as Wiley-Blackwell, Elsevier and Informa.
 - Completed the report *Enhancing transparency and efficiency in reporting industry-sponsored clinical research: report from the Medical Publishing Insights and Practices initiative*¹ discussing key findings and outcomes from MPIP's 2009 Roundtable.
 - Supported unique pharma-journal collaboration on development and dissemination of the *Authors' Submission Toolkit: A Practical Guide to Getting Your Research Published*² to promote best practices in manuscript preparation and submission, help raise standards in medical publishing, and improve efficiency in this process.
 - The Toolkit has been cited in the Instructions for Authors of several journals, including the *BMJ*, *Current Medical Research & Opinion* and the *International Journal of Clinical Practice (IJCP)*.
 - The Toolkit was the focus of a symposium at the ISMPP 2010 Annual Meeting, which featured MPIP co-sponsors and editors/publishers.
 - ISMPP U Webinar on the Toolkit attracted 125+ live participants. Editors from the *BMJ* and the *American Journal of Hospice and Palliative Medicine* presented insights from the Toolkit and provided the "editors' perspective" on best practices in manuscript preparation and submission.
 - Planning a follow-up workshop for Fall 2010 – "Closing the Credibility Gap in Industry-Sponsored Research".
- Recognition**
 - Earned the **2010 Communiqué Trust and Reputation Award**, which recognizes initiatives to enhance industry trust and reputation aligned with the Association of the British Pharmaceutical Industry's Trust initiative.
- Additional MPIP Activities**
 - Podcasts: MPIP's mission and accomplishments were highlighted in a podcast featuring representatives from the *BMJ* and industry; the PharmaVOICE podcast was widely distributed to over 100,000 subscribers.
 - Video: Joint areas of concern between journals and industry discussed during the MPIP's 2009 Roundtable and publication were featured in a video distributed by the *IJCP*.



Conclusions

MPIP has provided a constructive forum for journal-pharma engagement since its inception, and aims to continue to promote cooperation between these industries. To date, MPIP has identified issues perceived by journals to be barriers to transparency and trust and collaborated with journal editors and publishers on actionable solutions and resources. In addition, MPIP has generated high-impact deliverables that are advancing the dialogue between journals and pharma and highlighting pharma's constructive efforts to increase trust and transparency in medical publishing.

In the future, MPIP plans to continue to focus on defining and helping to close the "credibility gap" in pharma-sponsored research through broader stakeholder engagement of both industries, research projects, collaborative journal-pharma workshops, and tangible initiatives to elevate trust, transparency, and integrity.

References

- Clark J, Gonzalez J, Mansi B, et al. Enhancing transparency and efficiency in reporting industry-sponsored clinical research: report from the Medical Publishing Insights and Practices initiative. *International Journal of Clinical Practice* 2010; 64: 8, 1028-33.
- Chipperfield L, Citrome L, Clark J, et al. Authors' Submission Toolkit: A practical guide to getting your research published. *Current Medical Research & Opinion* 2010; 26: 8, 1967-82.

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