McCANN HEALTH
MEDICAL COMMUNICATIONS

McCann Health Medical Communications Position Statement on Publication of Biomedical Research

McCann Health Medical Communications is composed of separate specialist agencies, some of which, under the direction of the authors, and funded by the sponsors of the research (primarily the biopharmaceutical/vaccine/medical device industry), are involved in developing biomedical publications.

The agencies within McCann Health Medical Communications advocate Good Publication Practice[1] and fully support the AMWA-EMWA-ISMPP joint position statement on the role of professional medical writers.[2]

As such, we require that the work our agencies undertake in the preparation of manuscripts for peer-reviewed journals and abstracts and poster/podium presentations for congresses is conducted ethically, in line with these principles.

This means that all individuals within McCann Health Medical Communications who may be involved in both the research and preparation of biomedical publications:

1. work with authors from the outset and throughout the writing process to communicate information that is accurate, complete and objectively presented regarding the interpretation of the findings
2. apply the definition of authorship and contribution, as set out by the International Committee of Medical Journal Editors (ICMJE)[3] and by specific journals
3. work with authors to help facilitate timely publication of data into the peer-reviewed literature or to preprint servers
4. adhere to reporting standards, including but not limited to CONSORT[4] for randomised controlled studies and PRISMA[5] for systematic reviews
5. ensure that the contributions of individuals who do not specifically qualify for authorship, but who were involved in the development of a publication (for example, professional medical writers and/or editors, or patient/lay reviewers), are acknowledged within it
6. adhere to journal and congress requirements to fully disclose sources of funding and, in agreement with the study sponsors and authors, to share additional requested information (for example, study protocols, study data etc.)
7. keep abreast of changes in international legislation, policies and procedures so that our working practices are in line with current biomedical publishing guidelines.

We ensure that all individuals are appropriately trained on these guidelines and are able to advise authors and research sponsors on best practices relating to biomedical publications[1] and presentations[6]

McCann Health Medical Communications will **not** work on publications or presentations with clients/sponsors who:

1. veto the investigators' right to publish the findings of research or refuse to publish negative or inconclusive data into the peer-reviewed literature
2. selectively report positive endpoints rather than reporting all clinically relevant endpoints
3. overrule the interpretation of the research findings by the investigators
4. report data in a manner that is misleading or ask for marketing messages to be included

CMC AFFINITY | CMC CONNECT | COMPLETE HEALTHVIZION | CAUDEX

5. fail to clarify where analyses were post hoc and not pre-specified by the statistical analysis plan
6. do not make it clear (via the use of clinical trial identifiers) when the publication is a follow-up from research that has already been published
7. will not provide full disclosure or acknowledge professional medical writing support.

Planning is often required to ensure that publications are developed in an appropriate and timely manner. Where required, McCann Health Medical Communications can assist clients/sponsors and study groups with publication planning. The purpose of the publication planning process is to:

1. ensure that authors are involved in the decision-making about when and where the data from a study are disseminated to the medical community via the peer-reviewed literature
2. ensure, through the identification of appropriate congresses and journals, that individuals interested in the research and data will be able to access the resulting publications
3. ensure that timelines allow for authors to interrogate the data fully, interpret their findings, provide guidance on the content, and critique and comment on drafts of the publications, and approve the final versions
4. identify whether all data can be reported in a single publication or whether the number and importance of the analyses within the study will require more than one publication (and that each publication references the others to ensure that perceptions regarding the evidence base remain accurate)
5. ensure that, when more than one manuscript is being developed from a data-set, the first publication reports the primary efficacy and safety/tolerability endpoints (as defined by the statistical analysis plan) of the entire data-set
6. prevent redundant publications or presentations being developed and published
7. ensure that authors consider the requirement for any features to increase the reach and impact of each publication; for example, through enhanced publication content (e.g. audio, video, slides, animations), plain language summaries, use of social media, or preprint servers.

References

1. Battisti WP, Wager E, Baltzer L et al. Good Publication Practice for Communicating Company-Sponsored Medical Research: GPP3. Ann Intern Med 2015;163(6):461-464. doi: 10.7326/M15-0288
2. AMWA-EMWA-ISMPP joint position statement on the role of professional medical writers [accessed 14 January 2019]
3. International Committee of Medical Journal Editors (ICMJE). Recommendations for the conduct, reporting, editing, and publication of scholarly work in medical journals. Available at: http://www.icmje.org/icmje-recommendations.pdf (updated December 2019) [accessed 27 September 2021]
4. CONSORT statement. Available at: http://www.consort-statement.org [accessed 14 January 2019]
5. PRISMA statement. Available at: http://prisma-statement.org [accessed 14 January 2019]
6. Foster C, Wager E, Marchington J, et al. Good Practice for Conference Abstracts and Presentations: GPCAP. Res Integr Peer Rev. 2019;4(1):11. doi:10.1186/s41073-019-0070-x

Date of Issue: 12 October 2021
Previous Issues: 15 January 2019; 01 February 2017; 24 September 2015
Next review due: October 2023