



GOOD PUBLICATION PRACTICE for Pharmaceutical Companies Is Offered

Guidelines call for publication of all clinical trials of marketed products and recommend steps to reduce bias.

The first set of international publishing guidelines developed from within the industry after consultation with journal editors and investigators have been released. The Good Publication Practice (GPP) guidelines call on pharmaceutical companies to publish results of all clinical trials of marketed products and recommend practical steps to reduce publication bias and redundant publication.

The GPP guidelines were designed to increase transparency and encourage the responsible and ethical reporting of clinical trials.

Drug companies have been criticized for their methods of developing publication materials as well as for their failure to publish unfavorable findings. The guidelines differ from those published by journal editors because they address the role of professional medical writers and, especially, writers' interactions with authors.

"We want GPP to be a 'one-stop shop' for people working in or for drug companies," says Liz Wager, a member of the team that developed the guidelines.

The guidelines have been endorsed by Amgen, Aventis, LEO Pharma, Otsuka, Serono, and 3M Pharmaceuticals.

GPP is intended to complement statements from the International Committee of Medical Journal Editors (ICMJE) and CONSORT. The guidelines were published in Current Medical Research & Opinion.



"Until now, companies had to look all over the place for relevant information, and even the best guidelines did not cover all the issues. We hope that Good Publication Practice will become widely accepted and implemented throughout the industry," says Liz Wager.

THOMSON PHYSICIANS WORLD OPENS OFFICE to Meet the Needs of Customers in Central and Western States



Thomson Physicians World has opened an office in Chicago to better serve its clients in the central and western states. The new facility is home to a specialized staff of medical education and communications professionals led by Senior VP Barbara Scheulen and Account Director Tamara Schiller.

In developing programs, the Chicago location offers clients access to the in-depth expertise and resources of the entire Thomson Physicians World staff of more than 300, as well as a wide array of ancillary health-information services available from the Thomson Healthcare businesses.

The Chicago team has extensive experience in developing medical education programs in many therapeutic areas, including arthritis, HIV, multiple sclerosis, dyslipidemia, insomnia, diabetes, cardiovascular disease, dermatological disorders, and gastrointestinal disease.



Thomson Physicians World's Chicago office is being led by Barbara Scheulen and Tamara Schiller.

KEY POINTS OF THE GPP GUIDELINES FOR PHARMACEUTICAL COMPANIES

- COMMITMENT to endeavor to publish results of all trials of marketed products
- Sponsors may REVIEW MANUSCRIPTS before submission
- Companies MUST NOT VETO publications
- REDUNDANT publication should be avoided
- All publications should INCLUDE A STUDY IDENTIFIER (e.g. a protocol number)
- Journal GUIDELINES on authorship should be followed
- AUTHORSHIP CRITERIA should be applied equally to external investigators and to employees
- Everyone who meets authorship criteria SHOULD BE LISTED
- Others who have contributed to a publication (eg. medical writers) SHOULD BE ACKNOWLEDGED
- Named AUTHORS RETAIN RESPONSIBILITY FOR CONTENT and should be involved with all stages of manuscript development

Source: GPP Working Group, Buckinghamshire, U.K. For more information, visit gpp-guidelines.org.

Annals of Family Medicine Launched With SUPPORT OF SIX MEDICAL ORGANIZATIONS

The American Academy of Family Physicians (AAFP) has launched a bimonthly journal, the *Annals of Family Medicine* through a collaborative effort with the American Board of Family Practice, the Association of Family Practice Residency Directors, the North American Primary Care Research Group, the Association of Departments of Family Medicine, and the Society of Teachers of Family Medicine.

"By providing a unique print and online venue for premier family medicine research, we are addressing a long-standing educational and infor-

mational need," says Warren A. Jones, M.D., president of the AAFP. "We are all dedicated to the success of the *Annals*. This journal will help not only family physicians, but also other healthcare professionals, medical researchers, medical residents, teachers of medicine, and, most importantly, patients."

The *Annals of Family Medicine* is supported mainly through dues paid by members of the sponsoring organizations. The journal will accept classified advertisements but has invoked a ban on commercial drug advertising.



Randy Mikuni, chief operating officer and executive VP of strategic marketing and business development, of SGA Lists LLC, heads up Sheila Greco Associates' new Miami office.

Sheila Greco Associates Accommodates Clients with **MIAMI OFFICE**

Sheila Greco Associates LLC, a human resources consultancy specializing in research, recruiting, and customized competitive intelligence, has opened an office in Miami.

Randy Mikuni, who heads up the new location, has been named chief operating officer/executive VP of strategic marketing and business development of SGA Lists LLC, a new division within the company that provides human-resource consulting services, such as name generation and list services.

Having begun as a research company, Sheila Greco Associates has expanded into customized competitive intelligence (CCI) and recruiting.



Under the leadership of its founder, Sheila Greco Associates' expands capabilities.

HealthAnswers REPOSITIONS PATIENT MARKETING GROUP

As part of HealthAnswers Inc.'s repositioning strategy, the company's patient-marketing division has been renamed the Patient Marketing Group Inc. This division was formerly known as the Hastings Healthcare Group. The recent divestiture of HealthAnswers' medical-education division marked the first phase of the corporation's transition to a marketing-solutions company offering leading-edge services in selected growth categories. Renaming the patient marketing group reflects the group's growing focus on providing programs targeted to patients and healthcare consumers.

"Our new name distills the unique expertise and experience we have developed over the course of our history," says Lynn Benzing, president of the Patient Marketing Group.

The Patient Marketing Group provides specialized marketing services and communications targeted directly to patients through multiple channels, which are designed to improve patient compliance, persistency, and loyalty.

New Life-Sciences Consultancy, Cambridge Healthcare & Biotech, **DRAWS STRENGTH FROM NETWORK OF PARTNERS**

Cambridge Healthcare & Biotech Ltd. (CH&B), a new life-sciences consulting company, has been launched in Cambridge, U.K. Initially, the company's focus is on providing a comprehensive range of services in business and marketing strategy for biotechnology, pharmaceutical, and healthcare services companies, as well as services for institutional investors in Europe and the United States.

CH&B was founded by Martyn Postle, who has worked at or around board level for more than 50 different healthcare companies during his 23-year career as director, consultant, and investment banker.

CH&B aims to engage the most appropriate people for each client project by supplementing its own staff with a network of associates and strategic partners throughout Europe and the United States.

Rodman Publishing Launches **MEDICAL-DEVICE CONTRACT MANUFACTURING JOURNAL**

Rodman Publishing has launched *Medial Product Outsourcing* which features a global perspective on medical-device and *in vitro* diagnostic contract manufacturing. The magazine made its debut in June and will be published again in October.

"With outsourced manufacturing growing by double digits annually, medical-device and *in vitro* diagnostic manufacturers will turn to *Medial Product Outsourcing* for the latest information on trends and news about their industry and manufacturing partners," says Howard A. Revitch, publisher. "This will be the only publication focused 100% on this burgeoning sector."

Medial Product Outsourcing covers partnership issues to regulatory concern, to design, as well as manufacturing complexities. The publication features articles, up-to-date industry news, commentary, and a network of partners domestically and abroad.

Follow up

THE AMERICAN ACADEMY OF FAMILY PHYSICIANS, Leawood, Kan., represents more than 94,300 physicians and medical students nationwide. This is the only medical specialty society devoted solely to primary care. For more information, visit aafp.org.

CAMBRIDGE HEALTHCARE & BIOTECH, Cambridge, United Kingdom, is a new advisor to biotech, pharmaceutical, and healthcare companies in Europe and the United States. For more information, visit chandb.com.

GPP WORKING GROUP INC., Buckinghamshire, United Kingdom, published the GPP guidelines to encourage responsible and ethical publication of the results of clinical trials sponsored by pharmaceutical companies. For more information, visit gpp-guidelines.org.

PATIENT MARKETING GROUP, Pennington, N.J., is a pharmaceutical

marketing services firm and subsidiary of HealthAnswers Inc. For more information, e-mail info@patientmarketing.com.

RODMAN PUBLISHING CORP., Ramsey, N.J., is a business-to-business magazine publisher. In addition to nine magazines, the company publishes foreign language editions as well as show dailies. For more information, visit mpo-mag.com.

SHEILA GRECO ASSOCIATES LLC, Amsterdam, N.Y., is a human-resources consulting company offering research, recruiting, customized competitive intelligence, and SGA Lists. For more information, visit sheilagreco.com.

THOMSON PHYSICIANS WORLD, Secaucus, N.J., a part of The Thomson Corp., is a full-service provider of medical-education and communications programs for physicians and allied healthcare professionals. For more information, visit physiciansworld.com.