



## 4<sup>th</sup> EMWA Symposium

### Scientific and Medical Communication Today

*Thursday 12 May 2016, Sheraton Munich Arabellapark Hotel*

The Symposium will focus on the ever-changing field of medical communications and the importance of medical writers as medical communicators. The role of the writer is in the process of evolving from regulatory, medical and scientific writing to the role of medical communicator, specialising in a specific therapeutic area or field of communication. This will be explored and discussed with experts in the following areas:

- What communication actually means
- The different ways of communicating medical issues effectively
- How to communicate with the patient, parent and caregiver
- Scientific communication and non-scientific media
- Effective means of translating scientific communications
- Regulatory perspective (European Medicines Agency) on how to communicate medical research
- Industry-driven research and its communication to healthcare professionals and non-medical audiences
- Medical communications agencies—in medias res ('in the thick of it')
- Publishing scientific and clinical research—past, present and future trends

The symposium will have a well-paced mix of presentations and panel discussions after the morning and afternoon sessions to ensure free flowing dialogue between speakers and panellists and ample opportunity for the audience to raise questions.

#### MORNING SESSION

##### 09:00 Introduction and Welcome

**Slávka Baróniková** and **Andrea Rossi**

##### How to communicate science effectively

##### 09:15 *The roles and practices of science communicators in an evolving media ecosystem*

**Nico Pitrelli** (Scuola Internazionale Superiore di Studi Avanzati Sissa, Italy)

Science communicators today work in an evolving science media ecosystem that has challenged the traditional functions of science and medical reporters. Nico will describe emerging practices of this occupational group in a mostly online, participatory and pluralistic media environment. Different roles, such as those of curator or social media editor are now complementing traditional roles. This increasing plurality presents challenges to the professional functions and working practices of science and medical writers.

**09:40 *Communication creates your brand***

**Chris Colaço** (Initiate Training & Development, Switzerland)

The word 'reputation' is an important one for any medical writer. But how do you exactly go about building your reputation as a medical writer? This presentation will deal with the concept of branding and the role it plays in building your reputation, and will also explore how you can create and communicate your personal brand by making the best of two key touch points: your writing and your personal presence.

**10:15 COFFEE BREAK**

**10:40 *How to communicate scientific and medical information to patients, caregivers and patient advocates***

**Jan Geissler** (European Patients' Academy on Therapeutic Innovation, EUPATI, Germany)

Patients should be at the centre of any healthcare service, including medical research, treatment and care. Patients want to be part of the decision-making process in all aspects of their health. In addition, patient advocates are increasingly engaging as partners in research and are expecting, for example, informed consent documents that the patient can understand. The new EU Clinical Trials Regulation requires lay summaries of trials to be prepared for the public. This means that communicating effectively with the patient is also increasingly important for medical writers.

**11:10 *Making science accessible—scientific communication and non-scientific media***

**Fabienne Huebener** (*inword.de*, Germany)

Nowadays the public obtains its information on scientific developments via a diverse and increasing number of channels: podcasts, YouTube, blogs, and apps, in addition to traditional media. This opens up new ways of communicating science and makes storytelling and interaction with the reader even more important. Yet the core of communicating science stays the same: independent, critical and truthful reporting that makes the reader see the world a little differently.

**11:35 *Medical translation—dos and don'ts***

**Laurence Auffret** (CINETIQUE Translations, UK)

No generally accepted sets of guidelines for producing translations in the life-science sector exist. Although a number of organisations have created standards to formalise translation processes, none have been universally adopted. Drawing examples from clinical trial documentation and validation of QoL questionnaires, this presentation will outline the different processes and effective means of communicating scientific information in EU languages other than English.

**12:00 Panel session**

**Nico Pitrelli, Chris Colaço, Jan Geissler, Fabienne Huebener, Laurence Auffret**

**Moderator: Andrea Rossi**

**12:30 LUNCH AND EXHIBITION VIEWING**

## AFTERNOON SESSION

### 13:30 Summary of morning session

Andrea Rossi and Slávka Baróniková

### How scientific communication works

#### 13:40 *A regulator's (European Medicines Agency) perspective on how to communicate medical information*

Juan Garcia Burgos (European Medicines Agency, UK)

The role of regulatory authorities in providing information on medicines to the general public has evolved greatly. Over the past 20 years, the EMA has developed and implemented many communication and transparency initiatives aimed at empowering patients and healthcare professionals. These initiatives also account for the needs of academia and research groups, whose demands for information have increased dramatically. The 'EMA Clinical Data Publication Policy' is a good illustration of the continued commitment of the EMA to openness and transparency as part of the regulatory process. The obvious benefits its implementation will bring to society—such as allowing public scrutiny and application of new knowledge in future research—will contribute to further establishing trust and confidence in the regulatory system.

#### 14:10 *Industry-driven research and communication to healthcare professionals and the non-medical audience*

Hartwig Buettner (Eli Lilly, Germany)

Scientific data are the basic output of any pharmaceutical research drug development programme. Disclosing these results in an appropriate and timely manner to the respective audiences is one of the core tasks of the medical departments in the pharmaceutical industry and is very much linked to the status of drug development and later the life-cycle of a marketed product (drug discovery, early-phase development, clinical development, market authorization, postmarketing surveillance). However, protecting the intellectual property and transparent communication has to be carefully balanced against what distinguishes industry-driven scientific communication from academic scientific output. Examples of scientific communication from each of the stages of drug development and related challenges will be provided and discussed.

#### 14:40 COFFEE BREAK

#### 14:55 *In the middle of it all—medical communication agency experience*

Chris Winchester (Oxford PharmaGenesis, UK)

The world of the medical communications agency has changed dramatically over the last ten to twenty years. The opportunities for intelligent and adaptable agencies to offer their support have increased as clients have adapted their communications to meet the needs of increasingly diverse stakeholders. Careful planning and high quality delivery are the constants that ensure successful collaboration with the medical communications agency.

### Communicating scientific and clinical research—past, present and future trends

#### 15:20 *Podcasts, video abstracts, and other supplementary and digital material*

Andrea Bucceri (Dove Press, UK)

Publishing services are evolving and new technologies and methods of communication must keep pace with everything we do in our daily activities. Providing new ways of communicating scientific data and facilitating access to information in the relevant scientific communities is therefore crucial.

**15:45 *Scientific article of the future***

**Jan Seal-Roberts** (Adis, Springer Healthcare, UK)

The internet era has truly opened the floodgates of information provision, and these days just about anyone armed with a smartphone and the capacity to read can find out anything—provided they know how and where to look, and have sufficient time and knowledge to filter out the absurd from the serious, and the nonsense from the fact. But for many clinicians trying desperately to keep up with the literature and to remain well-informed with medical developments, this technological boom has resulted in a sense of information overload that has been far from liberating, instead making them feel increasingly vulnerable amidst burgeoning information sources and increased patient expectations. And when set in the current context of increased time constraints, continuing medical education requirements, regulatory pressures and a pervading culture of potential litigation, the consequences of not ‘keeping up-to-date’ and ‘getting it right’ are likely to be severe. So how are the reading habits of healthcare professionals evolving, given that the information genie is now well and truly out of the bottle? And how is the world of medical publishing likely to respond ...?

**16:10 *Extending the impact and reach of science publications***

**Martin Delahunty** (Springer Nature Publishing Group, UK)

The Open Access publishing model, combined with strong reputable journal brands, lends itself strongly to facilitating multi-disciplinary research knowledge exchange. Journals will continue to provide distribution media for future high-quality research but will need to continue to adapt to support outputs from integrated medical research, providing interfaces between science learning and application. Open access content and data will extend the reach and impact of publishing beyond the traditional research communities to anyone who has an interest, need or wants to advance better medical practice and health outcomes.

**16:35 Panel session**

**Juan Garcia Burgos, Hartwig Buettner, Chris Winchester, Andrea Bucceri, Jan Seal-Roberts, Martin Delahunty**

**Moderator: Slávka Baróniková**

**17:05 Summary and conclusions**

**Slávka Baróniková and Andrea Rossi**

**17:10 End of Symposium**