

# Welcome

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Karen Devcich and Rob Hoff  
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# Introduction

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- Medical Publications
  - Strategically important
  - ↑ Disclosure = ↑ Credibility
  - Critical support for:
    - compliance
    - marketing
    - medical education
    - sales
  - Centralizing activities
    - resource efficiency
    - strategic, structural and compliance decision making



# Key Issues Affecting Publication Planning

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- ❑ Pressure from and on journals and editors
- ❑ Authorship disclosure and transparency
- ❑ Credibility of industry-sponsored trials and resulting publications
- ❑ Impact of clinical trial registries on publications
- ❑ Evaluating value of publication plan
- ❑ Public perception



# Agenda

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- History and Current Clinical Trial Disclosure Landscape
- Publication Policy Development
- Publication Program Metrics
- Writing to Enhance Evidence-Based Medicine
- Future Meetings



# Contact Information

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- Karen J Devcich
- Director, Medical Writing and Publications
- TAP Pharmaceutical Products Inc.
- [karen.devcich@tap.com](mailto:karen.devcich@tap.com)
- 847-582-6152



# Contact Information

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- Rob Hoff
- Senior Director of Global Medical Communications, Abbott Laboratories
- robert.hoff@abbott.com
- 847-938-0609