

Our Renowned Speaking Faculty

Katherine Lauer, *Partner - LATHAM & WATKINS*
J. Andrew Lemons, *Member of the Firm - EPSTEIN
BECKER GREEN*

Drew Lewis, *Senior Director, Infectious Disease for
Emerging Markets - PFIZER INC*

Joseph West, *Senior Medical Writer - SHIONOGI
INC.*

Diane Moniz Reed, *Publication Operations Lead -
BRISTOL-MYERS SQUIBB*

Paul F. Cavanaugh, Jr., Ph.D., *Director, Publication
Planning and Management- SHIONOGI INC.*

Lisa DeTora, PhD., *Medical Publication Lead, Global
Medical Affairs - NOVARTIS VACCINES AND
DIAGNOSTICS*

Alan Lyles, *Henry A. Rosenberg Professor of Public,
Private and Nonprofit Partnerships - UNIVERSITY
OF BALTIMORE, Docent - UNIVERSITY OF
HELSINKI*

Riad Dirani, *Senior Director, Health Economics and
Outcomes Research - LIFESCAN, INC., A
JOHNSON & JOHNSON COMPANY*

Christopher Carswell, *Editor -
PHARMACOECONOMICS*

Brian F Mandell, MD, *Editor in Chief - THE
CLEVELAND CLINIC JOURNAL OF MEDICINE*

Anna Trudgett, *Managing Editor - BLOOD*
Mina Patel, PhD, *Senior Director, Scientific
Communications - SUNOVIAN
PHARMACEUTICALS INC.*

Keith Evans, *Director; Global Health Outcomes -
WOLTERS KLUWER HEALTH*

John P. Gonzalez PhD., *Director of Publications
Policy - ASTRAZENECA*

Renu Juneja, *Senior Director, Strategic Scientific
Communications - NOVO NORDISK INC.*

Patricia K. Baskin, MS, *Executive Editor -
NEUROLOGY*

Jay Magrann, *Publisher - INFORMA HEALTHCARE*

Martin Delahunty, *Associate Director, Academic
Journals - NATURE PUBLISHING GROUP*

R. Michelle Sauer, PhD., *Assistant Professor - UT
HEALTH*

Art Gertel, *VP, Strategic Regulatory Consulting,
Medical Writing, & QA - BEARDSWORTH*

Joanne Conaty, *Director of Medical Communications
- ASTRAZENECA*

Beta Bowen, *Senior Director - ALLERGAN*

Kenneth P. Wright Jr., Ph.D., *Associate Professor -
UNIVERSITY OF COLORADO AT BOULDER*

J.R. Meloro, CMPP, *Senior Director, Global Medical
Communications - PFIZER ONCOLOGY*

Sabina Alam, Ph.D., *Editor - BMC MEDICINE*

Conference Sponsor:

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TIPPA
The International Publication Planning Association



The International Publication Planning
Association (TIPPA) Proudly Presents

Register before December 16th
to take advantage of the early
bird savings

TIPPA

The International Publication Planning Association's 10th Annual Meeting

*Establishing positive outcomes to
operational, collaborative, and ethical challenges
in Publication Planning*

February
15th & 16th, 2012

Manchester Grand Hyatt San Diego



Meeting Highlights:

New this year!

- An in-depth look at the evolution of Publication Planning
- Influences that have fundamentally changed the industry
- A frank discussion on journal retractions and what they mean for Publication Plans
- New publishing models examined
- Outcomes research: How this data can strengthen your plan

Plus

- A comprehensive examination of the Sunshine Act and its impact on Publication Planning
- Evaluating the potential of new media and technology
- Editors' Panels: Traditional and online journals weigh in

And much more!

To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

Interested in Joining TIPPA?

The International Publication Planning Association (TIPPA) is an industry-run association. Our mission is to foster excellence in medical publications and communications within the biopharmaceutical industry by providing a foundation from which the industry can stand together to organize thoughts and present recommendations and ethical guidance. In addition, TIPPA provides practical strategies for developing, implementing and executing an effective publication and communication plan as a critical component of the clinical biopharmaceutical development process. Our aim is to help biopharmaceutical communication executives and their agencies produce ethical and targeted publications and clinical data throughout the product lifecycle. Visit our website: www.publicationplanningassociation.org to join!

The Publication Planning landscape is evolving rapidly. Is YOUR plan evolving too?

Join us in sunny **San Diego February 15th & 16th** to hear top experts in the industry discuss the hottest issues effecting pharmaceutical publication planning today. **TIPPA's 10th Annual Meeting** provides a forum for pharmaceutical communications professionals to discuss the current changes and challenges affecting publication planning, while promoting lively and constructive discourse from multiple perspectives.

TIPPA's Executive Board of industry leaders has helped to design an agenda that will provide you with indispensable takeaways on everything from how to plan for the Sunshine Act to how to keep your articles off the retraction lists.

Hear straight from **editors, academics, and industry leaders** on topics that are directly affecting your publication planning department **right now**.

Sessions include key topics such as:

- Revising Standard Operating Procedures to reflect heightened transparency standards
- Meeting deadlines while adhering to transparency guidelines
- Specific challenges unique to global collaborations
- Utilizing valuable HEOR data to improve the quality and effectiveness of your publication plan
- What more can publication planners do to get industry-sponsored articles published?
- The new breed of journal and the implications for pharmaceutical publication plans
- Devising ethical protocols for dealing with retracted articles
- Practical applications to enhance and attract readership with supplemental technology

Get ready to challenge your existing procedures, exceed your current standards, and invigorate the success of your plan. Don't miss this dynamic event!

Register today! Call 866-676-7689 or register online at www.healthcare-conferences.com.

Sincerely,

Christine Marez

Christine Marez, *Conference Director*

THE INTERNATIONAL PUBLICATION PLANNING ASSOCIATION

P.S. Register before December 16th and save \$200

P.P.S. This is a highly interactive event. Be sure to come prepared with your most candid questions!

Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this conference. We can design unique sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event. **To learn more about sponsorship opportunities, please contact Kathie Eberhard: keberhard@healthcare-conferences.com or 704-341-2439**



ABOUT HEALTHCARE EDUCATION ASSOCIATES AND ITS PARENT COMPANY

Healthcare Education Associates is a division of **Financial Research Associates, LLC**. HEA is a resource for the healthcare and pharmaceutical communities to improve their businesses by providing access to timely and focused business information and networking opportunities in topical areas. Offering highly targeted conferences, Healthcare Education Associates positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Backed with over 26 years of combined conference industry experience, the producers of HEA conferences assist healthcare professionals, actuaries, attorneys, consultants, researchers and government representatives in their professional endeavors. See www.healthcare-conferences.com for more information on upcoming events.

Who Should Attend?

This conference is designed for senior-level publication planning professionals in the bio/pharmaceutical and medical device industries, with responsibilities in the following areas:

- Medical or clinical publications
- Medical or scientific communications
- Medical writing
- Medical or clinical affairs
- Members of the academic community engaging in collaborative projects with the bio/pharmaceutical industry.

Top Reasons to Attend

- Develop a clear understanding of the upcoming Sunshine Act of 2012 and how it will affect publication planning
- Learn to construct effective rubrics for drafting equitable authorship agreements and other types of contracts
- Devise systems that foster positive and productive relationships throughout the publication process
- Hear how companies are accomplishing the day-to-day tasks required under a CIA
- Gain an understanding of how to handle journal retractions; and how to avoid them
- Get a chance to participate in a constructive panel discussion with editors from leading journals
- Hear about new and innovative publishing models and their effects on the publication planning industry
- Find out how outcomes research can directly improve your publication plan
- Examine the rewards and struggles involved in global collaborations and partnerships
- Network! Network! Network!

Rave Reviews from Past TIPPA events:

"Very informative and well rounded"

"I really like the interactive discussions around the panels"

"Focused, practical, real life solutions"

"Excellent information and viewpoints"

"Real world perspective of how others are dealing with issues"

"Good speakers, good audience interaction"

Special Appreciation to Our Executive Board

Elizabeth Crane, MA, *Senior Manager, Medical Publications*, **ASTELLAS PHARMA GLOBAL DEVELOPMENT, INC**

Jodie Sherman Gillon, *Director, Publication Management Team*, **PFIZER, INC**

Art Gertel, VP, *Strategic Regulatory Consulting, Medical Writing, & QA*, **BEARDSWORTH CONSULTING GROUP, INC.**

Kirby Lee, Pharm.D., M.A., *Assistant Professor of Clinical Pharmacy at the School of Pharmacy and Institute for Health Policy Studies, School of Medicine*, **UNIVERSITY OF CALIFORNIA, SAN FRANCISCO**

Jane Moore, MS, CMPP, *Global Evidence Management*, **MEDTRONIC CARDIOVASCULAR**

Keith Veitch, *Head Global Publications*, **NOVARTIS VACCINES**

Liz Wager, PhD, *Managing Director*, **SIDEVIEW**

To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

DAY ONE: Wednesday, February 15, 2012

7:45 – 8:45 *Registration and continental breakfast*

8:45 – 9:00 Chair's Welcome

Chairperson:
UBC-ENVISION GROUP

9:00– 9:45 Publication Planning Today: The New Face of Publication Planning

- How legislation, regulation, and publication guidelines have fundamentally impacted publication planning
 - Heightened transparency
 - Increased data access
 - More stringent authorship disclosure
 - Conflicts of interest
 - Elevated disclosure expectations
- In what ways can the industry do even more to engender positive perceptions?

Mina Patel, PhD, *Senior Director, Scientific Communications*
SUNOVION PHARMACEUTICALS INC.

9:45 – 10:45 The Sunshine Act and its Impact on Publication Planning

- What is this legislation and how will it impact publication planning?
- An overview of state and national laws
- Developing systems for compliance
 - Determining fair market value and transfer of value
 - Determining what is considered a service
- How are other companies preparing?
- How will the Sunshine Act impact revenues?
- Revising Standard Operating Procedures to reflect heightened transparency standards

Katherine Lauer, *Partner*
LATHAM & WATKINS

10:45 – 11:00 *Refreshment break*

11:00 – 11:45 It's All About Timing: Planning Your Publication Timeline

- Determining your publication timing strategy
- Timing considerations
 - Clinicaltrials.gov
 - EudraCT
 - PhRMA guidelines
- Meeting deadlines while adhering to transparency guidelines

Renu Juneja, *Senior Director, Strategic Scientific Communications*
NOVO NORDISK INC.

11:45 – 12:30

Survival Guide: Corporate Integrity Agreements and Their Effect on Publication Plans

- How to survive a CIA
 - What is a CIA's impact on the publication planner?
 - Developing effective procedures to maintain compliance
- Best practices to prevent a CIA
 - Implementing company-initiated integrity policies

J. Andrew Lemons, *Member of the Firm*
EPSTEIN BECKER GREEN

John P. Gonzalez PhD, *Director of Publications Policy*
ASTRAZENECA

Beta Bowen, *Senior Director*
ALLERGAN

12:30 – 1:30 *Luncheon*

1:30 – 2:30

Global Publication Planning: Best Practices for a Mutually Successful Relationship

- Planning a global partnership strategy
- Planning a global outsourcing strategy
- Specific challenges unique to global collaborations
- Compliance issues to consider
- Addressing cultural differences
- Managing global teams, partners, and clients
- Communications and training options
 - Budget
 - Face-to-face vs. remote training programs

Moderator:

Paul F. Cavanaugh, Jr., Ph.D., *Director, Publication Planning and Management*
SHIONOGI INC.

Panelists:

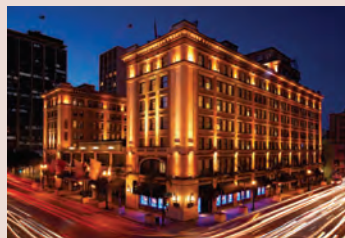
Drew Lewis, *Senior Director, Infectious Disease for Emerging Markets*
PFIZER INC

Joseph West, *Senior Medical Writer*
SHIONOGI INC.

Diane Moniz Reed, *Publication Operations Lead*
BRISTOL-MYERS SQUIBB

2:30 – 2:45 *Refreshment break*

About the venue:



Experience the best of the city at **Manchester Grand Hyatt San Diego**. Boasting a spectacular waterfront location and lavish amenities, this unique urban San Diego hotel and resort offers a retreat the whole family will enjoy. Take in stunning views from our inviting pool area, play tennis, or be pampered in our serene Kin Spa.

Our downtown **San Diego** luxury hotel is ideally placed to let you explore all this area has to offer. Step outside our doors to Seaport Village and cruises on the Bay, walk to the Gaslamp Quarter, visit the San Diego Zoo and SeaWorld then browse museums in Balboa Park. Discover the advantages of this downtown San Diego hotel, distinctively heralded as among the city's best. For reservations call 619-232-1234 or visit manchestergrand.hyatt.com

2:45 – 3:45

Maintaining Ethical Relationships Between Medical Writers, Authors, and Journals

- Managing positive collaboration on all levels of the publication process
 - Research
 - Writing
 - Publishing
- Data sharing and data ownership
 - Who owns what data
 - What data is shared?
- Best practices for drafting fair and equitable contracts
 - Types of contracts and agreements
 - Authorship agreements and contracts
 - Contracts between pharma and academia

Joanne Conaty, *Director of Medical Communications*
ASTRAZENECA

Lisa DeTora, PhD, *Medical Publication Lead, Global Medical Affairs*
NOVARTIS VACCINES AND DIAGNOSTICS

3:45 – 4:45

Incorporating Health Economics and Patient Health Outcomes Research Into Your Publication Plan

Utilizing valuable HEOR data to improve the quality and effectiveness of your publication plan

Alan Lyles, *Henry A. Rosenberg Professor of Public, Private and Nonprofit Partnerships*
UNIVERSITY OF BALTIMORE
Docent
UNIVERSITY OF HELSINKI

Riad Dirani, *Senior Director, Health Economics and Outcomes Research*
LIFESCAN, INC., A JOHNSON & JOHNSON COMPANY

Keith Evans, *Director - Global Health Outcomes*
WOLTERS KLUWER HEALTH



4:45 *Day One Sessions Adjourn;*
Cocktail Reception Immediately Following

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UBC-Envision Group is an innovative scientific communications and technology company focused on the life science industry. We provide two core business

offerings: 1. Scientific Solutions: comprehensive strategic publication, consultancy, planning and associated services. 2. Technology Solutions: targeted tools supporting the publication planning and independent investigator trial, CME, and charity grant needs. Publication Professional Solutions: publication policy development, implementation, and training; process expertise; metrics planning; and publication summits. Publication Planning Solutions: strategic publication plans; plan management; full range of publication plan outputs (abstracts, posters, oral presentations, primary manuscripts, review articles, etc.) UBC-Envision Group's in-house medical writers—all PhDs, PharmDs, and MDs—work with clients to develop well-planned, strategically driven, audience-focused data dissemination programs. Full complement of related skill sets: we complement our publication planning expertise with a broad array of related and relevant services including Health Economics and Outcomes Research, Epidemiology, database analysis and systematic reviews as well as experienced biostatistics personnel. Technology Solution: our in-house technology team—from developers to customer care—designs and supports custom software applications for niche commercialization areas in the life science industry. Datavision™—the complete publication planning solution. Datavision™ is the #1 market-leading publication planning tool. Visiontracker™—to support grant tracking and manage the grants process for all types of grant programs.

DAY TWO:

THURSDAY, February 16, 2012

8:30 – 9:00

Continental breakfast

9:00 – 9:15

Chair's Welcome & Day One Re-Cap

Chairperson:

UBC-ENVISION GROUP

9:15 – 10:30

Getting Published: The Journal Perspective

- Choosing the right journal for your article
- What more can publication planners do to get industry-sponsored articles published?
- What do different types of journals look for in submissions?
 - Top-tier journals
 - Smaller, targeted journals
 - Open-access
- Which journals are accepting review articles?
 - Sponsored vs. unsponsored articles
 - Narrative vs. systematic reviews
- Beyond GPP2 and ICMJE
 - Authorship guidelines— why some journals are developing their own

Moderator:

Lisa DeTora, PhD, *Medical Publication Lead, Global Medical Affairs*
NOVARTIS VACCINES AND DIAGNOSTICS

Panelists:

Patricia K. Baskin, MS, *Executive Editor*
NEUROLOGY

Brian F Mandell, MD, *Editor in Chief*
THE CLEVELAND CLINIC JOURNAL OF MEDICINE

Christopher Carswell, *Editor*
PHARMACOECONOMICS

Anna Trudgett, *Managing Editor*
BLOOD

10:30 – 10:45

Refreshment break

10:45 – 11:45

Open-Access and Online-Only Journals

- What do the different journal options have to offer?
- Guidelines for submissions
- Advantages and drawbacks
- The future of Open-Access
- "Living articles"
- New publishing models examined
- Linked data
 - Blogs
 - Threaded discussions

Jay Magrann, *Publisher*
INFORMA HEALTHCARE

Martin Delahunty, *Associate Director, Academic Journals*
NATURE PUBLISHING GROUP

Sabina Alam, Ph.D., *Editor*
BMC MEDICINE

11:45 – 12:45

Networking Luncheon

TIPPA's 10th Annual Meeting

12:45– 1:30

Fostering Positive Collaboration Between Industry and Academia

- Negotiating authorship
- Managing industry/academic relationships
- Disclosing conflicts of interest
- Academic policies relating to industry interaction

R. Michelle Sauer, PhD, *Assistant Professor*
UT HEALTH

Kenneth P. Wright Jr., Ph.D., *Associate Professor*
UNIVERSITY OF COLORADO AT BOULDER

1:30 – 1:45 *Refreshment break*

1:45 – 2:45

Publish or Perish? Medical Journal Retractions and the Role of Publication Planning

- Examining the recent rise in journal retractions
- Developing preventive measures to avoid the causes of retractions
- Devising ethical protocols for dealing with retracted articles

Art Gertel, *VP, Strategic Regulatory Consulting, Medical Writing, & QA*
BEARDSWORTH

2:45 – 3:30

Social Media, Digital Media, and Developing Technology

- What are the roles of social and digital media in publication distribution?
- How to utilize social media and other digital mediums for publication promotion and distribution
- What kinds of options are out there to increase and track article readership and exposure?
- How are publication planners using this technology?
- What regulations affect social and digital media?
- Practical applications to enhance and attract readership with supplemental technology
 - Apps
 - Quick Response Codes
 - 3-D imagery
 - More

Jay Magrann, *Publisher*
INFORMA HEALTHCARE

J.R. Meloro, CMPP, Senior Director, *Global Medical Communications*
PFIZER ONCOLOGY

3:30 *Conference adjourns*

Media Partners



The Publication Plan

Important Information

To Register:

Fax: 704-341-2640
Mail: Healthcare Education Associates
18705 NE Cedar Drive
Battle Ground, WA 98604
Phone: 866-676-7689
Online: www.healthcare-conferences.com

TIPPA's 10th Annual Meeting

February 15th & 16th, 2012

Manchester Grand Hyatt San Diego

One Market Place
San Diego, CA 92101
619-232-1234
manchestergrand.hyatt.com

Room Reservations: There is a block of rooms reserved with Manchester Grand Hyatt San Diego at a rate of \$259 per night. To secure a room at the negotiated group rate mention the **TIPPA** conference when placing your reservation. The negotiated rate expires on January 22, 2012. **Book early!** The block is expected to sell out prior to the cut-off date!

Fees and Payments:

The fee for attendance at **TIPPA's 10th Annual Meeting** is:
Early Bird pricing through December 16, 2011: \$1795
Registration fee on and after December 17, 2011: \$1995

Please make checks payable to Healthcare Education Associates, and write code P705 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later than **February 8, 2012.**

Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please call **Theresa Powers at 704-341-2437.**

Cancellations:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$250 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$175 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company. **Please Note:** For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

We're Social



#PubPlan



TIPPA's 10th Annual Meeting

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Fax: 704-341-2640 Mail: Healthcare Education Associates
Call: 800-686-2276 18705 NE Cedar Drive
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- Yes! Register me for the conference –on or after 12/17/2011: \$1995**
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- I wish to receive updates on FRA's upcoming events via fax, email & phone.

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Make checks payable to Healthcare Education Associates and write P705 and attendee(s) name on your check.

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Company	_____		Dept.	_____
Address _____				
City	State	Zip		
Telephone:	_____		Fax:	_____
Email _____				

Conference Code: P705

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