

# Timely, accurate and ethical publications

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## The Oxford PharmaGenesis™ publication policy

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### Background

- Timely and accurate communication of clinical research is an important factor in advancing patient health. However, communications originating from the pharmaceutical industry are sometimes regarded with suspicion, and the role of professional medical writers in the production of peer-reviewed publications and congress presentations has been widely debated.<sup>1</sup>
- International guidelines emphasize the importance of transparency when medical writing support is provided on behalf of the pharmaceutical industry.<sup>2</sup> At Oxford PharmaGenesis™, we believe that the open provision of professional medical writing support can help to ensure the timely, accurate and ethical publication of industry-sponsored research.
- In line with up-to-date guidelines from international organizations<sup>2-4</sup> and our company Conceptual Framework, the aim of the Oxford PharmaGenesis publication policy is to provide clear ethical guidance on our involvement in the preparation of:
  - articles for publication in peer-reviewed journals
  - abstracts, posters and oral presentations for scientific and medical congresses.

### Acknowledgement of medical writing support

- The provision of medical writing support will be acknowledged, including the nature of the support, the name of Oxford PharmaGenesis™ and, whenever possible, the name of the lead writer involved in the project. Funding sources for the provision of medical writing support will also be acknowledged.
- A draft acknowledgement statement is provided below, subject to specific journal requirements.

*'The authors thank [name and qualifications] of Oxford PharmaGenesis™ Ltd who provided medical writing support/editorial support [as appropriate], [including preparing an outline of the manuscript based on teleconferences and correspondence with the authors, and collating the comments of authors and other named contributors, or alternative description of contribution as appropriate]. Funding for medical writing support*

was provided by [sponsor name]. The authors take full responsibility for the content of the article.

## Authorship

- Oxford PharmaGenesis™ believes that the role of a professional medical writer is to help authors of peer-reviewed publications to communicate their point of view clearly and accurately.
- In accordance with the guidelines of the International Committee of Medical Journal Editors,<sup>3</sup> to qualify for authorship contributors should:
  - provide input to the conceptual design and conduct of a study or review
  - be involved from an early stage in drafting the manuscript
  - take full responsibility for content and provide final approval of the manuscript prior to publication.
- In some circumstances, a professional medical writer may qualify for authorship. When appropriate, this issue will be raised with other authors as early as possible. Examples of such circumstances include:
  - the writing of systematic reviews for which search terms and inclusion/exclusion criteria have been primarily developed and searches performed by the medical writer
  - the writing of primary manuscripts when the medical writer has made a significant contribution to the conceptual design and conduct of the study.

## References

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2. Graf C, Battisti WP, Bridges D *et al.* Research methods & reporting. Good publication practice for communicating company sponsored medical research: the GPP2 guidelines. *BMJ* 2009;339:b4330.
3. ICMJE. Uniform requirements for manuscripts submitted to biomedical journals: writing and editing for biomedical publication Philadelphia, USA: International Committee of Medical Journal Editors, 2010. Available from: [http://www.icmje.org/urm\\_main.html](http://www.icmje.org/urm_main.html) (Accessed 4 Mar 2011).
4. Clark J, Gonzalez J, Mansi B *et al.* Enhancing transparency and efficiency in reporting industry-sponsored clinical research: report from the Medical Publishing Insights and Practices initiative. *Int J Clin Pract* 2010;64:1028–33.