Exploring the Diverse and Multidisciplinary Educational Ecosystem for Medical Writing

Tim K. Mackey, PhD
Gail Flores, PhD
Yeshi Mikyas, PhD
R. Michelle Sauer
Robert Houghtaling
Overview of Panel
Panel Speakers

R. Michelle Sauer Gehring, PhD
RnAEdition / AMWA
Topic: AMWA education initiatives and personal perspective

Tim K. Mackey, PhD
UC San Diego – School of Medicine
Topic: Graduate academic writing education

Yesi Mikyas, PhD
Pfizer Inc.
Topic: In-house regulatory medical writing training

Gail Flores, PhD
Encore Biomedical Comm/AMWA
Topic: Corporate training and experiences from the field

Robert Houghtaling
UCSD Extension
Topic: Continuing education and professional development for medical writing
AMWA and a Personal Perspective on Medical Writing Education

Michelle Sauer, PhD, ELS, CRA
RNA Editing/AMWA
"There's just so far you can go with ethics, and then the real world kicks in!"
AMWA Education

• Conferences
  o National
  o Regional

• Workshops

• Self-Study Modules

• Online
AMWA Education

• Engagement
  o Homework
  o Interactive
  o Questions

• Evolution
  o Time
  o Content
  o Audience
Academic Medical Writing Training and Education

Tim K. Mackey, MAS, PhD
UC San Diego – School of Medicine
Editorial Activities

**Reviewer:** Have reviewed for over 100 different journals

**Editor/EB:** Currently act as Section editor and editorial board member for different journals

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**Academic**

**Author:** Author of 170+ written works (145 peer review, 5 law review, 6 book chapters/review, 9 conference proceedings, 15 articles)

**Mentor:** Try my best to mentor and publish my students and help them navigate the publication process!

**Education:** Teach graduate class in academic publishing and dissemination and taught undergraduate senior thesis writing seminars in global health
“Publish or Perish” Topics

- Knowing your content types
- Authorship and contributions
- Knowing your journals
- Picking/excluding reviewers
- Eating your leftovers
- Dealing with peer review
- Tools and metrics?
- Publication dissemination
Formulating Research Topics

N
• “Novelty”
• Topic in the headlines
• Topic that is cutting-edge
• Topic that takes new angle on existing subject

A
• “Approach”
• Original: Strong methods either innovative or well conformed
• Non-OR: Logical subtopics and strong transitions with analysis

T
• “Translation”
• Translation of results or narrative into implementation science
• Innovative policy response that is evidence-based
Abstract | Three years have passed since the FDA announced that it had detected counterfeit versions of the injectable anticancer drug bevacizumab (Avastin®, Genentech, USA) in the US drug-supply chain. Following this discovery, almost 1,000 FDA warning letters were sent to physicians and medical practices in 48 different states and two US territories, as more batches of counterfeit Avastin were uncovered. In response, criminal prosecutions have been pursued against certain distributors and clinicians, and other individuals who trafficked, sold, purchased, and/or administered an unsafe and ineffective treatment while also defrauding the government. Although limited and targeted legal action has been taken, patients potentially affected by this seminal patient safety event have not been appropriately identified. Hence, despite the clear and documented patient-safety and public-health risks posed by the transnational criminal trade in counterfeit medicines, the case study of counterfeit bevacizumab detection in the USA demonstrates the continued lack of information, knowledge, and solutions that would be necessary to protect those who are most affected—the patients. In response, we call for greater investment in multisector, multistakeholder strategies to enhance surveillance for counterfeit medicines and enable improvements in communication of risk information, to better protect patients with cancer.


AGS and introduction: Describes the methods utilized to answer research question and how they were carried out (750-1000 words)

Results of the paper: Simply states results of study and references tables/figures for more information (750-1000 words)

Short recommendation: Your first line of defense

Discussion: Discusses implications of any additional analysis on how they may apply to a policy solution
Journal Targeting

Elsevier

SpringerNature

PLoS
Surviving Peer Review

REVIEWER TIPS

- **Supportive and helpful:** Reviewer supports publication and provides helpful comments for minor revision that supports improvement of the paper

- **Constructive and critical:** Reviewer is critical about the paper but provides details on how to improve the paper and has supportive tone

- **Lazy reviewer:** Reviewer only provides nominal comments or opinions

- **Critical:** Reviewer lists specific concerns about the paper and states that the paper cannot be considered for publication until changes are made (major).

- **Hates the paper:** Reviewer hates your paper, thinks it is scientifically unsound, disagrees with your approach, and recommends the paper be rejected.
Step 7: Translation & Dissemination

- **PATH 1:** Publication → Op Ed/Feature Article/Blog

- **PATH 2:** Publication → Press Release → News Coverage.

- **PATH 3:** Publication → Social Media → Other media formats

- **PATH 4:** Publication → Civil Society Engagement → Policy Advocacy.
### Data Analytics to Publish

This is the Global Health Policy Institute active pipeline. It lists all current active publications that have been submitted, are currently under review, in revision, or that are currently in press. Once published, manuscripts are moved to published database.

#### Pipeline Visualization

**Global Health Policy Institute**

**Data Analytics to Publish**

**Active Submissions**: 17

**Under Review**: 8

**In Revision**: 1

**Average Days Submission**: 130

**Longest Submission**: 686

**Average No. Submissions**: 1.6

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#### Active Projects

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Data Driven Journal Targeting?
Journal Publishing Performance

Publication Performance Dashboard

This is the publication database. It lists all manuscripts that have been successfully published and tracks various data including content type, type of submission, total number of lifecycle/acceptance, journal’s impact factor, authorship, number of submissions, and dates on publication. Once a publication has been accepted and moved from “in press” to published status, it is then recorded here.

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Avg. Impact Factor: 4.4
Distinct count of J: 112.0
Submissions: 342.0
Avg. Authors: 2.8

Publication Graph

No. Submissions vs. Avg. Impact Factor

Submission and Avg. Lifecycle

Year of Publication Year

Content Type

- Original Research
- Original Articles
- Articles
- Reviews
- Editors
- Perspectives
- Editorials
- Rolling Features
- Intellectual Property
- Correspondence
- Law Review
- News & Views
- Opinion
- Viewpoints
- Blogs
- Focus
- Book Reviews
- Commentaries
- Conference Proceedings
- Ethics Features
- Peer Review Reports

No. Publications

Tableau
Courses Taught

• **Graduate Course:** Graduate elective course on publication strategies and dissemination at UCSD for masters students in Clinical Research (10 weeks)

• **Guest Lecturing:** Running writing workshop for National Taiwan University (Winter 2020), mini-class and future course for Kyoto University, and guest lecturing module for UCSD new faculty cohort
Key Takeaways…

• Publishing is hard, don’t leave it up to chance!:
  o If you don’t have a publication strategy, you likely won’t get published, it is actually getting harder to publish!
  o Understand your content types or you are missing out on opportunities to publish
  o Use research tools to enhance your productivity
  o Know the “business” of academic publishing

• Translation leads to opportunity:
  – Your job is not done once you publish your piece, translation is what may lead to real impact!

• Data-driven publication strategy can help enhance targeting and overall publication performance
In-house Training on Regulatory Medical Writing

Yeshi Miykas, PhD
Pfizer Inc.
Corporate and "Need-to-know" Training Experiences from the Field

Gail Flores, PhD
Encore Biomedical Communications/AMWA
Continuing Education and Professional Development for Medical Writers

Robert Houghtaling
UC San Diego - Extension
Open Panel Discussion...

Thank you for joining us