21ST ANNUAL MEETING OF ISMPP
MAY 12–14, 2025
WASHINGTON, DC

CACTUS LIFE SCIENCES

A Summarized Report of the 21st Annual Meeting of ISMPP

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Introduction

The 21st Annual Meeting of the International Society for Medical Publication Professionals (ISMPP) took place on 12–14, May 2025 in Washington, DC.

The packed agenda covered varied topics, all pertaining to the central themes of the meeting:

- **Diversity and innovation: in concert**

  The theme highlights that true innovation arises from differences and collaboration rather than conformity.

  The importance of diverse backgrounds, expertise, culture, and experiences in generating creative solutions and strategies was stressed.

- **Better care through collaboration**

  Harmonizing these differences leads to improved care, stronger trust, and greater impact, reinforcing the mission of integrated medical communications.

  Working together fosters a community that thrives in collaboration, rather than in competition or isolation.

Cactus Life Sciences attended the event, actively participating in some key discussions and workshops to gain valuable insights. This summary report outlines key observations, messages, and take-home learnings from the sessions attended.

Empowering patient involvement in medical publishing

Speakers: Claudia Piano (EVP, BU Lead, ApotheCom, an Inizio Medical Company),
Robert Matheis (President & CEO, ISMPP)

In the presidential address, ISMPP President & CEO, Robert Matheis delved into the pivotal role of patient involvement, the foundational principles guiding our profession, and the latest updates from the society. The learnings from this session are:

Patient involvement: Matheis emphasized the importance of involving patients in the profession and publications.

Foundational principles: Importance should be placed on acknowledging the need to revisit and learn from past principles as the profession evolves, transitioning from publication to medical communication.

Society update: New developments include the launch of a patient membership program, and the introduction of a new member expert directory.

> **Key takeaways:**
> - The medical publications industry should embrace the growing importance of the profession and its evolution to a more patient-focused approach.

Why does it take 5 to tango in health care?

Speaker: Dr. Verena Voelter (CEO and Founder, 5P Health Care Solutions)

Transforming healthcare: the five Ps approach to innovation

In her presentation, Dr. Verena Voelter discussed the five Ps essential for healthcare innovation—patients, providers, pharma, payers, and policymakers—and emphasized the importance of aligning these groups for successful reforms.

Key points

- Challenges in healthcare delivery can occur when solutions focus only on one of the five Ps.

- In addition,
  - executive approvals can delay innovations,
  - alignment among team members can be complex due to matrix-driven environments,
  - legal and regulatory hurdles often slow down processes, and
  - financial constraints can be a significant barrier to project implementation.

- Developing a cooperative approach and greater empathy for other participants of the healthcare system, as well as acknowledging how diverse backgrounds and circumstances affect individuals within the system can help us begin to address these challenges in collaborative ways.

The five Ps of healthcare innovation

Patients: The heart of healthcare.

Providers: Medical professionals delivering care.

Pharma: Pharmaceutical companies creating therapies.

Payers: Insurance providers funding treatments.

Policymakers: Government and regulatory bodies influencing healthcare policy.

Key takeaways:

- Medical publications professionals are encouraged to pause, ask questions, and seek collaborative solutions across sectors to streamline processes and improve patient outcomes.
- Simplifying operations and enhancing communication among the five Ps is vital for fostering a more efficient healthcare ecosystem.

Driving real-time equity analysis to enhance the impact of medical publishing

Speaker: Laura Watts (Senior Medical Writer, Lumanity)

Laura Watts introduced a framework that represents a practical approach to integrating equity and inclusivity in medical publication processes to ensure that diverse populations are represented and benefit from medical research.

Key points

Purpose of the framework

- Support more inclusive, accessible, and impactful medical publications.
- Shift focus from simply disseminating data to considering who benefits from those data.

Definition of impactful publications

- Impactful publications are not solely determined by impact factors.
- True impact comes from publications that are seen, understood, and utilized by target communities.

Importance of representation, accessibility, and inclusion

- Building these elements into the publishing process from the beginning is essential.
- Acknowledges the collective responsibility of the research community and sponsors.

Inspiration from consort

- The framework draws influence from the Consort Equity Extension; a checklist aimed at improving reporting related to intervention effects in randomized trials with a focus on health equity.
- The Consort Equity Extension emphasizes publishing clinical trials with an aim toward promoting health equity.

Development of the framework

- A literature review was conducted to gather guidelines and recommendations regarding PROGRESS-Plus factors, identified by the Cochrane Group, which contribute to health disparities.
- Question prompts, organized by publication development stages, were developed to guide the creation of impactful publications.

Role of stakeholders

- The research community and sponsors must ensure that research reflects diverse populations.
- Publishers and congresses can facilitate research access by improving policies and enhancing author engagement.

> **Key takeaway:**
> - Diverse populations should be represented in and must benefit from medical research. This framework emphasizes the importance of creating impactful publications that are accessible, understood, and utilized by target communities, rather than just focusing on impact factors.

Empathy as innovation: assessing the perception of empathy in scientific writing

Speakers: Leah Bernstein (VP Scientific, Inizio Medical/ApotheCom),
Naseem Ahmed (Global Director of Inclusion and Impact, Inizio)

This presentation explored the significance of empathy in scientific writing, particularly in the context of conveying research findings. The focus was on defining empathy as the ability to understand patients' personal experiences and discussing its role in technical scientific writing.

"People will forget what you said… but people will never forget how you made them feel."

– Maya Angelou

"No one cares how much you know until they know how much you care."

– Theodore Roosevelt

Key points

Importance of empathy in scientific writing

- Often viewed as a way to convey objective data; however, empathy can bridge the gap between patient experiences and data.

- Numerous studies link perceived empathy in healthcare to:
  - Higher patient satisfaction
  - Improved compliance
  - Better psychological well-being
  - Enhanced clinical outcomes

Research gap

- While there are over 500 metrics to evaluate empathy in healthcare interactions, none focus specifically on scientific writing.

Research objective

- To evaluate what features of scientific writing are perceived as empathetic by patients, advocates, and medical writers.

- To aim to develop a metric/rubric for assessing empathy in scientific communication.

Methodology

- An online survey was conducted that included open-ended questions about the importance of empathy in scientific writing.

- Respondents reviewed six scientific abstracts across therapeutic areas:
  - Readability from ninth grade to college levels was assessed using Flesch-Kincaid.

- Analysis included feedback on:
  - Importance of empathy
  - Features considered empathetic, including clarity, patient-first language, and descriptions of disease impact.

Findings

- The majority agreed on the importance of empathy in scientific writing.

- Professional medical writers prioritized empathetic descriptions of disease burden and patient-first language.

- Different audiences perceive and prioritize empathy differently.

- Regression analysis indicated that:
  - Patients valued empathetic descriptions, while professional writers focused on language use.
  - Actionability had the least association with perceived empathy.

Readability metrics

- Various readability scores were assessed; the SMOG (Simple Measure of Gobbledygook) Index had the strongest correlation with perceived empathy.

Key takeaway:

- The need for a dedicated metric to assess empathy in scientific writing remains, but utilizing readability tools like the SMOG Index is encouraged in the interim.

Bridging the gap: a roadmap to patient partnerships through practical tools, inclusive language, and impact measurement

Moderator: Catherine Skobe (Publications Management Team Lead, Pfizer)

Speakers: Mohammed Najeeb Ashraf (Founder & CEO, SciVoc™ Consulting Inc.),
Jennifer Regala (Associate Director, Publishing, Wolters Kluwer Health),
Simon Stones (Scientific Director, Patient Engagement, Amica Scientific)

The discussion centered around the importance of valuing patient contributions in the field of medical publications and the challenges faced in integrating patients and caregivers into research collaborations. Multiple speakers addressed key aspects of patient engagement, emphasizing effective communication, training, and sensitivity to patient needs.

Key points

Value of patients
- Patients may question their role in research and if they are genuinely needed.
- Establishing trust through open communication and feedback is critical.

Challenges in patient inclusion
- Time constraints for clinicians and the busy lives of patient partners can hinder collaboration.
- Lack of clear strategies in publication planning that consider patient involvement early on.

Cultural sensitivity and language
- Use of appropriate language is crucial; person-first language helps mitigate stigma.
- Awareness of cultural differences is vital in approaching patient partnerships.

Communication and feedback mechanisms
- There must be a two-way dialogue between researchers and patient authors to improve engagement and contributions.
- Providing feedback on their involvement is necessary for building ongoing partnerships.

Educational initiatives
- Continuous education and resources should be provided to empower patients in their roles.
- Development of guidance documents and integration of patient contributions in projects to validate their perspectives.

Outcomes and engagement metrics
- Focus on both quantitative and qualitative metrics to assess the impact of patient involvement in publications.
- Surveys and other tools to measure engagement levels are suggested to refine future strategies.

Project ownership
- Encourage patients to take ownership of projects to enhance their involvement and ensure their voices are heard.

Key takeaway:
- Fostering meaningful patient partnerships is essential to enhancing medical research and publications.

Advancing health equity through inclusive communication

Moderator: Kristine Schuler (Senior Director, Oncology Scientific Communications Team Leader, Genitourinary & Breast Cancer, Pfizer Oncology)

Speaker: Dr. Lisa Fitzpatrick (Founder and CEO, Grapevine Health)

Dr. Lisa Fitzpatrick addressed the challenge of communicating scientific information effectively to underserved populations. She emphasized the need for inclusive communication in healthcare.

Key points

Key issues in health communication

- Many individuals struggle to understand medical jargon imparted by healthcare providers (HCPs).
- Community individuals report confusion over medical explanations, leading them to rely on family or Google for understanding.
- The lack of trust and understanding in medication recommendations and potential biases against drug companies.

Importance of health literacy

- Low health literacy significantly impacts health outcomes and costs.
- Community members express a need for resources to better understand health information, especially regarding clinical trials.

Inclusive language and communication

- Messages need to be tailored to ensure understandability (e.g., using relatable language).
- The role of language concordance between providers and patients is essential for effective communication.
- Relatability and trust in the provider-patient relationship are crucial for successful healthcare delivery.

Recommendations for improved communication

- Consider community input in reviewing health communication materials.
- Adapt communication strategies to include various languages.
- Utilize technology and social media as platforms to engage communities and disseminate accessible health information.
- Encourage clinical providers to participate in training for enrolling patients in clinical trials and engaging in community health efforts, addressing their concerns regarding patient retention.
- Propose development of plain language summaries for scientific publications, ensuring access for laypersons.

Key takeaways:

- Educators and healthcare workers need to rethink communication strategies and how to better engage with patients.
- Encourage a supportive environment for discussing healthcare issues openly in community settings.

A chorus of voices: the power of representation in the medical research lifecycle

Speakers: Behtash Bahador (Director, CISCRP), Patrick Gee (Founder & CEHD, iAdvocate)

The representation of minorities in clinical trials has been a longstanding issue, with historical context highlighting slow progress over nearly 40 years.

Key points

Historical context

- There has been interrupted progress in minority representation since the 90s, causing frustration among community members and health leaders.

- Research misconduct: Notable past abuses, such as the unethical treatment of minority populations and the misuse of HeLa cell line data, continue to impact trust adversely in the research community.

Current barriers to participation

- Healthcare system mistreatment: Mistreatment within everyday healthcare affects individuals' perceptions of clinical research.

- Economic and social factors: Socioeconomic status significantly predicts interest in clinical research participation. Individuals from lower educational backgrounds show less engagement in discussions regarding clinical research.

Demographic insights from clinical trials

- Race representation trends data (2007-2021) show progress in the representation of Black individuals in clinical trials, contrasted by a decrease in White representation.

- Different cultural and socioeconomic factors in various regions hinder minority participation, as race and ethnicity definitions differ worldwide.

Intersectionality and its importance

- Individuals possess multiple identities that affect their access and willingness to engage in research.

- Organizations must consider diverse factors when aiming for better representation in clinical research:
  - Societal fairness: Balancing research initiatives between affluent regions vs. those in greater need.
  - Ethical considerations: Addressing varied cultural and personal needs of intended beneficiaries is challenging yet essential.

Patient perception and engagement efforts

- CISCRP data showed increased reluctance among respondents across demographics, with notable differences in willingness to participate in clinical trials. Asian respondents showed the highest reluctance.

- The emphasis on involving community leaders and HCPs fosters better communication and awareness of clinical research opportunities.

- Online engagement is preferred, particularly among Black respondents, for receiving information about studies through advocates and bloggers.

Recommendations moving forward

- Enhanced representation: Advocating for patient populations on advisory boards to ensure diverse insights and perspectives in drug development processes.

- Community communication framework: Establishing a communication framework that is culturally respectful and fosters trust could facilitate better participation.

- Focus beyond trials: Encouraging community engagement in advisory capacities and educational initiatives is crucial prior to involving individuals in clinical trials.

Key takeaway:

- Addressing minority representation in clinical trials requires a multifaceted approach that respects and acknowledges historical context, embraces diversity, and actively engages communities in the research process.

The sound of strategy: data-driven personalized communications

Speakers: Gary Lyons (Executive VP, Head of MedComms, Coronado Research),
Shweta Rane (Executive Director, Bridge Bio Pharma Inc., US)

Personalized, data-driven communication faces challenges including data integration, compliance, and technical limitations. In this session, speakers discussed how an improved understanding of the behaviors and preferences of different audiences can empower medical communications professionals to create engaging and meaningful content.

Key points

Importance of understanding audience types and personalization

- Communication is a key purpose in pharma.
- Understanding different audience types is essential for effective message segmentation.
- Emphasis on multimedia approaches to enhance communication channels.

Audience segmentation

- Understanding the importance of tailoring scientific content to specific audience segments.
- Identifying functional and behavioral segments:
  - Functional segments: Physicians, nurses, etc.
  - Behavioral segments: Based on adoption of guidelines and education preferences.

Role of AI in personalization

- Using AI for message variance and audience segmentation.
- AI can summarize data, aiding in the creation of personalized content.
- Combining human review with AI-generated insights.

Message variation

- Creating tailored content for different audience segments:
  - High-science details for experts.
  - Simplified messages for broader lay audiences.
- Use of various formats such as infographics, presentations, and audio-visual materials.

Effective communication tools

The speakers outlined various tools for effective delivery of information, including:

- Visual storyboards
- Practical abstracts
- Central illustrations

Challenges in personalization

- Quantity of data can make distillation and integration challenging.
- Legal and compliance limits concerning patient data privacy.
- Budget and infrastructure limitations for tailored messaging execution.

> **Key takeaways:**
> - Marrying functional segments with audience personas is key to creating relevant and engaging content.
> - Effective execution can lead to increased interaction and engagement from target audiences.

A pubs rhapsody: is this real pubs life? Is this inequity? Our global landscape, must address our reality

Speakers: Jonathan Lee (Global Publications Learning and Community Lead, Takeda), Blair Hesp (Managing Director, Kainic Medical Communications), Julie Yuan (Senior Manager APAC, Audience Solutions, Wiley), Yaming Wang (Managing Director, Alphabet Health Ltd, US), Anne Wong (Global SciComms Leader, Roche, Switzerland)

The discussion focused on the inequities present in the medical publications landscape, particularly affecting non-native English speakers. It emphasizes the need to evaluate current publication practices and the cultural nuances that impact communication in science.

Key points

Evaluation of publication inequities

- Informal approach to assess the existing publications landscape and biases against non-native English speakers.
- Need for awareness of cultural nuances in communication.

Impact of AI and language models

- Analysis of how advancements in AI can assist in translations but also highlight biases.
- Recognition of AI's double-edged nature concerning publication practices.
- AI can facilitate better communication but is not without its challenges.
- Concerns over bias in AI training data affecting scholarly work.

Call to action

- Encouragement for small changes to enhance equity in publications.
- Acknowledgment of the broader themes of equity and diversity in the medical field.

Cultural and communication considerations

- Language learning parallels cultural learning, and expression varies with cultural context.
- Emphasis on the influence of culture on communication methods and medical discussions.

Diverse faculty representation

- An international panel highlighted a variety of perspectives from Australia, New Zealand, and Europe.

Challenges in publication practices

- Publication strategies may prioritize certain countries, leading to bias.
- Language barriers create disadvantages for non-native speakers in scientific discourse.

Importance of an inclusive evidence base

- Lack of diversity in clinical trials leads to inadequate representation of patient experiences.
- Need for more representatives from various cultural backgrounds in publications.

Future directions in medical communications

- The importance of addressing AI-related biases and ensuring diverse contributions to research.
- Call for better integration of non-native authors and their perspectives in the publication process.

Key takeaways:

- The issues of inequity are complex and require nuanced solutions.
- Gradual improvements in medical communications are necessary to enhance contribution from all backgrounds.

Publishing plain language summaries (PLS): successes and challenges
(A cross-company study regarding plain language summaries)

Moderator: Valerie Moss (Chief Scientific Officer, Prime Global)

Speaker: Nelma Pertega Gomes (Director Medical Affairs, IPSEN)

The speaker discussed the successes and challenges faced in the implementation of plain language summaries (PLS) from the perspective of both an author and a publisher.

Study objective
- Assess the successes and challenges of publishing PLS from both the author (Ipsen) and publisher (Taylor and Francis) perspectives.

Methodology
- Ipsen reviewed all articles (July 2022 - October 2024) of human studies sponsored by the company.
- Taylor and Francis evaluated their more than 400 medical and health journals.
- Retrospective assessments on PLS development were conducted for both the parties.

Findings from Ipsen (author)
PLS enhance communication between pharma companies, like Ipsen, and patients. Ipsen is committed to incorporating PLS in all publications involving human research.
- Of the 72 total articles reviewed, 56 articles (77%) included PLS, while 16 articles (22%) did not contain PLS.
- Visibility: 68% of the PLS were positioned under abstracts, and low discoverability was observed as only 34% were indexed by PubMed.
- Barriers: Journals do not accept PLS, particularly some high-impact journals.
- PLS were removed post-acceptance without prior notice.

Barriers to PLS publishing
- Many target journals do not support and accept PLS.
- Higher acceptance in lower impact factor journals versus high impact ones.
- Lack of PLS-related publishing guidance from journals.

Findings from Taylor and Francis (publisher)
- Commitment to publish PLS in over 400 health and medical journals.
- PLS style: Preferred length is 250 words within article bodies.
- Evaluated 1,053 PLS over 39 months; but decisions regarding PLS publishing remain at the journal level.
- Education: Need for improved stakeholder education on the benefits and implementation of PLS for authors and editors.

Recommendations for PLS improvement
- Ensure proper PLS tagging in publisher metadata for visibility.
- Make PLS accessible even when articles are not open access.
- Upload PLS to a central database for easier discoverability.

Key takeaways:
- Education and early communication with publishers and editors are vital to facilitate PLS submission, inclusion, and discoverability.
- PLS uniformity across scientific journals will enhance accessibility of research.

Equity in access to information on newly approved drugs: how readily available are plain language summaries

Speaker: Kaitlin Higgins Stanton (Client Services Director, Nucleus Global, an Inizio company)

The presentation discussed the importance of making scientific publications accessible to diverse audiences and highlighted the necessity of plain language summaries (PLSs) in improving health equity.

Barriers identified
- Technical language in scientific publications hinders patient and HCP communication.
- Accessibility issues for non-specialists, including patients and policymakers.
- Demands for high-quality, comprehensible content to counter misinformation are increasing.

Study findings
The study initially focused on FDA-approved drugs from 2023-2024, later expanding to include those from 2021-2022 for broader insights.

Publication statistics and plain language summaries
- The study reviewed 192 FDA-approved drugs (2021–2024) and identified 219 associated pivotal trial manuscripts, of which only 13 had linked PLSs, with just 10 open access ones.
- Moreover, 31 papers had separate PLS Publications (PLSPs), mainly for the 2022–2023 drug approvals.
- PLS availability dropped post-drug approval, and most appeared in lower-tier journals.

Recommendations
- Improving accessibility: Encourage collaboration to create mechanisms that facilitate the inclusion of PLSs in journals.
- Consider diversity: Address the various needs of diverse patient populations.
- Central repository proposal: Establish a central repository to enhance the accessibility and consistency of PLSs.

> **Key takeaway:**
> - Improving accessibility to information through PLSs is essential for promoting health equity.

Harmonizing the future: generative AI's effects on medical communications and cross-industry collaborations

Speakers: Jennifer Ghith (Senior Director, Channel Integration and Innovation Lead, GSK),
Kristyn Morgan (Global Agency Head, Envision Pharma Group),
Jason Gardner (Head of Medical, Real Chemistry),
Catherine Skobe (Publications Management Team Lead, Pfizer)

This discussion focused on the challenges faced by the pharma and agency collaboration in the context of emerging AI technologies. The speakers highlighted the need for quality standards in content creation and the importance of collaboration hybrids between pharma companies and agencies during the AI evolution.

Key points

General observations on AI in content development

- Generative AI (GenAI) significantly impacts the speed and volume of content creation.

- Pfizer has seen GenAI cut first-draft times by 40% and total manuscript timelines by up to 15%. AI supports tasks like literature reviews, summarization, insight generation, and sentiment analysis. Yet, adoption is uneven—only 20% of manuscripts use generative tools, even though just 7% of authors reject AI use due to journal guidelines or personal reasons.

- Balancing quality, time, and cost is challenging; outcomes depend heavily on input quality and restrictions.

Collaboration dynamics

- Discussion on the current state of collaboration between agencies and industry partners on AI-related activities.

- Need to focus on potential benefits of AI rather than just pitfalls.

- Discussion on maintaining profitability while driving value for the medical community and patients.

Technology and innovation

- The need for collaborative innovation labs to guide AI applications.

- Setting realistic expectations for AI pilots across stakeholder groups.

- Importance of transparency and established guidelines for best practices.

Solutions and strategies

- Suggestions for what could drive the most impact in AI content development:
  - Collaborative approach toward innovation and transparency and related best practices.
  - Encouragement to focus on maximizing existing budgets rather than simply reducing costs.
  - Pro tips, such as using large language models for document outlining, to enhance everyday work.

Discussion on copyright issues:

- Navigating copyright in literature reviews and maintaining quality in manuscript submissions.

- The urgent need to address copyright discussions with journals through collaborative efforts.

Key takeaway:

- Collaboration and proactive discourse are urgently required between pharmaceutical companies and agencies in order to adapt to the changing dynamics and guide the future of medical communications in the AI era.

Behind the music: a candid conversation with journal editors and publishers

Moderator: Kate Travis (Managing Editor, Retraction Watch)

Speakers: Sam Cavana (Head of Publishing Solutions, Taylor & Francis), Lauren Coligan (Publisher, PLOS),
Dan Kulp (Director of Publications and Executive Editor, American Urological Association)

This discussion focused on advancing the integrity and accessibility of scientific publishing. The panelists explored various aspects of publishing, including:

- Accessibility and transparency in publishing

- The role of plain language summaries (PLS) in enhancing the reach of scientific literature

- The significance of retractions for maintaining trust in scientific publishing

- Innovations within for-profit and non-profit publishing models

Plain language summaries: engagement is on the rise but standards vary

- PLS abstracts are simplified summaries aimed at bridging the gap between scientific research and the public.

- Engagement from patients has increased, with many seeking understandable literature about their conditions via PLS.

- Current challenges: Despite their potential, the uptake of PLS and PLS products is low, and standards vary across publishers.

- Efforts: Collaboration among publishers (e.g., Taylor & Francis, BMJ, etc.) to enhance indexing services for PLS.

Retractions

- Approximately one retraction occurs for every 500 published papers, an increase from the previous rates.

- Retractions are predominantly due to fraudulent activities like paper mills selling authorship and manuscripts.

- A retraction is often viewed as a punitive measure rather than a part of scientific progression

- Thoughts from editors: A focus on the importance of understanding the role retractions play and the impact of misconduct.

Ethical challenges

- Addressing predatory practices in publishing, such as targeting vulnerable editors and submission of fake research.

- Discussion on COPE (Committee on Publication Ethics) guidelines and the challenges of identifying predatory journals.

- Emphasizing the need for continued education and ethical adherence among publishers. Enhancing integrity and transparency in scientific publishing.

Innovations in publishing

- Non-profits face funding challenges, which must balance innovation with financial constraints.

- The need for ethical publishing practices and ways to detect predatory journals.

- The importance of transparency and communication between publishers and external stakeholders.

Key takeaways:

- PLS engagement is growing but there is a lack of consistency in scientific publication practices.

- Publication fraud is on the rise.

- A collaborative approach that focuses on transparency and ethical commitment is necessary to enhance trust in scientific communications.

Evolution of AI prompts in medical publication development: practical considerations and guidance

Speakers: Vijay Krishnan (GenAI Content Lead, Pfizer),
Michael Pellegrino (SVP, Director, Scientific and Editorial Services, ICON Global Medical Communications),
Tony Lan (Global Scientific and Value Content Generative Medicine, Team Lead, Merck)

This discussion considered AI use, particularly focusing on generative AI and prompt techniques. The speakers compared non-engineered and engineered prompts, exploring how careful planning affects output.

Key points

- Prompting in AI: Understanding what a prompt is and how it influences the output from AI platforms.

Prompt types

- Non-engineered prompts: Basic queries like requesting a capital city or summarizing content, often yielding less tailored responses.

- Engineered prompts: These involve more specific instructions and context to guide AI in producing the desired outputs.

- AI-assisted prompt engineering: Incorporating iterative refining processes that utilize generative AI to improve prompt structure and output quality.

Challenges and considerations

- Potential pitfalls in AI prompting, including issues like copyright concerns and limitations of various models in understanding specific terminology and jargon, especially in specialized fields like medicine.

- Importance of human oversight in AI-generated content to ensure accuracy and appropriate use of terminology.

- The evolving landscape of AI tools and techniques needing continuous adaptation and learning.

Tools and frameworks

- Discussion on emerging tools for prompt engineering and AI collaboration.

- Introduction to AI agents that can simulate roles, like those of a medical writer or editor, to streamline the output process, reducing manual involvement.

- Use of system prompts to set the stage for responses from large language models.

Future directions

- Examination of the growing trend of automated AI-assisted processes, including potential developments in AI agents working collaboratively to enhance writing and editing tasks.

- Questions raised regarding the worth and efficiency of investing time and effort into engineered prompting.

Key takeaways:

- The evolving nature of AI and its applications in professional settings underscores the need for ongoing education in engineered prompt engineering.

- Human oversight is a key aspect to be addressed and kept in mind.

Generative AI: how human expertise and authenticity matter more than ever

Moderator: Jennifer Ghith (Senior Director, Channel Integration and Innovation Lead, GSK)

Speaker: Conor Grennan (Chief AI Architect, NYU Stern School of Business)

This session explored the common issues people face when interacting with AI, specifically ChatGPT.

Key points

Misunderstanding AI interactions

- There is a tendency to treat AI like one would treat traditional software or search engines.
- Visual cues (like ChatGPT's interface) can mislead users into treating it like Google.
- AI should be treated as a conversational human partner, not a command-response tool.

The importance of a paradigm shift

- There is a need for a mental paradigm shift to use AI effectively.
- Our brains are conditioned to respond to interfaces based on prior tools (e.g., Google).
- Individuals learn and engage differently with technology.

Behavior dynamics

- Human behavior affects the willingness to engage with tools like ChatGPT.
- The limbic response refers to the prioritization of immediate gratification over long-term benefits (e.g., exercise vs. resting).

Domain expertise and AI

- Domain expertise enhances the quality of outcomes when using AI.
- Compare outcomes from a novice versus an expert using generative AI to create marketing strategies.
- Understanding quality and steering AI outputs are critical aspects.

Practical tips for using AI

- Don't let AI create the first draft; instead, users should input their thoughts first.
- Capture initial ideas on voice notes for clarity and use a personal touch in subsequent drafts.
- Direct AI with specific restructuring requests for better results opposed to generic rewrites.

> ### Key takeaway:
> - Medical publications professionals should actively engage with Generative AI and use it to improve productivity rather than passively command it.

Acknowledgments

About Us

We are an Agile, Client-first Agency

Cactus Life Sciences (CLS) partners with the global biopharma industry to drive innovation and elevate patient outcomes through agile, science-driven medical communications. We transform complex data into actionable insights, bridging the critical gaps between research, decision-making, and real-world healthcare impact. Headquartered in Princeton, NJ, with a global footprint extending across Switzerland, the UK, India, and Japan, CLS is uniquely positioned to address the evolving demands of biopharma worldwide.

Contact Us

214 Carnegie Center, Suite 102

Princeton, New Jersey 08540 USA

267.332.0051

insights@cactuslifesciences.com
www.cactuslifesciences.com

CACTUS
LIFE SCIENCES