



icpm 20th
International Conference
on Pharmaceutical Medicine

Hybrid Meeting 19-21 October 2022 SNFCC, Athens – Greece

What lies ahead in Pharmaceutical Medicine

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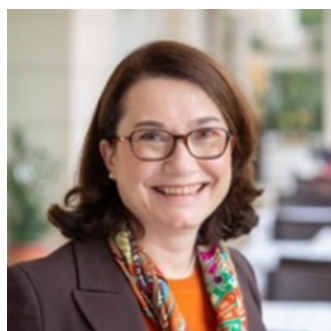
The Global Newsletter on Pharmaceutical Medicine

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Congratulations to Cordula Landgraf, IFAPP Board Member and Chair of IFAPP's External Affairs Working Group

The IFAPP Board of Officers wishes to congratulate Cordula Landgraf, PharmD, who was elected at the CIOMS (1) General Assembly of 1 June 2022 to the Executive Committee of CIOMS representing IFAPP. The Committee will continue to be chaired by Professor Hervé Le Louet; vice-chair is Professor Samia Hurst. The membership runs from 2022 to 2025 (three years).



(1) Council for International Organizations of Medical Sciences

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ASSOCIATIONS OF
PHARMACEUTICAL PHYSICIANS
AND PHARMACEUTICAL MEDICINE



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organisation for everyone
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20th International Conference on Pharmaceutical Medicine

Hybrid Meeting **19-21 October 2022** SNFCC, Athens - Greece

What lies ahead in Pharmaceutical Medicine

Trends Reigniting Biomedical Research & Disruptive Technologies, Accelerating R&D and Advancing Clinical Medicine.

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October 19, 2022
MAIN HALL | 14:30-15:00

Keynote speech:
**"DEVELOPMENT
OF NOVEL
GENETIC TOOLS
IN BIOMEDICAL
RESEARCH"**



**<Prof. N.
Tavernarakis**

European Research Council Vice President, Chairman of the Board of Directors at the Foundation for Research and Technology-Hellas (FORTH), Research Director at the Institute of Molecular Biology and Biotechnology (IMBB), and Professor of Molecular Systems Biology at the Medical School of the University of Crete, Heraklion, Greece



**<Varvara
Baroutsou**

MD, PhD, GFMD, EMAUD,
Consultant Internal Medicine,
Pharmaceutical Medicine,
President ELEFI, IFAPP President
Elect

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Medicine conference**

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from the many opportunities
for networking!

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Dutch Association for Pharmaceutical Medicine is 60 years old! Happy Birthday, NVFG!

The Dutch Association for Pharmaceutical Medicine (NVFG) celebrated its 60th anniversary! This milestone was celebrated with a full-day symposium and beach party. The theme of the day "Underway" took us back in time to the start of the NVFG, the present time and onwards to see what the future might bring us. The anniversary was hosted by multitalented Astrid Joosten.



The kick-off was done by former NVFG Chairmen: Dr. Henk Willem Otten, Dr. Paul van Meurs, Dr. Rudolf van Olden, Dr. Henk Jan Out, Dr. Marc Kaptein, and the current Chair Woman Dr. Ellen W. Evelaar.



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Moving into the present time there was a session discussing the options on how we could work together and combine the available knowledge of the Bio Science Parks to get the best scientific results or whether it would be better to fly solo at the various locations with Ton Vries of Campus Groningen and Ida Haisma of Leiden Bio Science Park.

The Leiden Bio Science Park start-up pitches were presented by Jan-Jaap Verhoef, Ph.D. of ImmunoTherapeutics, Nuno Viegas of Mantis Therapeutics; Arjan van Unen of Doser and Mike G.W. De Leeuw of MyLife Technologies.



The future of the biomedical world was discussed by Prof. Dr. Marcel Levi and Prof. Dr. Ton de Boer. Special insights on the future chances for biomedical startups were presented by Willemijn Vader and Constantijn Van Oranje-Nassau. Even the passing window cleaner in the background could not distract the captivated audience.



To add to the food for thought there were breakout sessions as well as time for fun.

Attendees could choose between Prof. Dr. Adam Cohen who enlightened everyone on the future post-academic Pharmaceutical Medicine education for physicians as well as non-physicians; or play a highly strategic “Most infectious card game” in ImmunoWars (6) game with only one last survivor;



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or listen to an amazing reflection on personal agility which left the listeners speechless, by Joyce de Ruiter.



For those whose curiosity was raised during the startup pitches, there was room to listen to more by Mike de Leeuw on ceramic intradermal skin patches for vaccine administration and to Nuno Viegas to learn more about an innovative targeted immunotherapy by harnessing the power of bacteria.

A big thank you to the organisation committee and all the attendees, it was a wonderful day!



Author: **Rita Lobatto** MD MPH, Senior Medical Director Pharmacovigilance, Pharming Group N.V., Leiden, South Holland, Netherlands, on behalf of NVFG



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Happy Birthday, ECPM



The European Center of Pharmaceutical Medicine (ECPM) in Basel, Switzerland, is dedicated to being the leading university institute for medicines and drug development in Europe. The ECPM comprises an education/training and a research department with a focus on health economics and dedicated training programmes for undergraduate students and postgraduate drug development specialists.

Main Team Players in Training & Education and Research



Professor Dr med Dr iur Thomas D. Szucs,
MD, MBA, MPH, LL.M., JSD Director



Annette Mollet, PhD, MBA, Managing Director and Head of Education and Training, Member of IFAPP Board of Officers and Chair of IFAPP Young Professionals Working Group



Beatrice Schmid, Course Organiser and Administrator



Professor Matthias Schwenkgenks PhD, MPH, Head of Research



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Background on ECPM



The ECPM belongs to the Department of Public Health of the Medical Faculty at the University of Basel and operates with partners worldwide. The institute was founded in 1991 to cover the training needs of specialists working in drug development. It comprises an education and training department (est. 1991) and a research department (est. 2003).

The education and training focus is on Advanced Studies and Continuing Professional Development (CPD). The ECPM Diploma Course (ECPM Course) contains six modules and represents the core of the postgraduate training platform. The course offers students to obtain a Diploma (DAS) or Certificate of Advanced Studies (CAS) in Pharmaceutical Medicine or a Master of Advanced Studies (MAS) in Medicines Development. The broad range of CPD short courses count towards the Master programme, yet they are also a stand-alone offer and can be booked individually. The curriculum provides a holistic understanding of the drug development process from molecule to market as well as key concepts in regulatory science and marketing.

The ECPM Education and Training platform is under the auspices of EUCOR, the European Confederation of the Upper Rhine Universities Basel, Switzerland, Freiburg, Germany and Strasbourg, France. It is accredited as IMI (1) PharmaTrain (2) "Centre of Excellence" and also accredited as a continuing education provider by the Swiss Society of Pharmaceutical Medicine (SGPM) and the Swiss Society of Pharmaceutical Professionals (SwAPP). The platform in addition is acknowledged by the International Federation of Associations of Pharmaceutical Physicians and Pharmaceutical Medicine (IFAPP), and the CAS/DAS in Pharmaceutical Medicine is recognised by Swissethics as investigator and sponsor-investigator training in research ethics and Good Clinical Practice (GCP).



30TH ANNIVERSARY OF ECPM – 30 YEARS OF FRONTIERS IN DRUG DISCOVERY AND DEVELOPMENT

On 20 June 2022 ECPM celebrated, with a delay due to the COVID-19 pandemic, its 30th anniversary with a seminar that highlighted learnings and challenges in medicines development, followed by a look back on the highlights in the past 30 years of ECPM.



Different key stakeholders of the health care system looked back on learnings and challenges in medicines development. Carl Peck and Robert O'Neill, formerly with the FDA and very supportive, particularly in the early days of ECPM, to Professor Fritz Bühler, ECPM founder, provided very personal messages. There were contributions from the two sister courses, established in the wake of ECPM, from ACDRS (3) in the States, and CCDRS in China (4) who sent a very inspiring video with a Happy Birthday message.



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Handover from Fritz R. Bühler to Thomas D. Szucs in 2009

The milestones in the history of ECPM were re-visited together with founding members, but also many distinguished representatives from the Pharmaceutical Industry (Severin Schwan from F. Hoffmann-La Roche and Lutz Hegemann from Novartis), the Regulatory Authority (Claus Bolte from Swissmedic, the Swiss Agency for Therapeutic Products), the University (President Andrea Schenker-Wicki) and the Swiss Government (Councillors of the Canton Basel-Stadt and Basel-Land, Lukas Engelberger and Thomas Weber) who attended in person, whereas the President of the Swiss Confederation, Ignazio Cassis, sent an appreciative video message.

There was a panel of experts and alumni elaborating on “How to Develop Talents and Competencies” which was very informative and entertaining. The discussions highlighted the content, which can be acquired in training programmes, and which parts will be learned on the job.



Evening Ceremony and Dinner

The evening ceremony started with a very memorable and delightful event, a classic Jubilee Concert, of the Academic Orchestra Basel conducted by ECPM’s Director Professor Thomas Szucs followed by dinner and networking of the current course participants, all speakers and guests, members from the ECPM advisory board, and the teaching faculty.



This [link to a short video](#) provides a flavour of the atmosphere.



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Author: **Brigitte Franke-Bray** MD PhD GFMD, Member of IFAPP Board of Officers, Vice-president PharmaTrain and Member of ECPM Advisory Board

- (1) [IMI: Innovative Medicine Initiative](#)
- (2) [PharmaTrain: PharmaTrain Federation](#)
- (3) [ACDRS: American Course on Drug Development and Regulatory Sciences](#)
- (4) [CCDRS: Chinese Course of Drug Development and Regulatory Sciences](#)

Fundisa African Academy of Medicines Development – Capability and Capacity Strengthening in Africa

Africa starts to increasingly play an active role in the production of its own medicines and vaccines from its original role as a consumer. The COVID-19 pandemic has alerted governments, research groups and funding organisations to the need to build local capacity not only for ‘fill and finish’ imported products, but to develop and manufacture novel active pharmaceutical ingredients (APIs) and vaccines, through technology transfer partnerships as well as through own innovative research. A recent example is the launch of a COVID-19 and cancer vaccine initiative in Cape Town, in partnership with the Council for Scientific Research (CSIR) and the South African Medical Research Council (MRC). An efficient harmonised approach towards medicines regulation in Africa is essential to achieve the goal of timely access to safe and effective novel medicines across the Continent. An important step forward towards this goal is the recent African Medicines Agency (AMA) treaty, which has been ratified or signed by most African Union member countries, as second specialised health agency of the African Union after the successful implementation of the Africa Centres for Disease Control (Africa CDC).

There is a critical skills gap on the African continent in medicines development and regulatory sciences to accomplish these goals (1). Aligned with this need, the aim of the non-for-profit Fundisa African Academy of Medicines Development (“Fundisa”) (<http://www.fundisa-academy.com/>) established in Cape Town in 2014 is leadership and promotion of teaching and training in South Africa and other African countries, by organising workshops and courses and support of young scientists, in cooperation with academic institutions, industry, regulatory agencies, and other stakeholders.

In 2014, Fundisa organised a Satellite Workshop of the World Congress of Basic and Clinical Pharmacology (WCP2014) in Cape Town to discuss competency strengthening in low-and-middle-income countries with representatives from IFAPP, PharmaTrain, academic institutions, the Medicines Control Council (MCC, the former



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South African medicines regulatory agency, now South African Health Products Regulatory Authority, SAHPRA), and the Bill & Melinda Gates Foundation (2, 3). It was concluded that a structured approach would be necessary based on a competency framework and involving established local and international professional networks.

As a joint initiative with the MCC and the CHMP in Europe, Fundisa organised three 2-day Regulatory Workshops in Pretoria in 2013 – 2015. Speakers from the MCC and CHMP addressed topics, such as an overview of EU and African Regulatory Authorities, generics, biosimilars and biopharmaceuticals, pharmacovigilance, medical devices, in vitro diagnostics, anti-infectives and antibiotic resistance, vaccines, advanced-therapy medicinal products, the regulator as gatekeeper and enabler for drug development, and capacity strengthening.



Prof. Dr. med. Bernd Rosenkranz, Fundisa President

Fundisa has played a leadership role in a major recently established regulatory talent-building initiative that addresses long-term strategy, conceptual frameworks and implementation tactics for training and professional career development of African regulatory personnel (4). This initiative is driven by African Regulatory Agencies: SAHPRA, MCAZ (Zimbabwe) and Ghana FDA, together with Pharmacometrics Africa NPC, the Bill and Melinda Gates Foundation, WHO, and other stakeholders, including Fundisa. As agreed at a virtual meeting in June 2020 hosted by SAHPRA, an initial virtual pilot Short Course was presented to 39 participants from three Regulatory Agencies (South Africa, Ghana, Zimbabwe) in 2021.

The course which was offered in collaboration with academics from local Universities, international institutions and Regulatory Agencies is accredited by the University of Witwatersrand, Johannesburg.

Aligned with the goal of competency strengthening in clinical trial research, Fundisa has been offering a series of Clinical Investigator Certificate Courses (CLIC) since 2015. These 5-day courses usually held in Cape Town (with one exception in Johannesburg) are based on the syllabus developed by PharmaTrain. In 2013, a special workshop was held on medical writing (with the South African Clinical Research Association, SACRA). A Novel Clinical Trial Methodologies Workshop offered together with Pharmacometrics Africa in Cape Town in 2019, addressed the use of modelling and simulations, adaptive trial designs and real-world effectiveness studies by local and international experts. The topic of „Controlled Human Infection Challenge Studies” was presented in a webinar in 2020, together with Pharmacometrics Africa and the COVID-19 Clinical Research Coalition.



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Pharmacoeconomics and health technology assessment (HTA) is another field lacking sufficient expertise in Africa. Fundisa presented three Health Economics Workshops together with the South African National Department of Health, initially in 2016. While the first two events were held face-to-face in Pretoria, the third hybrid workshop took place at two venues in April 2021, at the University Potsdam, Germany and at Irene Lodge in Pretoria, South Africa, with an option for virtual attendance. At this workshop which was co-hosted by the South African National Department of Health, the Faculty of Health Sciences in Brandenburg/Germany, and Scenarium (Berlin), experts from Europe and Africa explored pharmacoeconomic tools and upcoming trends in health technology assessment (HTA) related to pharmaceutical products, medical devices and diagnostics in the African context. The hybrid platform allowed delegates from many countries easy access to the workshop, a technology which will be used more regularly for future events.



Together with IFAPP, Fundisa co-hosted a webinar to discuss “COVID-19 in Sub-Saharan Africa” in November 2021. This timely event was chaired by Prof Wolfgang Preiser, Head of the Division of Medical Virology, Stellenbosch University and National Health Laboratory Service (NHLS), Tygerberg, South Africa and Prof Bernd Rosenkranz, Fundisa President. Speakers were Prof Rhoda Wanyenze, Dean of Makerere University School of Public Health, Kampala, Uganda (“COVID-19 - Experiences from Uganda, Democratic Republic of Congo, Senegal, and Nigeria”),

Prof Charles Wiysonge, Director of Cochrane South Africa, Medical Research Council, Cape Town (“Vaccine policy, usage and vaccine hesitancy in South Africa”), and Prof Elmien du Plessis, Associate Professor, Faculty of Law, Northwest University, Potchefstroom, South Africa (“Legal responses to the pandemic in South Africa, including human rights considerations”).



The most recent event supported by Fundisa was the 3rd World Conference on Pharmacometrics (WCoP2022) which – after being postponed in 2020 due to the pandemic - was a hybrid conference, with both live attendance from 110 delegates at the Century City Convention Centre in Cape Town, and virtual attendance via an online platform. WCoP2022 allowed delegates to witness first-hand the capability and capacity strengthening efforts for clinical research and the science of pharmacometrics in Africa and across the world. At this occasion, SAHPRA, in collaboration with the Bill & Melinda Gates Foundation, CP+ Associates GmbH and Fundisa, and after consultations with other African Regulators, hosted two regulators expert sessions. The first reported on progress on capacity strengthening for African regulators, whereas the second had a specific focus on competency development for using model-based analyses and pharmacometrics to support regulatory decision making.



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As part of a strong local and international professional stakeholder network, the Fundisa Directors will continue supporting the development of competent professionals and thereby contribute to the goal of timely access to safe and effective novel medicines, vaccines and medical devices across the African continent.

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Prof. em. (Stellenbosch University) **Dr. med. Bernd Rosenkranz**, FFPM, President, Fundisa African Academy of Medicines Development, Visiting Scientist Institute for Clinical Pharmacology and Toxicology, Charité Universitätsmedizin Berlin

Two Years Later: A Look Back, Part 2

In this three-part series, Marlene Llópez looks at how the pharmaceutical world was affected by the COVID-19 pandemic.

(This is the second in a three-part series looking at the impact of the COVID-19 pandemic on the pharmaceutical industry. Read Part 1 [here](#)).

How did the pharmaceutical industry optimize its employees in such a critical situation?

The essential foundation for getting your employees to take ownership of their roles is to give them a game worth playing. Was the home-based office a game everyone wanted to play?



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There was a need to create an environment where people want to give their personal best to support the team effort. How do you create an environment at home?

In some instances, most business owners had not put enough care or attention into establishing the rules of their game. This was a NEW GAME! The result was that both employers and their employees ultimately had to make up their own rules as they went along.

There are eight essential management standards that can serve as the rules of the game, and that in some ways helped to create a win-win scenario for employers, employees, and pharmaceutical industry customers.

There was a need to establish clear agreements. In this new scenario, managers and employees had to establish transparent undertakings about what work was to be done, and how and when it was to be done – a timeline for deliverables. People were sent home and expected to work just as they were in the office. Did they work the same? Did they work less or more? Weren't the hours on their computers endless? Video-calls seemed to go on forever.

If we didn't clearly express the exact results, work accountabilities, and standards that employees were expected to maintain, then managers were/are essentially managing by abdication.

The goal was to establish an environment that operated under what is referred to as management by agreement, and this could only be achieved if expectations, accountabilities, and standards were comprehensively communicated and formally acknowledged, resulting in mutual agreement.

Clear communication was/is essential – as it has always been. However, we weren't "together" anymore. We were distant – not in the same office where we could sit down and work shoulder to shoulder, when discussing an objective over a cup of coffee could lead to intense and productive brainstorming.

Any changes in the nature or scope of the work (either specific projects or overall levels of accountability) had to occur only after there was mutual agreement between the manager and the employee.

Just as agreements were made about the work that was to be done, an agreement had to be reached on anything that might deviate from the expected results, work, standards, environment, etc. Were these changes taken into consideration? How have we worked from home with spouses and children in the same room? It was a difficult and very disruptive situation to say the least.

Employee Responsibility: A Two-Way Street

Employees take full responsibility for performing the work and achieving the results as agreed upon, and managers are accountable for providing the employee with the necessary resources, guidance and training. How do you grade and evaluate an employee just on numbers when so much more is put into work? How could we assess the quality of the work put in? Were we to just judge and grade on deliverables without seeing and acknowledging the real dedication behind a project?



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Report Changes Immediately

During this time, a number of issues arose. Among them – and because we had no clue as to what was happening – exceptions had to be reported immediately. The employee and the manager were accountable for notifying each other immediately about any changes or exceptions to established agreements. So many changes for all.

Giving Space

Managers can assume the work is being done as agreed upon, unless notified by the employee. If you cannot depend on your people doing what is expected of them, then you will always be worried and preoccupied about what is happening in your business and you will never be free. But, were employees really working? Was the computer just online? Granted most employees have been doing their jobs adequately and punctually. There are always exceptions to rules, are there not?

For this, managers and employees have regular check-ins: weekly meetings, deadlines, reviews, whether online or in the office. Periodic check-ins or “reporting loops” occur between the employee and manager to communicate and keep each other informed about how the work is progressing.

No matter how well you establish the rules of your game in the beginning, you must always have a way to keep track and confirm that everything is going according to plan. The less you check-in with employees the more chance the rules will be forgotten. Did the checking-in increase now that employees weren't in the office and not meeting up?

When you have so many video calls, webinars, courses, can you keep up with periodic check-ins? There are no exceptions. Some employees are very dedicated and really online, while others are online but just “around” and not really engaged. Even in this situation, failure to notify each other of changes, exceptions, or missed due dates is unacceptable. Period.

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This article has been reprinted from Mexico Business News (<https://mexicobusiness.news/health/news/two-years-later-look-back-part-2>) with kind permission of the publisher.



Independence Monument in Mexico City (istock.com; ferrantraite)



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SCTO* Symposium 15 June 2022 on Artificial Intelligence and Machine Learning in Clinical Research

swiss
clinical
trial
organisation



Artificial intelligence-powered medical technologies are rapidly evolving into applicable solutions for clinical practice.

Deep learning algorithms can deal with increasing amounts of data provided by wearables, smartphones, and other mobile monitoring sensors in different areas of research and development.

The SCTO Symposium on 15 June 2022 took a closer look at to what extent the use of artificial intelligence and machine learning are already a reality in clinical research, what its benefits and challenges are and what opportunities its use provides in the future.

You would have been interested in the topic but unfortunately missed the event? Don't worry: Most of the presentations were recorded and can now be viewed online under the following link:

<https://www.scto.ch/en/event-calendar/symposium/symposium-2022.html>

*Swiss Clinical Trial Organisation

Author: **Cordula Landgraf**, PharmD, IFAPP Board Member and Chair of IFAPP External Affairs Working Group, Director Communications & Stakeholder Engagement SCTO

PharmaTrain Centre Recognition” – A Global Value Proposition for Course Providers



As of September 2022, IFAPP will offer a series of highly practice-relevant bi-monthly webinars.

First Webinar: PharmaTrain Recognition of individual courses or “Centre of Excellence Recognition” for academic, commercial, and non-commercial training organisations

Read more on the next page ...



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SAVE THE DATE

Tuesday, 27 September 2022, 2:00 pm – 3:30 pm CET

This webinar will address the successful collaboration between IFAPP and PharmaTrain towards global quality in education in Pharmaceutical Medicine by presenting the “PharmaTrain Recognition” for individual courses or “Centre of Excellence Recognition” for academic, commercial, and non-commercial training organisations fulfilling shared quality standards.

Research and Development of new treatments is occurring globally but there is no global concept and institution for education and training of the scientists involved in the development process of new medicines nor is there a global process for quality recognition of educational courses.

PharmaTrain aims at filling this void: PharmaTrain defines syllabus, learning outcomes, curricula and competencies for post-graduate education and training programmes covering all areas of the “PharmaTrain Syllabus of Pharmaceutical Medicine” through its highly experienced course providers and training experts. The quality standards jointly developed by course providers, pharmaceutical industry training experts and scientists in international not-for-profit organisations during the IMI (1) project “PharmaTrain” are applied now by the not-for-profit organisation “PharmaTrain Federation”.

Harmonisation and certified quality of education in Pharmaceutical Medicine are an important pre-requisite for the successful development of this discipline and fit-for-purpose education of all scientists involved in the more and more complex environment of medicines development.

This webinar will give an understanding of the objectives and achievements of the joint initiative of IFAPP and PharmaTrain with regard to improving post-graduate education in Pharmaceutical Medicine on a global basis, the benefits for course providers when joining this initiative and the detailed process for achieving a PharmaTrain Centre of Excellence Award.

In a subsequent webinar in November 2022 the experience of Pharmaceutical Medicine course providers in the preparation and execution of a PharmaTrain assessment will be presented and discussed.

Author: **Ingrid Klingmann** MD PhD FFPM GFMD, President PharmaTrain Federation

The Morse Code in a Digital Age: Education Communication and Outreach

Communication is the imparting or exchanging of information by speaking, writing, or using some other medium. It is part of everyday life from a melodic birdsong to the regulatory labelling of a medicine; in essence its aim is to effectively convey information to a targeted recipient. The chosen medium to do this, however, will have the greatest impact on just how effective we are!



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The first Morse code, developed by Samuel Morse, was sent in 1844 transmitting electric signals across the telegraph wire allowing an almost immediate exchange of information across considerable distances for the first time. As the Electric Telegraph expanded, the world got a little smaller as global communication was now much more feasible and rapid.

Foundations were laid for technologies that followed, resulting in the modern communication mediums we have today. In the “digital age”, information conveyance is incredibly fast paced. We have multiple device options with a wide range of communication platforms at our disposal such as social media; podcasts; websites; targeted ads; email subscriptions; journal publications; and news media outlet apps. Appropriate utility of these is key in terms of communicating effectively and indeed selecting a variety is often prudent to reach target audiences.

With increased technology mediums and fast paced communication, it inevitably can lead to information overload with excessive bombardment of target audiences. Appropriate platform choices, timeliness, and consistency in messaging can reduce saturation to improve communication effectiveness. Examples of this were evident during the pandemic with many regulatory agencies giving live COVID-19 press briefings on their YouTube channels. In Ireland, an Irish respiratory consultant established a WhatsApp group early in the pandemic which expanded to encompass an expert group of healthcare workers, politicians related to health, the Chief Medical Officer, prominent journalists, and broadcasters allowing an open sharing of information and effective, timely public communication. This collaborative communication group is much credited with Ireland's vaccination success and the WhatsApp chat group was archived by The Royal College of Physicians in [Ireland](#) (Finnegan, 2022).

In Pharmaceutical Medicine education, students learn the importance of communication in the lifecycle of a medicine, and its fields of applicability such as Medical Affairs and Pharmacovigilance. The digital transformation in educational institutions themselves had gradually increased, however, COVID-19 was the (unwanted) accelerant for much of where we are now. Students' virtual learning environments are used expansively and, like the Morse code making the world that much smaller, the use of video communications (e.g., Zoom, MS Teams) facilitated online lectures without geographical restriction.

Supporting the continuity of Pharmaceutical Medicine expertise is underpinned, in part, by the provision of Pharmaceutical Medicine education. Utility of the 'Digital Age' in educational promotion has been somewhat fragmented and outreach to potential applicants for courses can be a difficult task. Common course promotion mechanisms include websites, social media posts and electronic course prospectus. Undoubtedly useful, but the prevalent use of smartphones means reading lengthy text is less effective for engagement. To generate interest from a smartphone immersed world, promotional videos are an effective tool for engagement with advertising revenue reports suggesting it could be the future in mobile [advertisement](#) (PwC IAB, 2022).

Collectively, this supports an expanded approach of video promotion for Pharmaceutical Medicine courses. The undertaking of any postgraduate course from an applicant's perspective should never be underestimated so, while a video promotion cannot cover all queries, it can help applicants envision themselves in the course location. Videos can also give familiarity allowing an introduction to staff members. In our own approach, we met with the digital



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communications group within the School of Medicine at Trinity College Dublin. The basic concept was to ensure key course information was conveyed in a timely manner with an awareness of information overload.

Just as the Morse code has the most prominently used letters signified by the shortest symbols, the most prominent course information should be summarised in the shortest of videos. A storyboard exercise was guided how this could be potentially sequenced. Recorded footage of lectures and online sessions were prepared; example lecture slides and relevant logos were identified; and footage of students socialising in campus areas were recorded. To give visual impact to key information conveyed, the use of split screen with key bullet point text is highly beneficial and was employed in two scripted segments of importance.

The script for a video needs to highlight the benefits to the viewer but should also contain consistent messaging from promotion of the course. Notably the target audience will have some background in healthcare/science, therefore there is an assumption of knowledge with certain terminology. Important to many applicants is how the qualification will impact their career and where Pharmaceutical Medicine can benefit this goal. This should be considered and addressed throughout the video. Close out of the video promotion should contain an element of a call to action.

Fellow courses may or may not have approached the concept of video promotion, but considering we have more tools than ever to communicate our dots and dashes it is a very feasible opportunity!

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Figure: Video Promotion Creation Outline



IFAPP TODAY

The Global Newsletter on Pharmaceutical Medicine



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Webinar PharmaTrain Recognition of individual courses or “Centre of Excellence Recognition” for academic, commercial, and non-commercial training organisations
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