

The Medicine Group to Present Poster Focused on Guidelines for a Literature Analysis at the 2013 International Society for Medical Publications Professionals (ISMPP) 9th Annual Meeting

New Hope, PA (Press Release – April 2013)

On Monday, April 29 at 5:30 EST, The Medicine Group (TMG), an independent medical communications agency located in New Hope, PA will be presenting a poster entitled “Guidelines for Effective Literature Analyses: An Agency Perspective” at the 9th Annual Meeting of International Society for Medical Publications Professionals (ISSMP) taking place at the Hyatt Regency Baltimore in Baltimore, Maryland.

The poster details TMG’s literature analysis process from conception to completion and draws on industry guidance, scientific literature, and the firm’s experience to develop a process that ensures effective and efficient analysis. The process details the responsibilities of each department in the agency and outlines step-by-step activities and milestones, including search hypothesis, search architecture, and a quantitative analysis of the findings.

“Literature searches and reviews remain a challenging and crucial part of an agency’s capabilities and the systematic approach outlined in The Medicine Group’s guidelines provides a detailed, process-driven framework,” said Senior Director Cindy Busch, who co-authored the poster. “By developing a procedure that outlines the roles of each department in the literature analysis we are able to create deliverables that are timely, current, and efficiently managed.”

Managing Partner Philip Sjostedt, one of the co-authors, noted that “developing a process that is applicable across therapeutic areas gives our agency a competitive advantage because our protocol is tested and established.” He went on to add that the process used in the poster “provides clients a clear picture of the roles and responsibilities of each department and an insight into the stages of our guidelines as we move from initial searches to final deliverable.”

The Medicine Group is a US-based leader in medical publications and communications designed for healthcare audiences. It is part of the Pharmatopia group of healthcare communication companies which include Helix Bio-Medica, Managed Edge, and The Butterfly Effect, which collectively provides medical communication services that span all phases of the product lifecycle that include: strategic consulting, publication planning and support, thought leader initiatives, live educational meetings, market access, scientific content development, digital solutions, market research, and social media.

For more information:

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