

## **Tom Drake, MA, CMPP, of JB Ashtin to Moderate an ISMPP Webinar on Clinically Meaningful Presentation of Trial Results in Medical Manuscripts**

Wednesday, November 30 – Plymouth, MI – The JB Ashtin Group, Inc. (JB Ashtin) announced that Tom Drake, MA, CMPP, senior director, business development will moderate an educational webinar sponsored by the International Society for Medical Publication Professionals (ISMPP) for its members through its continuing ISMPP University webinar series. The webinar will focus on how medical communicators can present an objective and balanced interpretation of clinical trial results.

Today, medical communicators are all, in some way, involved in the presentation and publication of clinical data. However, there is debate whether important data and other relevant information is presented in a way that can positively or negatively influence clinical practice decisions. Leslie Citrome, MD, MPH, associate editor for the *International Journal of Clinical Practice* and consultant and expert on clinical trial designs and data interpretation, brings his academic research efforts to this program and will share his insights and concerns about the publication of clinical study results. He will also put into clinical perspective some of the key elements used in reporting study results, including:

- *P* values vs measures of effect size
- Number needed to treat (NNT) and number needed to harm (NNH)
- Contrasting absolute and relative risk

Mr Drake stated that, “It is important to understand how various statistical tests work and ensure that all data generated are documented appropriately and reported accurately in the literature. Dr Citrome’s engaging, lively presentation style will bring statistical figures and mathematical calculations to life and place them in a real-world, easily understood context.” This interactive webinar will be transmitted on Wednesday, December 14 at 11:00 AM EST.

### **About JB Ashtin**

Since 1999, JB Ashtin has been providing strategic medical communications services to the pharmaceutical and biotech industries, with a focus on professional medical education (advisory board meetings, scientific content development, speaker development, and speakers’ bureaus), investigators’ meetings, and communications/publication planning. For more information about JB Ashtin, visit [www.jbashtin.com](http://www.jbashtin.com).

### **About ISMPP**

ISMPP is an independent, nonprofit, professional association with members drawn from the pharmaceutical, medical device, and biotechnology industries; publication planning and medical communication companies; academia; and medical journal staff, including editors and publishers. Its goals are to support the educational needs of publication professionals and to develop best practices that ensure the rigorous maintenance of all ethical standards for reporting results of medical research. Additional information about ISMPP is available by contacting the organization’s executive director, Kimberly Goldin, at 914-945-0507, or by emailing her at [kgoldin@ismpp.org](mailto:kgoldin@ismpp.org), or visiting the society online at [www.ismpp.org](http://www.ismpp.org).