

SearchHash

Tweets mentioning: #medcomms

[← Search again](#)



Download these results in CSV format (opens in Excel, OpenOffice etc)



Link to these results

741 results found

TweetID	From User	Tweet	Time
114093577935663104	blazingocelots	RT @EastmondMedicom: ISMPP, FDA , EU Commission and some kind of academic research group needs to define req'd std for data reporting ... LAST WEEK. #medcomms	Wed, 14 Sep 2011 21:50:03 +0000
114091749726629888	katelain	And particular thanks to phil hammond who was a truly superb chair #medcomms @CxHealth	Wed, 14 Sep 2011 21:42:47 +0000
114091197286449152	katelain	Huge thanks for a thoroughly interesting day @networkpharma #medcomms good to see a genuine want to collaborate @CxHealth	Wed, 14 Sep 2011 21:40:35 +0000
114091034497130496	alicewaving	@iamsarahfeeny My #medcomms night disintegrated. Train diverted. Both mobiles lost juice. Ended up ferrying grannies around. Just bizarre.	Wed, 14 Sep 2011 21:39:56 +0000
114090674168676352	katelain	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 21:38:31 +0000
114090440483028992	katelain	RT @andrewspong: Enjoyed today, and big shout to @networkpharma for bringing us together. Now: don't wait. Go and 'be the change etc', #medcomms	Wed, 14 Sep 2011 21:37:35 +0000
114084794907893761	DaveM__	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 21:15:09 +0000
114078173498580992	leasummers	RT @pharmaphorum: RT @networkpharma: today's #medcomms slides will appear tomorrow on the web site at www.MedCommsForum.com	Wed, 14 Sep 2011 20:48:50 +0000
114077772988678144	leasummers	Looks like the #medcomms forum had lots of lively debate.. Hope I can make it to the next one!	Wed, 14 Sep 2011 20:47:15 +0000
114076865429372929	IHComms	Other articles relating to today's themes: http://t.co/RQIn5LWV #medcomms	Wed, 14 Sep 2011 20:43:38 +0000
114076608326926336	IHComms	http://t.co/UPIUfLxt and here's the Hirsch article mentioned today as well #medcomms	Wed, 14 Sep 2011 20:42:37 +0000
114076209155026945	IHComms	Here's a direct link to the Woolley article: http://t.co/DpYd0tdp #medcomms	Wed, 14 Sep 2011 20:41:02 +0000
114071538621362176	WoodrowMedical	RT @bengoldacre: hugely heartened that there are people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 20:22:28 +0000
114069790716469251	stressedguru	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 20:15:32 +0000
114066322115149824	WoodrowMedical	Nice to meet you Paul RT @pharmaphorum: Great to meet so many new folks at #medcomms today, will follow up next few days.	Wed, 14 Sep 2011 20:01:45 +0000
114066063196561408	pharmaphorum	Great to meet so many new folks at #medcomms today, will follow up next few days. Sorry if anyone wanted to say hi and couldn't grab me!	Wed, 14 Sep 2011 20:00:43 +0000
114066027377209344	almarlow	So bummed I missed today's #medcomms forum; am now catching up on tweets!	Wed, 14 Sep 2011 20:00:34 +0000
11406408404082908	EastmondMedicom	@iamsarahfeeny Rail Dick award on this train goes to the genius who forgot to load	Wed, 14 Sep 2011 19:52:52 +0000

114004000404903000	EastmondMedicom	the first class catering. #medcomms	2011 19:52:52 +0000
114063790068350977	EastmondMedicom	@oomagoo All good. Returning from a day on London with the #medcomms crowd. What the heck is oomagoo?	Wed, 14 Sep 2011 19:51:41 +0000
114057514487779329	iamsarahfeeny	#medcomms journey home rail 'dick' award to 3males diagonal to me ... Inaccurate info re solar (my love) to business air travel lol	Wed, 14 Sep 2011 19:26:45 +0000
114056506994999296	andrewspong	Frightened now :-/ RT @iamsarahfeeny: Beware the dance-off!!! MT @alicewaving: #medcomms I think a "dance-off" could also work well...	Wed, 14 Sep 2011 19:22:44 +0000
114056392431775744	EastmondMedicom	ISMPP, FDA , EU Commission and some kind of academic research group needs to define req'd std for data reporting ... LAST WEEK. #medcomms	Wed, 14 Sep 2011 19:22:17 +0000
114055707082498048	EastmondMedicom	RT @bengoldacre: 'hugely saddn'd re. strawmen & distractions'. Offline c. BG chat to explain truncated comment. Am for disclosure! #medcomms	Wed, 14 Sep 2011 19:19:34 +0000
114054300069662720	iamsarahfeeny	Beware the dance-off!!! RT @alicewaving: @andrewspong #medcomms I think a "dance-off" could also work well...	Wed, 14 Sep 2011 19:13:58 +0000
114050188993232896	alicewaving	@andrewspong #medcomms I think a "dance-off" could also work well...	Wed, 14 Sep 2011 18:57:38 +0000
114047902871076865	mavergames	RT @iainh_z: #medcomms let's not reinvent the data-sharing wheel. Lots of mechanisms, guidance and standards exist. Time for implementation.	Wed, 14 Sep 2011 18:48:33 +0000
114047443326337024	andrewspong	Wondering if 'I'm best!'/ 'No! I'm best!' standards debate cd be resolved by a barcamp codeathon to produce self-serve solution? #medcomms	Wed, 14 Sep 2011 18:46:44 +0000
114046944556494848	andrewspong	@iainh_z if existing mechs/standards were fit fr purpose, wdn't they already hv been implemented? Or are implementers ineffectual? #medcomms	Wed, 14 Sep 2011 18:44:45 +0000
114046644391133184	andrewspong	RT @iainh_z: #medcomms let's not reinvent the data-sharing wheel. Lots of mechanisms, guidance and standards exist. Time for implementation.	Wed, 14 Sep 2011 18:43:33 +0000
114044905613037568	carrotpharma	@carrotpharma for the love of carrot and #medcomms we've stayed in a travelodge, slept in campbeds and are now on a crowded train home!	Wed, 14 Sep 2011 18:36:39 +0000
114039610983710721	CreativeCrip	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 18:15:36 +0000
114035940934160384	alicewaving	Well done @networkpharma and all the contributors. Great #medcomms meeting	Wed, 14 Sep 2011 18:01:01 +0000
114035547332280321	rohal	Huh...? @andrewspong 'Trust is not a business driver' for pharma? #medcomms Shout out #hcsmeu #hscsm #socpharm #fb RE http://t.co/lBGOetj	Wed, 14 Sep 2011 17:59:27 +0000
114035535332376577	alicewaving	RT @TomGr4nt: Well done to Peter and all involved with this event!!! #medcomms	Wed, 14 Sep 2011 17:59:24 +0000
114030764772958208	dianthusmed	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 17:40:27 +0000
114030595964805120	LucyCColes	It certainly did Linda - thought provoking stuff :) @HandyGlance: Sounds like the #medcomms forum provoked lively debate!	Wed, 14 Sep 2011 17:39:47 +0000
114030520387633152	dianthusmed	#medcomms has been a lot of fun today. Now time for the pub!	Wed, 14 Sep 2011 17:39:29 +0000
114029056579743744	HandyGlance	Sounds like the #medcomms forum provoked lively debate!	Wed, 14 Sep 2011 17:33:40 +0000
114026741005168642	pariscruff	RT @bengoldacre: one thing i've pushed is for pharma comms industry to fund objective independent audit of whether reg change does change activity #medcomms	Wed, 14 Sep 2011 17:24:28 +0000
114025658048446464	inowgb	TopTag(3hrs) 1:#NYFW 2:#tctot 3:#p2 4:#medcomms 5:#TDL 6:#Sagittarius 7:#AttackWatch 8:#Cancer 9:#Capricorn 10:#Spicer4President ..	Wed, 14 Sep 2011 17:20:10 +0000
114019137247907840	neovoca	RT @engagehealth_eu: Good to meet everyone at #medcomms - re pharma collaborations - some reasons for failin... (cont) http://t.co/fDNqi2z	Wed, 14 Sep 2011 16:54:15 +0000
114018960906792960	engagehealth_eu	Good to meet everyone at #medcomms - re pharma collaborations - some reasons for failing ventures cited http://t.co/L5NnM3M	Wed, 14 Sep 2011 16:53:33 +0000
114018896834605056	SadiaLula	RT @bengoldacre: incidentyally #medcomms is this http://t.co/DP3g4kv where i	Wed, 14 Sep 2011 16:53:18

		spoke about need for pharma to stop selectively withholding unflattering data	+0000
114018677212454913	SadiqLula	RT @bengoldacre: Again ppl saying "clinicians are not capable of understanding patient level data". Bizarre strawman. Nobody saying that's for GPs. #medcomms	Wed, 14 Sep 2011 16:52:25 +0000
114016169555537920	christocclifford	RT @bengoldacre: hugely saddened that there are many who are raising strawmen and distractions. diverse community. #medcomms	Wed, 14 Sep 2011 16:42:27 +0000
114016139029385216	christocclifford	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 16:42:20 +0000
114015263707500544	MarkEnglish	So, after all that, what next? http://t.co/ZTl5xa #medcomms forum (via storify)	Wed, 14 Sep 2011 16:38:51 +0000
114012938095960064	cardiobrief	Laughing just thinking about @bengoldacre speaking at #medcomms forum http://t.co/LGdDbvs >Daniel in the den of lions!	Wed, 14 Sep 2011 16:29:37 +0000
114012369096671232	KosmicJelli	RT @inowgb: TopTag(3hrs) 1:#ocra 2:#NYFW 3:#SHANTY 4:#medcomms 5:#PBSArts 6:#News 7:#PJ20 8:#opendata 9:#Libra 10:#RT 11:#Leo ..	Wed, 14 Sep 2011 16:27:21 +0000
114011243416780802	charliebuck123	OK how about getting in same box then? "@bengoldacre: haha chair of last session wld like to "put ben goldacre back in his box" #medcomms"	Wed, 14 Sep 2011 16:22:53 +0000
114010979284684800	charliebuck123	"@bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms"	Wed, 14 Sep 2011 16:21:50 +0000
114010557111205888	inowgb	TopTag(3hrs) 1:#tcot 2:#p2 3:#NYFW 4:#medcomms 5:#quote 6:#TDL 7:#Libra 8:#Cancer 9:#Capricorn 10:#Leo 11:#Aquarius ..	Wed, 14 Sep 2011 16:20:09 +0000
114010000774533120	hooHar	"@iainh_z: #medcomms let's not reinvent the data-sharing wheel. Lots of mechanisms, guidance and standards exist. Time for implementation."	Wed, 14 Sep 2011 16:17:57 +0000
114009955585105920	MarkEnglish	Session 4 - Does Transparency Lead to Trust? Or Just Loss of Control? http://t.co/JmNOHfv #medcomms forum	Wed, 14 Sep 2011 16:17:46 +0000
114009454567112705	johnvhague	RT @bengoldacre: one thing i've pushed is for pharma comms industry to fund objective independent audit of whether reg change does change activity #medcomms	Wed, 14 Sep 2011 16:15:46 +0000
114008625420312577	ehornaday	RT @bengoldacre: chair @drphilhammond amusingly unimpressed #medcomms	Wed, 14 Sep 2011 16:12:29 +0000
114008611742687232	ehornaday	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 16:12:25 +0000
114008523809103873	ehornaday	RT @bengoldacre: "eventually, so hurry up" RT @andrewspong: Back at #medcomms: 'Does transparency lead to trust? Or just loss of control' feat. @bengoldacre	Wed, 14 Sep 2011 16:12:04 +0000
114008522261413888	oldsmith	RT @bengoldacre: Again ppl saying "clinicians are not capable of understanding patient level data". Bizarre strawman. Nobody saying that's for GPs. #medcomms	Wed, 14 Sep 2011 16:12:04 +0000
114008143100526595	trished	RT @networkpharma: today's #medcomms slides will appear tomorrow on the web site at www.MedCommsForum.com and we'll add articles, blogs etc as they appear	Wed, 14 Sep 2011 16:10:34 +0000
114008111576125441	trished	RT @iainh_z: #medcomms let's not reinvent the data-sharing wheel. Lots of mechanisms, guidance and standards exist. Time for implementation.	Wed, 14 Sep 2011 16:10:26 +0000
114007752287862784	lajollabeck	@Virtual_Rachel: #medcomms was also today, but slides appear tomorrow at www.MedCommsForum.com + articles, blogs etc says @networkpharma	Wed, 14 Sep 2011 16:09:00 +0000
114007347604627456	trished	@bengoldacre Just twitter, no webcast. Nuff it seems #medcomms	Wed, 14 Sep 2011 16:07:24 +0000
114007328948355072	golfmangosierra	RT @bengoldacre: incidentally #medcomms is this http://t.co/DP3g4kv where i spoke about need for pharma to stop selectively withholding unflattering data	Wed, 14 Sep 2011 16:07:20 +0000
114007152405917697	trished	RT @iainh_z: Lots of closing discussions on how to share data. Some guidelines on this published http://t.co/Slsbl31 (coi: I'm an author) #medcomms	Wed, 14 Sep 2011 16:06:37 +0000
114007121074466816	tdobson	RT: @bengoldacre if anyone at #medcomms wld like assistance or advice/discussions setting up a multidisciplinary campaign for publishing	Wed, 14 Sep 2011 16:06:30 +0000
114006728114315265	andrewspong	RT @LucyCColes: Fabulous meeting #medcomms forum. Huge thanks to Peter @networkpharma for organising and @drphilhammond for outstanding chairing	Wed, 14 Sep 2011 16:04:56 +0000
114006722414256128	iainh_z	A number of @BioMedCentral journals interested in publishing data and defining best practice. Contact me for info #medcomms	Wed, 14 Sep 2011 16:04:55

114006415194075136	andrewspong	RT @bengoldacre: ... then my email is ben@badscience.net and i'm always keen to help #medcomms	+0000 Wed, 14 Sep 2011 16:03:42
114006373074878465	andrewspong	RT @bengoldacre: if anyone at #medcomms wld like assistance or advice/discussions setting up a multidisciplinary campaign for publishing all data...	+0000 Wed, 14 Sep 2011 16:03:32
114006355106476032	EuropeanCME	Thanks Peter and all for a great #medcomms forum. Great to hear future steps too. Till next time!	+0000 Wed, 14 Sep 2011 16:03:27
114006112440815617	kerfors	RT @pharmaphorum: Adam Jacobs: 3 key questions on med data - 1) how to share 2) where to share 3) who owns? Discussion around role of publications #medcomms	+0000 Wed, 14 Sep 2011 16:02:29
114005979191967744	LucyCColes	Fabulous meeting #medcomms forum. Huge thanks to Peter @networkpharma for organising and @drphilhammond for outstanding chairing	+0000 Wed, 14 Sep 2011 16:01:58
114005898724253698	andrewspong	Enjoyed today, and big shout to @networkpharma for bringing us together. Now: don't wait. Go and 'be the change etc', #medcomms	+0000 Wed, 14 Sep 2011 16:01:39
114005767094407168	bengoldacre	... then my email is ben@badscience.net and i'm always keen to help #medcomms	+0000 Wed, 14 Sep 2011 16:01:07
114005757397184512	pharmaphorum	RT @networkpharma: today's #medcomms slides will appear tomorrow on the web site at www.MedCommsForum.com and we'll add articles, blogs etc as they appear	+0000 Wed, 14 Sep 2011 16:01:05
114005741949550592	pharma411	LinkedIn launch of #healthcare #SM group http://t.co/YfHjDIC #SXSWSXSWh #biotech #paient #mdchat #cme #medcomms #mhealth	+0000 Wed, 14 Sep 2011 16:01:01
114005701235449856	TomGr4nt	Well done to Peter and all involved with this event!!! #medcomms	+0000 Wed, 14 Sep 2011 16:00:51
114005701134778368	carrotpharma	#medcomms who's ready for something stronger than tea and elderflower water. Great day, some great discussion.	+0000 Wed, 14 Sep 2011 16:00:51
114005639113613312	bengoldacre	if anyone at #medcomms wld like assistance or advice/discussions setting up a multidisciplinary campaign for publishing all data....	+0000 Wed, 14 Sep 2011 16:00:37
114005586131156993	networkpharma	after a drink here at the #MedComms Forum we'll be at the Bree Louise Pub, 69 Coburg Street, close by Euston from about 18.45 onwards	+0000 Wed, 14 Sep 2011 16:00:24
114005549812695042	pharmaphorum	@charliebuck123 closes #medcomms saying we must have practical actions & examples for next yr! Very good meeting, well done @networkpharma	+0000 Wed, 14 Sep 2011 16:00:15
114005492686266369	andrewspong	Out of time. OK. IMO: Trust IS a driver for pharma; CT data pub 'by committee' is another diversion; indiv companies must lead #medcomms	+0000 Wed, 14 Sep 2011 16:00:02
114005491767705601	networkpharma	today's #medcomms slides will appear tomorrow on the web site at www.MedCommsForum.com and we'll add articles, blogs etc as they appear	+0000 Wed, 14 Sep 2011 16:00:02
114005445093494784	PJ_medigital	MT @LucyCColes: #medcomms L Francis: need pragmatic route to getting data out there, Has to be means to a business-relevant end for pharma	+0000 Wed, 14 Sep 2011 15:59:50
114005424306524160	bengoldacre	haha chair of last session wld like to "put ben goldacre back in his box" #medcomms	+0000 Wed, 14 Sep 2011 15:59:45
114005391741952000	networkpharma	many thanks to the many who made today's #MedComms Forum such a fascinating day	+0000 Wed, 14 Sep 2011 15:59:38
114005307746824192	networkpharma	@drphilhammond wrapping up an interesting #MedComms Forum here in London	+0000 Wed, 14 Sep 2011 15:59:18
114005302470377472	iainh_z	#medcomms let's not reinvent the data-sharing wheel. Lots of mechanisms, guidance and standards exist. Time for implementation.	+0000 Wed, 14 Sep 2011 15:59:16
114005144244469760	EastmondMedicom	All data needs to be made available. Level does not matter. Organisations exist on industry side. Time to engage docs. #medcomms	+0000 Wed, 14 Sep 2011 15:58:39
114005074145054720	IHComms	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	+0000 Wed, 14 Sep 2011 15:58:22
114004967710400512	bengoldacre	one thing i've pushed is for pharma comms industry to fund objective independent audit of whether reg change does change activity #medcomms	+0000 Wed, 14 Sep 2011 15:57:57
114004965692940288	iainh_z	Lots of closing discussions on how to share data. Some guidelines on this published http://t.co/S1shlR1 (oi: I'm an author) #medcomms	+0000 Wed, 14 Sep 2011 15:57:56

114004928296534016	LucyCColes	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	+0000 Wed, 14 Sep 2011 15:57:47 +0000
114004816426053632	MrsFOC	So if it gets done, what would your parameters be for the pub of these data? What is the best solution? #medcomms	Wed, 14 Sep 2011 15:57:21 +0000
114004671248605184	IHComms	RT @blazingocelots: Did @bengoldacre just define publication planning? "Getting the right information to the right people at the right time" #medcomms	Wed, 14 Sep 2011 15:56:46 +0000
114004611093901312	DocGlobal	RT @andrewspong: Did I hear that correctly? 'Trust is not a business driver' for pharma? #medcomms Shout out #hcsmeu #hscsm #socpharm #fb	Wed, 14 Sep 2011 15:56:32 +0000
114004599576334338	bengoldacre	incidentally #medcomms is this http://t.co/DP3g4kv where i spoke about need for pharma to stop selectively withholding unflattering data	Wed, 14 Sep 2011 15:56:29 +0000
114004599345647616	LucyCColes	#medcomms Leo Francis:we need a pragmatic route to getting the data out there & it has to be the means to a business-relevant end for pharma	Wed, 14 Sep 2011 15:56:29 +0000
114004499399585792	IHComms	#medcomms Leo Francis: trust has to be a means to an end.	Wed, 14 Sep 2011 15:56:05 +0000
114004452092030976	andrewspong	Did I hear that correctly? 'Trust is not a business driver' for pharma? #medcomms Shout out #hcsmeu #hscsm #socpharm #fb	Wed, 14 Sep 2011 15:55:54 +0000
114004362346504192	stefft66	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 15:55:32 +0000
114004251012890627	anubeon	RT @bengoldacre: hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 15:55:06 +0000
114004130208546816	bengoldacre	hugely saddened that there are many who are raising strawmen and distractions. diverse community. #medcomms	Wed, 14 Sep 2011 15:54:37 +0000
114004073392517122	EastmondMedicom	RT @bengoldacre: that kind of data needs to be there for researchers. #medcomms True. Organisations to enforce exist NOW.	Wed, 14 Sep 2011 15:54:23 +0000
114004015334948864	bengoldacre	hugely heartened that there are some people here who want to drive forward campaigns for pharma publishing all data #medcomms	Wed, 14 Sep 2011 15:54:10 +0000
114003983395336194	crgonzalez	RT @andrewspong: Does 'good marketing' exist? Contemplate possibility we're entering a #postmarketing era. Patients/HCPs don't want to be 'mktd to' #medcomms	Wed, 14 Sep 2011 15:54:02 +0000
114003538279022592	EastmondMedicom	@andrewspong ISMPP FDA aand EMA already exist. Add physician group to that and NAIL the solution. #medcomms	Wed, 14 Sep 2011 15:52:16 +0000
114003467231690752	SamListerTimes	RT @bengoldacre: Again ppl saying "clinicians are not capable of understanding patient level data". Bizarre strawman. Nobody saying that's for GPs. #medcomms	Wed, 14 Sep 2011 15:51:59 +0000
114003360377606144	LucyCColes	#medcomms final discussions fast and furious - real drive to do something but my thumbs can't keep up!	Wed, 14 Sep 2011 15:51:33 +0000
114003110929764352	bengoldacre	that kind of data needs to be there for researchers. #medcomms	Wed, 14 Sep 2011 15:50:34 +0000
114003028675276800	bengoldacre	Again ppl saying "clinicians are not capable of understanding patient level data". Bizarre strawman. Nobody saying that's for GPs. #medcomms	Wed, 14 Sep 2011 15:50:14 +0000
114002920164433920	MarkEnglish	Session 3 - Good Practice Guidelines. A Triumph of Hope over Experience? http://t.co/BW08k4x #medcomms forum	Wed, 14 Sep 2011 15:49:48 +0000
114001930610671616	trished	RT @LucyCColes: #medcomms we're all agreed that all _new_ data must be published, but what do we do about the _old_ stuff?	Wed, 14 Sep 2011 15:45:52 +0000
114001892761288704	andrewspong	RT @EastmondMedicom: Response to press means having some guts. ISMPP took unacceptable 16 days to respond to Guardian article. Group consensus no good #medcomms	Wed, 14 Sep 2011 15:45:43 +0000
114001800625008640	LucyCColes	#medcomms we're all agreed that all _new_ data must be published, but what do we do about the _old_ stuff?	Wed, 14 Sep 2011 15:45:21 +0000
114001687794028545	Casey_CEI	Fascinating, urgent, substantive #medcomms conversation going on. Wish I was there.	Wed, 14 Sep 2011 15:44:55 +0000
114001666600210432	andrewspong	Alternative final session for tweeters: crowdsourcing what The Mechanism looks like, in 10 minutes. Col http://t.co/Cl4no2n #medcomms	Wed, 14 Sep 2011 15:44:50

		in 10 minutes. See http://t.co/5r7g0zP #medcomms	+0000
114001629317046272	carrotpharma	@LucyCColes I agree, it would be good to see some of what the future is from here for the #Medcomms industry and I'm someone on the fringe	Wed, 14 Sep 2011 15:44:41 +0000
114000882928062464	EastmondMedicom	Response to press means having some guts. ISMPP took unacceptable 16 days to respond to Guardian article. Group consensus no good #medcomms	Wed, 14 Sep 2011 15:41:43 +0000
114000839286329344	LucyCColes	#medcomms forum final session: So, after all that, what next? Feels like there's a real will in the room to agree to do something	Wed, 14 Sep 2011 15:41:32 +0000
114000374062530561	WoodrowMedical	RT @TomGr4nt Biggest medical ethical issue is the withholding/delay of data by pharma says @bengoldacre #medcomms	Wed, 14 Sep 2011 15:39:41 +0000
114000051524743168	trished	I've been to F1 Grand Prix and they're fun, but you see so much more on the telly. Following #medcomms today from home feels a bit similar	Wed, 14 Sep 2011 15:38:24 +0000
113999906225664000	LucyCColes	RT @blazingocelots: Did @bengoldacre just define publication planning? "Getting the right information to the right people at the right time" #medcomms	Wed, 14 Sep 2011 15:37:50 +0000
113999872583139329	TomGr4nt	Biggest medical ethical issue is the withholding/delay of data by pharma says Ben Goldacre #medcomms	Wed, 14 Sep 2011 15:37:42 +0000
113999809505005568	iamsarahfeeny	RT @andrewspong: @drphilhammond has a @bengoldacre T-shirt? <mental note: correlation between merchandising & @Klout score> #medcomms	Wed, 14 Sep 2011 15:37:27 +0000
113999594278498304	itsthebunk	RT @dianthusmed: I'm becoming more & more convinced that pharma are doing their marketing all wrong. Needs to be done earlier & involve patients. #medcomms	Wed, 14 Sep 2011 15:36:35 +0000
113999547868516352	itsthebunk	RT @andrewspong: In a attention-diffuse world hw many of mktg's concepts forged in offline world are relevant in environments ppl nw spend time in? #medcomms	Wed, 14 Sep 2011 15:36:24 +0000
113999528016875520	itsthebunk	RT @andrewspong: The definitions of marketing being discussed at #medcomms are predicated upon expectation that there is still an audience listening to them	Wed, 14 Sep 2011 15:36:20 +0000
113999502435827713	itsthebunk	RT @andrewspong: If mktg *isn't* abt building relationships, it's abt constructing the most persuasive narrartives. But what if no-one's listening? #medcomms	Wed, 14 Sep 2011 15:36:14 +0000
113999462501842944	itsthebunk	RT @andrewspong: Does 'good marketing' exist? Contemplate possibility we're entering a #postmarketing era. Patients/HCPs don't want to be 'mktd to' #medcomms	Wed, 14 Sep 2011 15:36:04 +0000
113999428834168832	itsthebunk	RT @andrewspong: First principles: the structure of *your* business needs to evolve in order to serve evolving patient needs & expectations #medcomms	Wed, 14 Sep 2011 15:35:56 +0000
113999400216428544	itsthebunk	RT @andrewspong: The case of connecting with MS patients. Communities are doing a better job than industry in supporting patients. @ShiftMS <wave> #medcomms	Wed, 14 Sep 2011 15:35:49 +0000
113999289285492736	andrewspong	@drphilhammond has a @bengoldacre T-shirt? <mental note: investigate correlation between merchandising & increasing @Klout score> #medcomms	Wed, 14 Sep 2011 15:35:23 +0000
113999169479385088	stefft66	RT @blazingocelots: Did @bengoldacre just define publication planning? "Getting the right information to the right people at the right time" #medcomms	Wed, 14 Sep 2011 15:34:54 +0000
113999094103543808	MrsFOC	RT @blazingocelots: Did @bengoldacre just define publication planning? "Getting the right information to the right people at the right time" #medcomms	Wed, 14 Sep 2011 15:34:36 +0000
113999074436452352	WoodrowMedical	Still got my phone! @eastmondmedicom beats @woodrowmedical on laptop battery power. Ryan is dead. Long live Nige. #medcomms	Wed, 14 Sep 2011 15:34:32 +0000
113999051866914817	FairCareMD	RT @colleen_young: We're making progress!! MT @pharmaphorum: Straw poll from R Evans: vast majority of audience believe transparency leads to trust #medcomms	Wed, 14 Sep 2011 15:34:26 +0000
113999025967075328	EuropeanCME	@drphilhammond just describing how General Practice in some situations can be a "Massive supervision of premature death" #medcomms	Wed, 14 Sep 2011 15:34:20 +0000
113998907591241728	trished	@stefft66 @iamsarahfeeny #medcomms @bengoldacre That's why #BMJ wants comp effectiveness trials, not placebo contrld http://t.co/IASEo1L	Wed, 14 Sep 2011 15:33:52 +0000
113998683762200576	blazingocelots	Did @bengoldacre just define publication planning? "Getting the right information to the right people at the right time" #medcomms	Wed, 14 Sep 2011 15:32:58 +0000
113998662392217601	LucyCColes	#medcomms frustration expressed at lack of evidence-based practice even when data are available: improving clin outcomes is complex	Wed, 14 Sep 2011 15:32:53 +0000
113998578237718528	alicewaving	#medcomms Time for a big group hug??	Wed, 14 Sep 2011 15:32:33 +0000

113998553101254656	EastmondMedicom	@eastmondmedicom beats @woodrowmedical on laptop battery power. Ryan is dead. Long live Nige. #medcomms	Wed, 14 Sep 2011 15:32:27 +0000
113998163488157696	IHComms	#medcomms Dr Phil Hammond: when there is transparency, will it really change my prescribing habits?	Wed, 14 Sep 2011 15:30:54 +0000
113998091975262208	stefft66	"@TheKingsFund 'One of the NHS's greatest achievement is making so much data publicly available' #kfvariations #medcomms @bengoldacre	Wed, 14 Sep 2011 15:30:37 +0000
113997945367576576	Cascadia	RT @andrewspong: Contextual Googling 4 missing patient voice shared decision making, participatory medicine, co-creation of care #medcomms	Wed, 14 Sep 2011 15:30:02 +0000
113997887066734592	EastmondMedicom	Will trial data avail'y alter prescribing practice? Maybe, but discussion is more to do with scientific integrity #medcomms	Wed, 14 Sep 2011 15:29:48 +0000
113997663518732288	IM4PBS	RT @andrewspong: Does 'good marketing' exist? Contemplate possibility we're entering a #postmarketing era. Patients/HCPs don't want to be 'mktd to' #medcomms	Wed, 14 Sep 2011 15:28:55 +0000
113997658108067840	andrewspong	RT @EastmondMedicom: Perhaps @networkpharma can brief @drphilhammond on facilitating mechanism discussion #medcomms	Wed, 14 Sep 2011 15:28:54 +0000
113997627183468545	stefft66	http://t.co/Ual6UVB #medcomms - I think there are a lot of volunteers here!	Wed, 14 Sep 2011 15:28:46 +0000
113997606891433984	IM4PBS	RT @andrewspong: If mktg *isn't* abt building relationships, it's abt constructing the most persuasive narrartives. But what if no-one's listening? #medcomms	Wed, 14 Sep 2011 15:28:42 +0000
113997587945758720	IM4PBS	RT @andrewspong: The definitions of marketing being discussed at #medcomms are predicated upon expectation that there is still an audience listening to them	Wed, 14 Sep 2011 15:28:37 +0000
113997311826333697	stefft66	Agree Sarah...And its not really raised much discussion! #medcomms http://t.co/l8u5fXm	Wed, 14 Sep 2011 15:27:31 +0000
113997244126085121	iainh_z	An employee of Pfizer just asked @bengoldacre to share his data #medcomms	Wed, 14 Sep 2011 15:27:15 +0000
113997231715123200	trished	#medcomms Why do trialists selectively report outcomes? Study #bmj http://t.co/UZShb5D - they're "generally unaware of the implications"	Wed, 14 Sep 2011 15:27:12 +0000
113996862079512576	LucyCColes	:)) RT@EastmondMedicom: #medcomms gets TopTag status on Twitter for the last 3 hours!	Wed, 14 Sep 2011 15:25:44 +0000
113996767028195328	EastmondMedicom	Perhaps @networkpharma can brief @drphilhammond on facilitating mechanism discussion #medcomms	Wed, 14 Sep 2011 15:25:21 +0000
113996397858140160	EastmondMedicom	@andrewspong Absolutely. #medcomms	Wed, 14 Sep 2011 15:23:53 +0000
113996328283029504	andrewspong	Sounds like the last session should be a mechanism mini-unconference #medcomms #outputs	Wed, 14 Sep 2011 15:23:37 +0000
113996273677369344	trished	My last tweet quoted definition of research misconduct by US gov's Office of Research Integrity #medcomms	Wed, 14 Sep 2011 15:23:24 +0000
113996239242141696	LucyCColes	Yes! RT @dianthusmed: Agreed! RT @EastmondMedicom @bengoldacre possibly preaching to the converted. Now need a MECHANISM. #medcomms	Wed, 14 Sep 2011 15:23:16 +0000
113996107541000192	iamsarahfeeny	#medcomms @bengoldacre say clinical trial shouldn't be published in academic journals!!! #peerreview. Not a standard view I don't think??	Wed, 14 Sep 2011 15:22:44 +0000
113996000414273537	IainSpray	TY for #medcomms updates @iamsarahfeeny @andrewspong @tomgr4nt @pharmaphorum @lucyccoles @ihcomms @woodrowmedical @alicewaving @dianthusmed	Wed, 14 Sep 2011 15:22:19 +0000
113995848966348800	LucyCColes	#medcomms fantasy campaign group to address the need to disseminate all clin trials results comprising pharma, agency, Drs, media - like it!	Wed, 14 Sep 2011 15:21:42 +0000
113995838749028352	trished	@TomGr4nt @bengoldacre #medcomms "changing/omitting data/results -> research not accurately represented" = misconduct http://t.co/qENVTYr	Wed, 14 Sep 2011 15:21:40 +0000
113995834827345920	WoodrowMedical	=! RT @MrsFOC: Doubly agreed RT @dianthusmed: Agreed! RT @EastmondMedicom @bengoldacre preaching to converted. Now need MECHANISM #medcomms	Wed, 14 Sep 2011 15:21:39 +0000
113995777549942784	TomGr4nt	Need to understand WHY data is not being published says Goldacre #medcomms	Wed, 14 Sep 2011 15:21:25 +0000

113995685161992192	EastmondMedicom	#medcomms gets TopTag status on Twitter for the last 3 hours!	Wed, 14 Sep 2011 15:21:03 +0000
113995563606876160	MrsFOC	Doubly agreed RT @dianthusmed: Agreed! RT @EastmondMedicom @bengoldacre possibly preaching to the converted. Now need a MECHANISM. #medcomms	Wed, 14 Sep 2011 15:20:34 +0000
113995459793649664	inowgb	TopTag(3hrs) 1:#ocra 2:#NYFW 3:#SHANTY 4:#medcomms 5:#PBSArts 6:#News 7:#PJ20 8:#opendata 9:#Libra 10:#RT 11:#Leo ..	Wed, 14 Sep 2011 15:20:10 +0000
113995351412842496	MrsFOC	@LucyCColes I agree, I don't see bad practice all day everyday - mainly all people just trying to do a good job in an odd industry #medcomms	Wed, 14 Sep 2011 15:19:44 +0000
113995225491443712	dianthusmed	Agreed! RT @EastmondMedicom @bengoldacre possibly preaching to the converted. Now need a MECHANISM. #medcomms	Wed, 14 Sep 2011 15:19:14 +0000
113994907005353984	EastmondMedicom	@bengoldacre possibly preaching to the converted. Now need a MECHANISM. #medcomms	Wed, 14 Sep 2011 15:17:58 +0000
113994840236228608	LucyCColes	#medcomms Richard Evans there is a strong desire in pharma to get data to drs and the public; it takes time to achieve change	Wed, 14 Sep 2011 15:17:42 +0000
113994695251738625	trished	RT @LucyCColes: #medcomms @bengoldacre agrees there is a failure of leadership in the academic and medical bodies wrt full disclosure of clin trials data	Wed, 14 Sep 2011 15:17:07 +0000
113994609293668352	iamsarahfeeny	#medcomms @bengoldacre says industry wide action is needed regarding publication of data	Wed, 14 Sep 2011 15:16:47 +0000
113994569003175937	IHComms	#medcomms Is selective publication a corporate leadership issue?	Wed, 14 Sep 2011 15:16:37 +0000
113994492138373120	EastmondMedicom	Richard's right. This is how PhRMA was started. #medcomms	Wed, 14 Sep 2011 15:16:19 +0000
113994223874879489	alicewaving	@bengoldacre Agree that fast and full data disclosure is a must, but not as simple as "bad pharma" #medcomms	Wed, 14 Sep 2011 15:15:15 +0000
113994202018357248	juliomayol	RT @PJ_medigital: RT @WoodrowMedical: Leo Francis - greater openness and transparency can help to drive innovation in #pharma and #medcomms	Wed, 14 Sep 2011 15:15:10 +0000
113994102852435968	LucyCColes	Nice and contentious: MT @TomGr4nt: Publications bias is research fraud says @bengoldacre #medcomms	Wed, 14 Sep 2011 15:14:46 +0000
113993848107184128	WoodrowMedical	@bengoldacre feels that the remit of industry should be to publish ALL efficacy and safety data ASAP - good or bad #medcomms	Wed, 14 Sep 2011 15:13:45 +0000
113993556594667520	LucyCColes	#medcomms @bengoldacre agrees there is a failure of leadership in the academic and medical bodies wrt full disclosure of clin trials data	Wed, 14 Sep 2011 15:12:36 +0000
113993416559431681	TomGr4nt	Publications bias is research fraud says Ben Goldacre #medcomms	Wed, 14 Sep 2011 15:12:03 +0000
113993263849013248	psilocybe3	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 15:11:26 +0000
113993229350879232	colleen_young	We're making progress!! MT @pharmaphorum: Straw poll from R Evans: vast majority of audience believe transparency leads to trust #medcomms	Wed, 14 Sep 2011 15:11:18 +0000
113993182135595008	EastmondMedicom	But @bengoldacre, we really need EU/US or global guidance - not UK GMC. #medcomms	Wed, 14 Sep 2011 15:11:07 +0000
113992926446628864	ayeimanol	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 15:10:06 +0000
113992781546004480	trished	#medcomms DM me if you'd like my slides from DIA Event #11114 on impact of clinical trial registration & how to improve it	Wed, 14 Sep 2011 15:09:31 +0000
113992585843965952	EastmondMedicom	Clear that the expediency of pub'n via med writers, the imperative to disclose in 1yr and the FDA data backlog = causal triad #medcomms	Wed, 14 Sep 2011 15:08:45 +0000
113992566441127937	LucyCColes	#medcomms who in this meeting actually has the power to implement the change @bengoldacre is calling for? This is difficult stuff...	Wed, 14 Sep 2011 15:08:40 +0000
113992543821246464	MarkEnglish	Session 2 - Sharing data. Opening the Pandora's Box? http://t.co/p4njM42 #medcomms forum (via storify)	Wed, 14 Sep 2011 15:08:34 +0000
			Wed, 14 Sep

113992134322962434	andrewspong	Everyone loves an audit, after all #medcomms	2011 15:06:57 +0000
113992078417084416	IHComms	#medcomms Ben Goldacre: need to audit if guidelines actually change practice.	Wed, 14 Sep 2011 15:06:44 +0000
113991951900098560	LucyCColes	#medcomms @bengoldacre claims not to have a knee-jerk anti-industry view; agrees we need better data on whether we're improving things	Wed, 14 Sep 2011 15:06:13 +0000
113991943440187392	EastmondMedicom	I hope that the final discussion sets out the mechanism for industry forcing the regulator to apply the rules. #medcomms	Wed, 14 Sep 2011 15:06:11 +0000
113991771041701888	pharmaphorum	Quick summary of @bengoldacre view - asking #pharma to drive transparency beyond what regulations demand. Reasonable to ask? #medcomms	Wed, 14 Sep 2011 15:05:30 +0000
113991760321064960	andrewspong	'@bengoldacres 'disappointed by the industry's failure to get over the low bar of transparency around efficacy data publication' #medcomms	Wed, 14 Sep 2011 15:05:28 +0000
113991381634138112	trished	#medcomms @bengoldacre Also Zarin DA et al. The ClinicalTrials.gov Results Database — Update and Key Issues. N Engl J Med 2011;364:852-60	Wed, 14 Sep 2011 15:03:57 +0000
113991144131661826	iamsarahfeeny	#medcomms @bengoldacre describes 'transparency theatre'	Wed, 14 Sep 2011 15:03:01 +0000
113991121390153728	andrewspong	@trished Top notch! Thanks for the links :) #medcomms <passes tissues>	Wed, 14 Sep 2011 15:02:55 +0000
113991105967693824	trished	#medcomms @bengoldacre And this on selective outcome reporting in ct.gov Bourgeois F T et al. Ann Intern Med 2010;153:158-166	Wed, 14 Sep 2011 15:02:52 +0000
113991086967504896	EastmondMedicom	There is nothing that anyone in this room can do about the FDA. #medcomms	Wed, 14 Sep 2011 15:02:47 +0000
113990979719147520	LucyCColes	RT @TomGr4nt: Regulations on posting of clintrials.gov have never been enforced says Goldacre #medcomms	Wed, 14 Sep 2011 15:02:22 +0000
113990531524210688	LucyCColes	Indeed! RT @andrewspong: @LucyCColes FDA bottleneck issue does take us back to CT data self-archiving option for the industry #medcomms	Wed, 14 Sep 2011 15:00:35 +0000
113990495771967488	andrewspong	Contextual Googling for the missing patient voice here: shared decision making, participatory medicine, co-creation of care #medcomms	Wed, 14 Sep 2011 15:00:26 +0000
113990482287267840	trished	#medcomms @bengoldacre Viergever RF Ghersi D, 2011. PLoS ONE 6(2): e14701 [3 of 3]	Wed, 14 Sep 2011 15:00:23 +0000
113990346563796993	trished	#medcomms @bengoldacre Reveiz L et al 2010. PLoS ONE 5(8): e12484 [2 of 3]	Wed, 14 Sep 2011 14:59:51 +0000
113990281635958784	TomGr4nt	Regulations on posting of clintrials.gov have never been enforced says Goldacre #medcomms	Wed, 14 Sep 2011 14:59:35 +0000
113990234617810944	trished	#medcomms @bengoldacre for evidence on inadequate reporting at ct.gov see these studies...[1 of 3]	Wed, 14 Sep 2011 14:59:24 +0000
113990209368096768	stefft66	I agree Jackie. It's needed. "@blazingocelots: @iamsarahfeeny @EastmondMedicom but can you be trusted without being transparent? #medcomms"	Wed, 14 Sep 2011 14:59:18 +0000
113990085233487872	MrsFOC	@PJ_medigital understand the point but I worry about the cynicism involved 'trust no one' #medcomms	Wed, 14 Sep 2011 14:58:48 +0000
113989953180020736	andrewspong	Is there a #rickr0ll equivalent for H3rry P0tter? :D #medcomms	Wed, 14 Sep 2011 14:58:17 +0000
113989855305924609	LucyCColes	#medcomms @bengoldacre there are flaws in the architecture of med info more generally that make it difficult for HCPs to access data	Wed, 14 Sep 2011 14:57:53 +0000
113989782224379908	lucyfrog	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 14:57:36 +0000
113989612116000768	andrewspong	@LucyCColes FDA bottleneck issue does take us back to CT data self-archiving option for the industry #open #science #medcomms	Wed, 14 Sep 2011 14:56:56 +0000
113989309572448257	PJ_medigital	@MrsFOC #medcomms Think the point is that GP should make a decision based on individual circumstances of the patient, rather than catch-all	Wed, 14 Sep 2011 14:55:43 +0000
113989171001022704	andrewspong	@MrsFOC 'Maybe' they are; but the industry isn't in the room making the Dx - the	Wed, 14 Sep 2011 14:55:10

113989171001052704	andrewspong	HCP is... hopefully with the patient #medcomms #sdm #s4pm	2011 14:53:10 +0000
113988812597772288	MrsFOC	P.s. #provocativetweet #medcomms	Wed, 14 Sep 2011 14:53:45 +0000
113988650760540161	LucyCColes	#medcomms John Gonzalez points out that FDA is a bottleneck for posting results on clinicaltrials.gov	Wed, 14 Sep 2011 14:53:06 +0000
113988441473159168	MrsFOC	Why is the GP better placed to make the decision as to the efficacy of the drug than those working with the molecule from day dot? #medcomms	Wed, 14 Sep 2011 14:52:16 +0000
113988440479121409	pharmaphorum	@bengoldacre wants to see #pharma stand up and take resp for getting all data to docs ASAP - fascinating discussion at #medcomms	Wed, 14 Sep 2011 14:52:16 +0000
113988383096832000	andrewspong	.@bengoldacre: 'Pharma should hose data as quickly as possible'out of their orgs into the hands of HCPs & patients that need it' #medcomms	Wed, 14 Sep 2011 14:52:02 +0000
113988327786561537	IHComms	#medcomms Is there a larger issue of real-time data not getting to doctors? Not just trial data?	Wed, 14 Sep 2011 14:51:49 +0000
113988166482018304	EastmondMedicom	@blazingocelots: @iamsarahfeeny No. You just have to behave. #medcomms	Wed, 14 Sep 2011 14:51:11 +0000
113988143195226112	PJ_medigital	RT @pharmaphorum: @bengoldacre states that correct position for HCPs is to not trust #pharma until total transparency achieved... #medcomms	Wed, 14 Sep 2011 14:51:05 +0000
113988027428249600	andrewspong	@bengoldacre: there is an 'urgent public health issue' around trust in the HCP-patient relationship due to withheld CT data #medcomms	Wed, 14 Sep 2011 14:50:38 +0000
113987942304845824	EastmondMedicom	Is @bengoldacre talking about phase I trials initiated before the FDA cutoff date? #medcomms	Wed, 14 Sep 2011 14:50:17 +0000
113987936390881280	blazingocelots	@iamsarahfeeny @EastmondMedicom but can you be trusted without being transparent? #medcomms	Wed, 14 Sep 2011 14:50:16 +0000
113987928321036289	TomGr4nt	Ben says the default is not to trust Pharma #medcomms	Wed, 14 Sep 2011 14:50:14 +0000
113987872218034176	LucyCColes	#medcomms @bengoldacre: transparency has not yet been obtained & thus correct position is to not trust the pharma industry - debate begins!	Wed, 14 Sep 2011 14:50:01 +0000
113987719415349248	pharmaphorum	@bengoldacre states that correct position for HCPs is to not trust #pharma until total transparency achieved... #medcomms	Wed, 14 Sep 2011 14:49:24 +0000
113987705603502080	IHComms	#medcomms Ben Goldacre: until there is transparency, correct position is not to trust.	Wed, 14 Sep 2011 14:49:21 +0000
113987402023968768	carrotpharma	@bengoldacre says to withhold info from hcp's and patients is perverse and one of the biggest problems within healthcare today #Medcomms	Wed, 14 Sep 2011 14:48:09 +0000
113987390716125184	andrewspong	@bengoldacre thinks the biggest problem facing HCPs today is that *all* data on CTs on humans aren't published. #medcomms	Wed, 14 Sep 2011 14:48:06 +0000
113987352833179648	TomGr4nt	Goldacre says that all trials involving humans should be published in full #medcomms	Wed, 14 Sep 2011 14:47:57 +0000
113987340405448704	EastmondMedicom	@WoodrowMedical As does the FDA, of course #medcomms	Wed, 14 Sep 2011 14:47:54 +0000
113987202156994561	WoodrowMedical	@bengoldacre states that all data from trials on humans should be made publicly available #medcomms	Wed, 14 Sep 2011 14:47:21 +0000
113987188470980608	VaradhKrish	RT @LucyCColes: #medcomms Richard Evans: how do we measure trust? Its not black & white & is an emotional concept #medcomms	Wed, 14 Sep 2011 14:47:18 +0000
113987077531648001	pharmaphorum	@bengoldacre regulations around adherence to publishing trial data irrelevant without someone monitoring their implementation #medcomms	Wed, 14 Sep 2011 14:46:51 +0000
113986932589068291	LucyCColes	#medcomms @bengoldacre: we're still uncovering eggs of negative data that have been withheld & it's no-one's job to monitor this	Wed, 14 Sep 2011 14:46:17 +0000
113986805338079232	socratext	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 14:45:46 +0000
113986752571082261	triched	RT @pharmaphorum: @bengoldacre cites own bad experience with Rxing a drug where 75% of negative data not published - docs need all info good & bad	Wed, 14 Sep 2011 14:45:24

11398675571505501 trished	where 75% of negative data not published - docs need all info, good & bad #medcomms	2011 14:45:57 +0000
113986685062230016 IHComms	#medcomms Ben Goldacre: prob not disaster trials but ones where selection of data withheld. No one's job to monitor, more tracking needed.	Wed, 14 Sep 2011 14:45:18 +0000
113986603030032384 EastmondMedicom	Mr Evans sandwiched between two celebrity physicians #medcomms	Wed, 14 Sep 2011 14:44:58 +0000
113986540484567040 pharmaphorum	@bengoldacre cites own bad experience with Rxing a drug where 75% of negative data not published - docs need all info, good & bad #medcomms	Wed, 14 Sep 2011 14:44:43 +0000
113986442388193280 KatSkoberne	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 14:44:20 +0000
113986271289942017 stefft66	Yes! "@EastmondMedicom: @stefft66 So should academic physicians get compliance training? #medcomms"	Wed, 14 Sep 2011 14:43:39 +0000
113986023796637697 trished	RT @bengoldacre: huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 14:42:40 +0000
113986000174333952 WoodrowMedical	RT @bengoldacre: Medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 14:42:34 +0000
113985978334593024 Muzzcocks	Can self-policing commercial entities ever generate a truly trustworthy external persona?#medcomms	Wed, 14 Sep 2011 14:42:29 +0000
113985925788340224 LucyCColes	"@pharmaphorum: Straw poll from Richard Evans: vast majority of audience believe transparency leads to trust #medcomms"	Wed, 14 Sep 2011 14:42:17 +0000
113985841818386432 bengoldacre	chair @drphilhammond amusingly unimpressed #medcomms	Wed, 14 Sep 2011 14:41:57 +0000
113985679872110592 PJ_medigital	RT @WoodrowMedical: Leo Francis - greater openness and transparency can help to drive innovation in #pharma and #medcomms	Wed, 14 Sep 2011 14:41:18 +0000
113985662985834496 bengoldacre	huge proportion of medical communications audience here have seen bad practices in workplace. nobody has ever reported. #medcomms	Wed, 14 Sep 2011 14:41:14 +0000
113985404914507776 EastmondMedicom	@iamsarahfeeny Come to think of it ... no, it doesn't. #medcomms	Wed, 14 Sep 2011 14:40:12 +0000
113985369665585152 andrewspong	RT @pharmaphorum: Straw poll from Richard Evans: vast majority of audience believe transparency leads to trust #medcomms	Wed, 14 Sep 2011 14:40:04 +0000
113985316636983296 PJ_medigital	#medcomms what is the definition of transparency? http://t.co/qB2lxY6	Wed, 14 Sep 2011 14:39:51 +0000
113985274085773312 pharmaphorum	Straw poll from Richard Evans: vast majority of audience believe transparency leads to trust #medcomms	Wed, 14 Sep 2011 14:39:41 +0000
113985226035826688 iamsarahfeeny	#medcomms Richard Evans asks: does transparency lead to trust?	Wed, 14 Sep 2011 14:39:30 +0000
113984890189520896 andrewspong	Lucky I've never seen a Harry Potter movie, because I'm getting a precis now :) #medcomms	Wed, 14 Sep 2011 14:38:10 +0000
113984757238476800 LucyCColes	#medcomms Richard Evans: how do we measure trust? It's not black & white & is an emotional concept	Wed, 14 Sep 2011 14:37:38 +0000
113984466988437504 andrewspong	@bengoldacre Right. That's that then. #pubsareopen #medcomms	Wed, 14 Sep 2011 14:36:29 +0000
113984372285259776 carrotpharma	RT @EastmondMedicom: Richard Evans starts out by breaking a superinjunction #medcomms	Wed, 14 Sep 2011 14:36:06 +0000
113984165317324800 EastmondMedicom	Richard Evans starts out by breaking a superinjunction #medcomms	Wed, 14 Sep 2011 14:35:17 +0000
113984087856922624 SpringerHC_jnls	We agree too! "@TomGr4nt: What's wrong with publications planning says Liz Wager #medcomms"	Wed, 14 Sep 2011 14:34:58 +0000
113984078923038720 MarkEnglish	Session 1: Innovation, Transparency & Excellence from Early Phase Onwards... http://t.co/2otruQV #medcomms forum	Wed, 14 Sep 2011 14:34:56 +0000
113983874618499072 TomGr4nt	Session with Ben 'bad science ' Goldacre et al commences ... #medcomms	Wed, 14 Sep 2011 14:34:08 +0000

113983789088256001	LucyCColes	Most definitely they should! RT @EastmondMedicom: @stefft66 So should academic physicians get compliance training? #medcomms	+0000 Wed, 14 Sep 2011 14:33:47 +0000
113983648956563456	pharmaphorum	Next session kicking off at #medcomms - @bengoldacre on the panel to stir things up!	Wed, 14 Sep 2011 14:33:14 +0000
113983569004736516	bengoldacre	"eventually, so hurry up" RT @andrewspong: Back at #medcomms: 'Does transparency lead to trust? Or just loss of control' feat. @bengoldacre	Wed, 14 Sep 2011 14:32:55 +0000
113983532547846145	dianthusmed	Yippee! @bengoldacre on panel now. Danger of groupthink setting in approaching zero #medcomms	Wed, 14 Sep 2011 14:32:46 +0000
113983263864913920	andrewspong	Back at #medcomms: 'Does transparency lead to trust? Or just loss of control' feat. @bengoldacre #science	Wed, 14 Sep 2011 14:31:42 +0000
113983242130038784	LucyCColes	#medcomms forum up next: Does transparency lead to trust? Or just loss of control? Led by Richard Evans, Darwin Healthcare	Wed, 14 Sep 2011 14:31:37 +0000
113982789619159040	EastmondMedicom	@stefft66 So should academic physicians get compliance training? #medcomms	Wed, 14 Sep 2011 14:29:49 +0000
113982134804414464	LucyCColes	RT @carrotpharma: Enjoyed this last session @ #Medcomms think we still need more controversy and shouting to liven it up! Bring on @bengoldacre	Wed, 14 Sep 2011 14:27:13 +0000
113982004973932545	stefft66	Agree! "@TomGr4nt: What's wrong with publications planning says Liz Wager #medcomms"	Wed, 14 Sep 2011 14:26:42 +0000
113981570016223232	stefft66	RT @pharmaphorum: @drphilhammond agreeing that doctors have moral duty to support good pharma behaviour / report & reject the bad #medcomms	Wed, 14 Sep 2011 14:24:58 +0000
113981175705501697	BioPharmaRob	RT @LucyCColes: #medcomms @charliebuck123 agency staff are often better informed on good practice than their pharma clients& have duty to advise accordingly	Wed, 14 Sep 2011 14:23:24 +0000
113979674689933314	JC500	RT @andrewspong: CMG are to be commended fr putting their 'position on Good Publication Practice' above the fold on their site http://t.co/ur6c5Qr #medcomms	Wed, 14 Sep 2011 14:17:26 +0000
113979533127983104	AAGmedical	RT @networkpharma: reminder - if you are following #medcomms today then download the programme, bios and delegate list at http://t.co/IAvc4P7	Wed, 14 Sep 2011 14:16:52 +0000
113979079887302656	Casey_CEI	RT @carrotpharma: Isn't there a lot of "asking for guidance" in the pharma industry already? #medcomms	Wed, 14 Sep 2011 14:15:04 +0000
113979079669202944	BioPharmaRob	RT @pharmaphorum: Could guidelines and corp integrity agreements be a "liberating force" to change #pharma behaviour? Now debating at #medcomms	Wed, 14 Sep 2011 14:15:04 +0000
113978383376986112	BioPharmaRob	RT @andrewspong: Also: who seriously thinks that having 'All The Guidance We Want' (which wd 'never be enough') would be a spur to action? LOL! #medcomms	Wed, 14 Sep 2011 14:12:18 +0000
113978327584346112	MarkEnglish	RT @WoodrowMedical: Leo Francis - greater openness and transparency can help to drive innovation in #pharma and #medcomms	Wed, 14 Sep 2011 14:12:05 +0000
113978028182343683	JC500	RT @LucyCColes: #medcomms @charliebuck123 agency staff are often better informed on good practice than their pharma clients& have duty to advise accordingly	Wed, 14 Sep 2011 14:10:54 +0000
113976977093955584	dianthusmed	RT @carrotpharma: Enjoyed this last session @ #Medcomms think we still need more controversy and shouting to liven it up! Bring on @bengoldacre	Wed, 14 Sep 2011 14:06:43 +0000
113976826853982208	pharmaphorum	@dianthusmed: Absolutely! RT @EastmondMedicom @drphilhammond doing well as a moderator #medcomms +1	Wed, 14 Sep 2011 14:06:07 +0000
113976733828517890	IHComms	#medcomms Novo Nordisk example: how do you get doctors on board with guidelines?	Wed, 14 Sep 2011 14:05:45 +0000
113976724152258560	TomGr4nt	What's wrong with publications planning says Liz Wager #medcomms	Wed, 14 Sep 2011 14:05:43 +0000
113976594791542784	dianthusmed	Absolutely! RT @EastmondMedicom @drphilhammond doing well as a moderator #medcomms	Wed, 14 Sep 2011 14:05:12 +0000
113976577053822976	LucyCColes	#medcomms agencies need direct link into pharma compliance teams to report breaches. IMO that would help: there is a will & we need the way	Wed, 14 Sep 2011 14:05:08 +0000
113976575619371009	carrotpharma	Enjoyed this last session @ #Medcomms think we still need more controversy and shouting to liven it up! Bring on @bengoldacre	Wed, 14 Sep 2011 14:05:07

113976513401073664	pharmagossip	RT @LucyCColes: #medcomms hard talking from @drphilhammond that we're not more prepared to blow the whistle within the industry	+0000 Wed, 14 Sep 2011 14:04:53 +0000
113976064446967808	pharmaphorum	@carrotpharma @andrewspong Agree! What we need is guidance on how to operate without guidance and lead by example! Err... :p #medcomms	Wed, 14 Sep 2011 14:03:05 +0000
113976060244262912	EastmondMedicom	I stand by my assertion that an agency would be sued within an inch of its existence for disclosing bad prac. Audit trail needed #medcomms	Wed, 14 Sep 2011 14:03:04 +0000
113975988983042048	Muzzcocks	Offering a flag of poor practice is different to spraging them out to authorities #medcomms	Wed, 14 Sep 2011 14:02:48 +0000
113975962751873025	pharmagossip	RT @pharmaphorum: @drphilhammond challenges audience that most have seen bad behaviour but most have never reported! #medcomms	Wed, 14 Sep 2011 14:02:41 +0000
113975914613841920	trished	RT @LucyCColes: #medcomms hard talking from @drphilhammond that we're not more prepared to blow the whistle within the industry	Wed, 14 Sep 2011 14:02:30 +0000
113975905088573441	andrewspong	+1 #wronsocialplatform RT @EastmondMedicom: @drphilhammond doing well as a moderator #medcomms	Wed, 14 Sep 2011 14:02:27 +0000
113975730798460928	LucyCColes	#medcomms hard talking from @drphilhammond that we're not more prepared to blow the whistle within the industry	Wed, 14 Sep 2011 14:01:46 +0000
113975615518031872	EastmondMedicom	@drphilhammond doing well as a moderator #medcomms	Wed, 14 Sep 2011 14:01:18 +0000
113975590956187648	pharmagossip	RT @pharmaphorum: @drphilhammond agreeing that doctors have moral duty to support good pharma behaviour / report & reject the bad #medcomms	Wed, 14 Sep 2011 14:01:13 +0000
113975528343601152	andrewspong	Anecdotes about companies that broke the Eleventh Commandment: 'Thou shalt not get caught' #medcomms	Wed, 14 Sep 2011 14:00:58 +0000
113975501030297600	carrotpharma	"@andrewspong: Short form: don't ask for guidance. Lead by example. #medcomms >> agree, "guidance for social media, etc etc" 2 much guidance	Wed, 14 Sep 2011 14:00:51 +0000
113975417798524929	pharmaphorum	@drphilhammond challenges audience that most have seen bad behaviour but most have never reported! #medcomms	Wed, 14 Sep 2011 14:00:31 +0000
113975184817532928	TomGr4nt	#medcomms Eugene and the 'Swedish model'	Wed, 14 Sep 2011 13:59:36 +0000
113975130018938880	EastmondMedicom	Has anyone told Phil that half the room are not scientists? #medcomms	Wed, 14 Sep 2011 13:59:23 +0000
113974996136763392	NickWillhoft	Maybe if we had all discovered our zeal for GPP a decade ago, we could have saved our clients and KOLs some pain. #medcomms	Wed, 14 Sep 2011 13:58:51 +0000
113974862342656000	EastmondMedicom	RT @pharmaphorum: @drphilhammond agreeing that doctors have moral duty to support good pharma behaviour / report & reject the bad #medcomms	Wed, 14 Sep 2011 13:58:19 +0000
113974784576061440	pharmaphorum	@drphilhammond agreeing that doctors have moral duty to support good pharma behaviour / report & reject the bad #medcomms	Wed, 14 Sep 2011 13:58:00 +0000
113974700815810560	andrewspong	Short form: don't ask for guidance. Lead by example. #medcomms	Wed, 14 Sep 2011 13:57:40 +0000
113974679328399361	TomGr4nt	#medcomms more and more regulation around scientific exchange may drive pharma more towards promotional activity suggests Charlie B...	Wed, 14 Sep 2011 13:57:35 +0000
113974460742250496	hermes_medcomms	#medcomms Tighter regulations are pushing communications towards being promotional	Wed, 14 Sep 2011 13:56:43 +0000
113974456887689216	SpringerHC_jnls	RT @lucyccoles: #medcomms @charliebuck123 agency staff are often better informed on good practice than their pharma clients& have duty to...	Wed, 14 Sep 2011 13:56:42 +0000
113974308363182081	carrotpharma	Isn't there a lot of "asking for guidance" in the pharma industry already? #medcomms	Wed, 14 Sep 2011 13:56:07 +0000
113974281779691521	LucyCColes	#medcomms @charliebuck123: it shouldn't matter if comms are 'educational' or 'promotional' so long as are factual, useful & source is clear	Wed, 14 Sep 2011 13:56:00 +0000
113974210233241601	SpringerHC_jnls	RT @woodrowmedical: Liz Wager - Journal retractions are much smaller in articles edited by medical writers #medcomms	Wed, 14 Sep 2011 13:55:43 +0000

113974063248064512	andrewspong	Also: who seriously thinks that having 'All The Guidance We Want' (which wd 'never be enough') would be a spur to action? LOL! #medcomms	+0000 Wed, 14 Sep 2011 13:55:08 +0000
113974059821305856	SpringerHC_jnls	LOL! RT @mrsfoc: Going to get myself a #glee style tshirt 'Medical Writer and Proud' #medcomms	Wed, 14 Sep 2011 13:55:08 +0000
113973906792136704	EastmondMedicom	@IHComms You can publish an article in a journal, but don't stick it in a reprint carrier and put in the hands of a rep. #medcomms	Wed, 14 Sep 2011 13:54:31 +0000
113973757021921280	IHComms	#medcomms Question - what IS promotion and what's not? And in different markets? Or is what matters accuracy?	Wed, 14 Sep 2011 13:53:55 +0000
113973672137605120	pharmagossip	RT @pharmaphorum: Fascinating discussion about whistle blowing and ghostwriting at #medcomms - as lively as it sounds!	Wed, 14 Sep 2011 13:53:35 +0000
113973576280973312	pharmagossip	RT @LucyCColes: #medcomms @charliebuck123 agency staff are often better informed on good practice than their pharma clients& have duty to advise accordingly	Wed, 14 Sep 2011 13:53:12 +0000
113973537827594241	pharmaphorum	Could guidelines and corp integrity agreements be a "liberating force" to change #pharma behaviour? Now debating at #medcomms	Wed, 14 Sep 2011 13:53:03 +0000
113973508945612800	EastmondMedicom	The difference between promotion and exchange is the channel used! #medcomms	Wed, 14 Sep 2011 13:52:56 +0000
113973395649073152	andrewspong	Asking for 'more guidance' is never a good idea for an industry that moves at a glacial speed... #medcomms	Wed, 14 Sep 2011 13:52:29 +0000
113973368956530690	hermes_medcomms	#medcomms Fear of getting guidelines wrong is damaging scientific exchange and evidence-based medicine	Wed, 14 Sep 2011 13:52:23 +0000
113973339617366016	LucyCColes	#medcomms John Gonzalez: CIAs and guidelines can be quite a liberating force - they do change behaviour for the better	Wed, 14 Sep 2011 13:52:16 +0000
113972889396576256	EastmondMedicom	You are allowed to publish clinical trial data on off-label indications as long as you don't promote with them. #medcomms	Wed, 14 Sep 2011 13:50:29 +0000
113972836359614464	andrewspong	'Management of risk' needs to be redefined as 'increment of opportunity benefit' #open #science #pharma #medcomms	Wed, 14 Sep 2011 13:50:16 +0000
113972642087837697	LucyCColes	#medcomms confusion over disclosure/publication of off label data vs fear of being non-compliant - we're tying ourselves in knots here :(Wed, 14 Sep 2011 13:49:30 +0000
113972156651679744	IHComms	#medcomms Legal depts making it hard to have a free scientific debate. Paranoia re publication of off label data.	Wed, 14 Sep 2011 13:47:34 +0000
113972084077633536	TomGr4nt	"@WoodrowMedical: Eugene ticking again! RT @EastmondMedicom: Is Eugene a ticking bomb? #medcomms" tic tic ...we have ways of making you talk	Wed, 14 Sep 2011 13:47:17 +0000
113971741704986626	pharmaphorum	@charliebuck123 - being over conservative with guidelines as big a problem as lack of or poor adherence to #medcomms	Wed, 14 Sep 2011 13:45:55 +0000
113971640089575424	IHComms	#medcomms Legal depts making it hard to have a free scientific debate.	Wed, 14 Sep 2011 13:45:31 +0000
113971575224672257	TomGr4nt	#medcomms are companies being overly conservative towards scientific exchange of data? says Charlie B	Wed, 14 Sep 2011 13:45:15 +0000
113971559680589825	WoodrowMedical	Eugene ticking again! RT @EastmondMedicom: Is Eugene a ticking bomb? #medcomms	Wed, 14 Sep 2011 13:45:11 +0000
113971344860921857	LucyCColes	Thanks for the link RT @IHComms: #medcomms Woolley paper mentioned published in CMRO http://t.co/vFnDLTX	Wed, 14 Sep 2011 13:44:20 +0000
113971329174208512	Casey_CEI	@pharmaphorum Was JUST talking about that with my colleague, who is leading our next report on #medcomms and listening to the tweetstream!	Wed, 14 Sep 2011 13:44:17 +0000
113971104959303680	carrotpharma	"@MrsFOC: Going to get myself a #glee style tshirt 'Medical Writer and Proud' #medcomms" - ha ha I like it.	Wed, 14 Sep 2011 13:43:23 +0000
113970947295420416	LucyCColes	#medcomms great point from Liz Wager: Karen Wooley's research shows papers involving acknowledged med writer are less likely to be retracted	Wed, 14 Sep 2011 13:42:45 +0000
113970938281861120	hleman	RT @andrewspong: CMG are to be commended fr putting their 'position on Good Publication Practice' above the fold on their site http://t.co/ur6c5Qr #medcomms	Wed, 14 Sep 2011 13:42:43 +0000

113970841225666560	GPPnews	Kudos! MT @iamsarahfeeny @WoodrowMedical @charliebuck123 CMG has turned down work from cos who will not adhere to GPP #medcomms << CMG=my...	Wed, 14 Sep 2011 13:42:20 +0000
113970818542862336	EastmondMedicom	@F1000 Discussion today at Wellcome on retractions #medcomms	Wed, 14 Sep 2011 13:42:15 +0000
113970787538583552	iamsarahfeeny	RT @IHComms: #medcomms Woolley paper mentioned published in CMRO http://t.co/0WUcAHL	Wed, 14 Sep 2011 13:42:07 +0000
113970574119796737	MrsFOC	Going to get myself a #glee style tshirt 'Medical Writer and Proud' #medcomms	Wed, 14 Sep 2011 13:41:16 +0000
113970551055335425	andrewspong	@drphilhammond asks: what professional qualifications are medical writers required to have? @dianthusmed replies: none #medcomms	Wed, 14 Sep 2011 13:41:11 +0000
113970544805806080	IHComms	#medcomms Woolley paper mentioned published in CMRO http://t.co/Ukt1Spy	Wed, 14 Sep 2011 13:41:10 +0000
113970181365174273	WoodrowMedical	Liz Wager - Journal retractions are much smaller in articles edited by medical writers #medcomms	Wed, 14 Sep 2011 13:39:43 +0000
113970017523073024	TomGr4nt	Having a CIA is not a 'badge of honour'...says John g... #medcomms	Wed, 14 Sep 2011 13:39:04 +0000
113969797905121280	andrewspong	RT @LucyCColes: #medcomms @charliebuck123 agency staff are often better informed on good practice than their pharma clients& have duty to advise accordingly	Wed, 14 Sep 2011 13:38:11 +0000
113969788769927168	IHComms	#medcomms Glad to hear a mention of MPIP. Smaller cos and affiliates less adherence. Fear of fraud overall.	Wed, 14 Sep 2011 13:38:09 +0000
113969772458295297	andrewspong	RT @WoodrowMedical: If individuals in a pharma company are not willing to comply with GPP, then contact their pharma compliance team #medcomms	Wed, 14 Sep 2011 13:38:05 +0000
113969769459367936	EastmondMedicom	@WoodrowMedical If it exists. #medcomms	Wed, 14 Sep 2011 13:38:05 +0000
113969724836163584	pharmaphorum	Fascinating discussion about whistle blowing and ghostwriting at #medcomms - as lively as it sounds!	Wed, 14 Sep 2011 13:37:54 +0000
113969614748262401	WoodrowMedical	If individuals in a pharma company are not willing to comply with GPP, then contact their pharma compliance team #medcomms	Wed, 14 Sep 2011 13:37:28 +0000
113969543151484928	LucyCColes	#medcomms @charliebuck123 agency staff are often better informed on good practice than their pharma clients& have duty to advise accordingly	Wed, 14 Sep 2011 13:37:11 +0000
113969233465065472	trished	RT @networkpharma: @andrewspong ref slides we'll post today's #medcomms slides (few that there are) tomorrow on the web site at www.MedCommsForum.com	Wed, 14 Sep 2011 13:35:57 +0000
113969140276006912	IHComms	#medcomms 'internal compliance has a role to play too'	Wed, 14 Sep 2011 13:35:35 +0000
113969127458226176	EastmondMedicom	Agencies should check for existence of client guidelines. if they don't exist, the agency can write them and get a sig on them. #medcomms	Wed, 14 Sep 2011 13:35:32 +0000
113968867365228544	andrewspong	If the standards espoused here aren't maintained across *every* function (esp. sales & C-suite) then: no dice #medcomms	Wed, 14 Sep 2011 13:34:30 +0000
113968819126534145	GrahamsIDEA	"@ideapharma: Shame to have missed #medcomms . Sounds like @GrahamsIDEA was on form..." lots of bullets flying...	Wed, 14 Sep 2011 13:34:18 +0000
113968771693150208	LucyCColes	RT @alicewaving: @andrewspong #medcomms Why, thank-you. We take this very seriously. Integrity is priceless.	Wed, 14 Sep 2011 13:34:07 +0000
113968688142622720	MrsFOC	...but as a small agency, how far do you go? #medcomms	Wed, 14 Sep 2011 13:33:47 +0000
113968684480987136	EastmondMedicom	For 'whistle-blowing' n #medcomms, is there even anyone to tell?	Wed, 14 Sep 2011 13:33:46 +0000
113968650247094273	TomGr4nt	#medcomms someone told off for 'sweeting'...rustling sweet papers ...	Wed, 14 Sep 2011 13:33:38 +0000
113968524967419904	MrsFOC	ATEOTD reputation is everything in this business - from a med comms perspective	Wed, 14 Sep 2011 13:33:08

	you have a duty to inform on good practice...#medcomms	+0000
113968507988869120 LucyCColes	RT @andrewspong: @WoodrowMedical Alignment between academic publishers' editorial & sales teams has to be broken to defeat this #medcomms	Wed, 14 Sep 2011 13:33:04 +0000
113968483322167297 andrewspong	RT @LucyCColes: Absolutley! RT"@IHComms: #medcomms Adam Jacobs: journals need to ask more specific questions re influence and contributors."	Wed, 14 Sep 2011 13:32:58 +0000
113968440091488256 andrewspong	RT @networkpharma: @andrewspong ref slides we'll post today's #medcomms slides (few that there are) tomorrow on the web site at www.MedCommsForum.com	Wed, 14 Sep 2011 13:32:48 +0000
113968356419317760 andrewspong	What we're describing here requires a broader commitment to social business: aligning revenue generation with ethics/#socialgood #medcomms	Wed, 14 Sep 2011 13:32:28 +0000
113968349125419009 LucyCColes	Absolutley! RT"@IHComms: #medcomms Adam Jacobs: journals need to ask more specific questions re influence and contributors."	Wed, 14 Sep 2011 13:32:26 +0000
113968075770052608 GPPnews	RT @andrewspong: Agencies sharing anonymized examples of business their agency has turned down which fell below GPP guidelines #medcomms	Wed, 14 Sep 2011 13:31:21 +0000
113967993247117312 networkpharma	@andrewspong ref slides we'll post today's #medcomms slides (few that there are) tomorrow on the web site at www.MedCommsForum.com	Wed, 14 Sep 2011 13:31:01 +0000
113967924590542848 iamsarahfeeny	RT @alicewaving: @andrewspong #medcomms Why, thank-you. <<DITTO>>We take this very seriously. Integrity is priceless.	Wed, 14 Sep 2011 13:30:45 +0000
113967573699280896 alicewaving	@andrewspong #medcomms Why, thank-you. We take this very seriously. Integrity is priceless.	Wed, 14 Sep 2011 13:29:21 +0000
113967420527489024 LucyCColes	MT@iamsarahfeeny @WoodrowMedical:CMG have turned down work from companies who will not adhere to GPP #medcomms CMG = my company" mine too :)	Wed, 14 Sep 2011 13:28:45 +0000
113967360406323200 andrewspong	@WoodrowMedical Alignment between academic publishers' editorial & sales teams has to be broken to defeat this #medcomms	Wed, 14 Sep 2011 13:28:30 +0000
113967340948963330 IHComms	#medcomms Adam Jacobs: journals need to ask more specific questions re influence and contributors.	Wed, 14 Sep 2011 13:28:26 +0000
113967241741074432 PJ_medigital	PMEG agencies have compliance officers that make sure both agency AND client are compliant #medcomms	Wed, 14 Sep 2011 13:28:02 +0000
113967167363489792 alicewaving	@LucyCColes #medcomms It's the companies without CIAs that we should keep an eye on!	Wed, 14 Sep 2011 13:27:44 +0000
113967117610663936 EastmondMedicom	Is Eugene a ticking bomb? #medcomms	Wed, 14 Sep 2011 13:27:32 +0000
113966989164290048 trished	RT @WoodrowMedical: Good point from @dianthusmed that journals could perhaps do more to help prevent ghostwriting #medcomms	Wed, 14 Sep 2011 13:27:02 +0000
113966830502150144 TomGr4nt	RT @iamsarahfeeny: MT @WoodrowMedical: @charliebuck123 CMG have turned down work from companies who will not adhere to GPP #medcomms << CMG = my company	Wed, 14 Sep 2011 13:26:24 +0000
113966749761806336 andrewspong	RT @WoodrowMedical: Good point from @dianthusmed that journals could perhaps do more to help prevent ghostwriting #medcomms	Wed, 14 Sep 2011 13:26:05 +0000
113966723039887360 andrewspong	Agencies sharing anonymized examples of business their agency has turned down which fell below GPP guidelines #medcomms	Wed, 14 Sep 2011 13:25:58 +0000
113966634649133056 WoodrowMedical	Good point from @dianthusmed that journals could perhaps do more to help prevent ghostwriting #medcomms	Wed, 14 Sep 2011 13:25:37 +0000
113966550238773248 LucyCColes	#medcomms @charliebuck123: we need much better research/data on good vs bad practice to understand current situation & direction of travel	Wed, 14 Sep 2011 13:25:17 +0000
113966483247333376 andrewspong	CMG are to be commended fr putting their 'position on Good Publication Practice' above the fold on their site http://t.co/ur6c5Qr #medcomms	Wed, 14 Sep 2011 13:25:01 +0000
113966406177013762 TomGr4nt	#medcomms Corporate integrity agreements add 'teeth' to ensuring GPP is followed. Companies may lose their licence to operate in the USA	Wed, 14 Sep 2011 13:24:43 +0000
113966377634762752 MrsFOC	Agency/pharma joint effort - can't be transparent if there are still authors that take off our transparency statements! #medcomms	Wed, 14 Sep 2011 13:24:36 +0000
113966190505893888 EastmondMedicom	#medcomms agencies: Ever fired a client for persistent non-compliance? Some have, and they shd be conarated. but no mech. for disclosure	Wed, 14 Sep 2011 13:23:51 +0000

113966150672580608	SpringerHC_jnls	@woodrowmedical Good on CMG for not working with companies who don't adhere to GPP. There is no excuse for it #medcomms	+0000 Wed, 14 Sep 2011 13:23:42 +0000
113965933961281536	alicewaving	@iamsarahfeeny @andrewspong #medcomms Agreed	Wed, 14 Sep 2011 13:22:50 +0000
113965915728642048	LucyCColes	#medcomms good point from John Gonzalez about Corporate Integrity Agreements - they have very serious teeth and so do affect behaviour	Wed, 14 Sep 2011 13:22:46 +0000
113965847260827648	SpringerHC_jnls	RT @andrewspong: I'm struggling to convey everything that @charliebuck123 is sharing here. Please SlideShare this, Charlie :) #medcomms	Wed, 14 Sep 2011 13:22:30 +0000
113965636673208322	EastmondMedicom	Do large agencies need CIAs to police small pharmas who lack them? #medcomms	Wed, 14 Sep 2011 13:21:39 +0000
113965608592347136	IHComms	#medcomms Corp Integrity Agreements usually have clauses on publication. Pharma audited, compliance serious.	Wed, 14 Sep 2011 13:21:33 +0000
113965314148016130	andrewspong	@alicewaving I think this session foreground the need for individual companies to place their governance front-and-centre #medcomms	Wed, 14 Sep 2011 13:20:22 +0000
113965213115625472	iamsarahfeeny	MT @WoodrowMedical: @charliebuck123 CMG have turned down work from companies who will not adhere to GPP #medcomms << CMG = my company	Wed, 14 Sep 2011 13:19:58 +0000
113965149219590144	LucyCColes	Fraid so MT @andrewspong: Nervous laughter about 'The Young Turks' discussion on YouTube. Fact is: industry is perceived this way #medcomms	Wed, 14 Sep 2011 13:19:43 +0000
113965060589748225	EastmondMedicom	Wager "We have come a long way". Sadly, it's too easy for a lazy journo to talk about Vioxx (again) #medcomms	Wed, 14 Sep 2011 13:19:22 +0000
113965017040302080	IHComms	#medcomms Dr Phil Hammond: Guidelines lack teeth? Some agreement.	Wed, 14 Sep 2011 13:19:12 +0000
113964747304607744	iamsarahfeeny	RT @andrewspong: Agencies have imp role around the implementation of guidelines, be transparent abt maintaining in-house standards #medcomms	Wed, 14 Sep 2011 13:18:07 +0000
113964639083180032	Muzzcocks	Is bad marketing same as bad comms #medcomms	Wed, 14 Sep 2011 13:17:41 +0000
113964590978695168	carrotpharma	@charliebuck123 nice start to the session, enjoyed the clip despite the tone of it. #Medcomms	Wed, 14 Sep 2011 13:17:30 +0000
113964568954417152	EastmondMedicom	@alicewaving Oh, she is a world class whiner #medcomms	Wed, 14 Sep 2011 13:17:25 +0000
113964447223128064	alicewaving	@andrewspong #medcomms Unfortunately I agree, but that clip is still an ill informed, inaccurate and annoyingly whiny one!	Wed, 14 Sep 2011 13:16:56 +0000
113964384426016768	EastmondMedicom	I think it is less newsworthy to report compliance in the press than to print stories about gross breach of rules #medcomms	Wed, 14 Sep 2011 13:16:41 +0000
113964376708497408	LucyCColes	#medcomms @charliebuck123 on agencies taking an ethical stance (eg wrt GPP) 'there has to be some backbone in this'	Wed, 14 Sep 2011 13:16:39 +0000
113964373109768192	andrewspong	I'm struggling to convey everything that @charliebuck123 is sharing here. Please SlideShare this, Charlie :) #medcomms	Wed, 14 Sep 2011 13:16:38 +0000
113964216943259648	WoodrowMedical	@charliebuck123 The Complete Medical Group have turned down work from companies who will not adhere to GPP #medcomms	Wed, 14 Sep 2011 13:16:01 +0000
113964145782685696	andrewspong	Agencies have an important role to play around the implementation of guidelines, be transparent abt maintaining in-house standards #medcomms	Wed, 14 Sep 2011 13:15:44 +0000
113964084625547264	iamsarahfeeny	RT @dianthusmed: Ooh, nice of @charliebuck123 to cite my research on ghostwriting! #medcomms	Wed, 14 Sep 2011 13:15:29 +0000
113963743997726720	EastmondMedicom	"Journalists have responsibility to report accurately". #medcomms	Wed, 14 Sep 2011 13:14:08 +0000
113963466745843712	dianthusmed	Ooh, nice of @charliebuck123 to cite my research on ghostwriting! #medcomms	Wed, 14 Sep 2011 13:13:02 +0000
113963291851759616	andrewspong	Nervous laughter from the room about 'The Young Turks' discussion of this on YouTube. Fact is: industry is perceived in this light #medcomms	Wed, 14 Sep 2011 13:12:20 +0000

113963216077471745	trished	aw thanks; it's only flu @iamsarahfeeny @charliebuck123 @andrewspong @dianthusmed @PJ_medigital @IHComms @blazingocelots #medcomms	+0000 Wed, 14 Sep 2011 13:12:02 +0000
113962965937553408	dianthusmed	Great start to the guidelines session from @charliebuck123 #medcomms	Wed, 14 Sep 2011 13:11:03 +0000
113962919103963137	carrotpharma	@trished Get well soon. I have a cold and am masking sneezes between speeches from #Medcomms	Wed, 14 Sep 2011 13:10:51 +0000
113962843828797440	LucyCColes	#medcomms @charliebuck123 on inaccurate articles in the press & the damage they can do: what role for guidelines in redressing the balance?	Wed, 14 Sep 2011 13:10:33 +0000
113962337106526208	MrsFOC	Grrrr ghostwriting! #medcomms	Wed, 14 Sep 2011 13:08:33 +0000
113962253811851264	andrewspong	@charliebuck123 draws attention to impact of this recent Guardian article: http://t.co/nmD1Oqz #medcomms	Wed, 14 Sep 2011 13:08:13 +0000
113961879247921152	andrewspong	@drphilhammond introduces @charliebuck123 to lead 'Good practice guidelines: a triumph of hope over experience?' #medcomms	Wed, 14 Sep 2011 13:06:43 +0000
113961866606284802	dianthusmed	RT @networkpharma: another reminder - if you are following #medcomms today then download the programme, bios and delegate list at http://t.co/lAvc4P7	Wed, 14 Sep 2011 13:06:40 +0000
113961792769769473	iamsarahfeeny	@trished . Sorry you are not well :(#medcomms	Wed, 14 Sep 2011 13:06:23 +0000
113961719524638720	dianthusmed	@trished Get well soon! #medcomms	Wed, 14 Sep 2011 13:06:05 +0000
113961688788762624	PJ_medigital	RT @andrewspong A #medcomms <wave> & #getwellsoon to @TrishEd	Wed, 14 Sep 2011 13:05:58 +0000
113961655301455872	IHComms	#medcomms Get well soon Trish G!	Wed, 14 Sep 2011 13:05:50 +0000
113961581481693185	blazingocelots	RT @andrewspong: A #medcomms <wave> & #getwellsoon to @TrishEd from @charliebuck123 & myself :)	Wed, 14 Sep 2011 13:05:32 +0000
113961561395179520	MrsFOC	RT @andrewspong: A #medcomms <wave> & #getwellsoon to @TrishEd from @charliebuck123 & myself :)	Wed, 14 Sep 2011 13:05:28 +0000
113961447586934785	networkpharma	another reminder - if you are following #medcomms today then download the programme, bios and delegate list at http://t.co/lAvc4P7	Wed, 14 Sep 2011 13:05:01 +0000
113961080576950272	andrewspong	A #medcomms <wave> & #getwellsoon to @TrishEd from @charliebuck123 & myself :)	Wed, 14 Sep 2011 13:03:33 +0000
113960851777654784	TomGr4nt	#medcomms and we're off...pm session http://t.co/yLsUBJT	Wed, 14 Sep 2011 13:02:39 +0000
113960831926013952	ideapharma	Shame to have missed #medcomms . Sounds like @GrahamsIDEA was on form...	Wed, 14 Sep 2011 13:02:34 +0000
113960639680086016	dianthusmed	Next up: good practice guidelines - triumph of hope over experience? #medcomms	Wed, 14 Sep 2011 13:01:48 +0000
113960346745716737	LucyCColes	#medcomms forum about to restart with Good practice guidelines. A triumph of hope over experience? Led by Charlie Buckwell @charliebuck123	Wed, 14 Sep 2011 13:00:38 +0000
113960231402348546	alicewaving	@charliebuck123 on the stage, smiling #medcomms	Wed, 14 Sep 2011 13:00:11 +0000
113960219628933120	TomGr4nt	#medcomms Dr Gonzalez gears up for the PM session.. http://t.co/sHuH3Tu	Wed, 14 Sep 2011 13:00:08 +0000
11395982873059328	dianthusmed	Thoroughly enjoyed leading this morning's session on data sharing. You may be hearing more from me on this subject. #medcomms	Wed, 14 Sep 2011 12:59:11 +0000
113957767026442240	networkpharma	after the #Medcomms Forum we will decamp to the Bree Louise Pub, 69 Coburg Street, close by Euston about 18.45 onwards #fb join us everyone!	Wed, 14 Sep 2011 12:50:23 +0000
113956718744051713	andrewspong	Shall I 'thumb' or 'Like' that? ;) RT @PJ_medigital: Reader-defined automated curation? RT@andrewspong readers will be the filters #medcomms	Wed, 14 Sep 2011 12:46:13

		RT @andrewspong readers will be the filters #medcomms	+0000
113952617947856897	TomGr4nt	#medcomms	Wed, 14 Sep 2011 12:29:55 +0000
113951979507679232	SpringerHC_jnls	RT @WoodrowMedical: Publishing data on clinicaltrials.gov or similar is better than not publishing at all, although PR jnl is best #medcomms	Wed, 14 Sep 2011 12:27:23 +0000
113950958345666560	pharma411	#pharma using tech with MD http://t.co/pH5sxdm #medcomms FREE study	Wed, 14 Sep 2011 12:23:20 +0000
113942782573420544	trished	@iamsarahfeeny #medcomms BMJ doesn't send papers 4 peer review without correct completed checklist (see equator-network.org online library)	Wed, 14 Sep 2011 11:50:50 +0000
113941943385473024	iamsarahfeeny	RT @pharmaphorum: MT @andrewspong If everything is going to be published, only need 1 journal. Shall we call it @PLoSONE? #medcomms -> No :p	Wed, 14 Sep 2011 11:47:30 +0000
113941352441577472	IHComms	#medcomms Ethical issues about sharing patient data without consent. Adam Jacobs	Wed, 14 Sep 2011 11:45:10 +0000
113941324499128320	LucyCColes	@dianthusmed:problems with perverse incentives in academia wrt publication. So it's not just pharma & journals that need to change #medcomms	Wed, 14 Sep 2011 11:45:03 +0000
113941321454071809	EastmondMedicom	@dianthusmed promises to seed alteration of patient consent forms. #medcomms	Wed, 14 Sep 2011 11:45:02 +0000
113941217913470976	alicewaving	#medcomms Excellent session and discussion @dianthusmed	Wed, 14 Sep 2011 11:44:37 +0000
113941156395618304	pharmaphorum	MT @andrewspong If everything is going to be published, only need 1 journal. Shall we call it @PLoSONE? #medcomms -> No :p	Wed, 14 Sep 2011 11:44:23 +0000
113940904309559296	iamsarahfeeny	Tee hee RT @andrewspong: 'C disk standards' make me think of reformatting a 286 PC in 80s. Hopefully it's more advanced than that. #medcomms	Wed, 14 Sep 2011 11:43:23 +0000
113940881635164160	EastmondMedicom	Causing trouble at the back of the class has joined the Internet age. #medcomms	Wed, 14 Sep 2011 11:43:17 +0000
113940753952157696	iamsarahfeeny	Thanks Tom RT @TomGr4nt: Good point from iamSarahfeeny about making data findable and usable...future-proofing... #medcomms	Wed, 14 Sep 2011 11:42:47 +0000
113940670330318848	emmamarlow	RT @WoodrowMedical: Publishing data on www.clinicaltrials.gov or similar is better than not publishing at all, although peer-review journal is best #medcomms	Wed, 14 Sep 2011 11:42:27 +0000
113940635026862080	MrsFOC	I have a stats GCSE? RT @EastmondMedicom: Job opportunity: 500 statisticians required for major UK daily. Apply at dailymail.com #medcomms	Wed, 14 Sep 2011 11:42:18 +0000
113940422073647104	trished	@iamsarahfeeny @EastmondMedicom @CONSORTing #medcomms Agree! That's why CONSORT2010 statement calls for trial reg no (item 23 on checklist)	Wed, 14 Sep 2011 11:41:28 +0000
113940419477381120	andrewspong	'C disk standards' make me think of reformatting a 286 PC in the 1980s. Hopefully it's more advanced than that. #medcomms	Wed, 14 Sep 2011 11:41:27 +0000
113940352406269952	PJ_medigital	Reader-defined automated curation? RTb@andrewspong readers will be the filters in PPPRP (Post-Publication Peer-Review Paradise) #medcomms	Wed, 14 Sep 2011 11:41:11 +0000
113940200060751873	EastmondMedicom	Job opportunity: 500 statisticians required for major UK daily. Apply at dailymail.com #medcomms	Wed, 14 Sep 2011 11:40:35 +0000
113940154435125248	LucyCColes	RT @MrsFOC: :D RT @EastmondMedicom: NCT numbers should be attached to everything. Can someone tell physicians that, please? #medcomms	Wed, 14 Sep 2011 11:40:24 +0000
113939977246752769	andrewspong	If everything is going to be published, we only need a) 1 journal; b) article level metrics, not IFs. Shall we call it @PLoSONE? #medcomms	Wed, 14 Sep 2011 11:39:42 +0000
113939720492425216	iamsarahfeeny	Absolutely!! RT @EastmondMedicom: @iamsarahfeeny NCT numbers in your congress abstracts, please! #medcomms	Wed, 14 Sep 2011 11:38:40 +0000
113939552896421888	pharmaphorum	RT @andrewspong: @GSK will 'publish info on their own registries that will be made publicly available', it says on gsk.com, apparently. Good! #medcomms	Wed, 14 Sep 2011 11:38:00 +0000
113939492397793280	WoodrowMedical	Publishing data on www.clinicaltrials.gov or similar is better than not publishing at all, although peer-review journal is best #medcomms	Wed, 14 Sep 2011 11:37:46 +0000
113939449964011520	LucyCColes	#medcomms: if potential authors aren't interested in peer review publication of early data/failed trials what are the best routes to share?	Wed, 14 Sep 2011 11:37:36 +0000

113939385573060608	IHComms	#medcomms Liz Wager: why aren't academics sharing? What is it in the culture?	+0000 Wed, 14 Sep 2011 11:37:21 +0000
113939370456788992	IHComms	#medcomms Should journals require deposit of data before publication?Should companies self archive?	Wed, 14 Sep 2011 11:37:17 +0000
113939345479700480	IHComms	#medcomms Sharing data is a potential deterrent from selective results.	Wed, 14 Sep 2011 11:37:11 +0000
113939301166886915	andrewspong	@GSK will 'publish info on their own registries that will be made publicly available', it says on gsk.com, apparently. Good! #medcomms	Wed, 14 Sep 2011 11:37:00 +0000
113939156769574912	PJ_medigital	standardised seo v important RT @pharmaphorum Good question from audience: can search engines keep up with open access med data? #medcomms	Wed, 14 Sep 2011 11:36:26 +0000
113939044492255232	EastmondMedicom	@iamsarahfeeny AND in your congress abstracts, please! #medcomms	Wed, 14 Sep 2011 11:35:59 +0000
113938841219497984	iamsarahfeeny	Put NCT number in your manuscript abstract folks !!! >>> RT @EastmondMedicom: NCT numbers should be attached to everything #medcomms	Wed, 14 Sep 2011 11:35:11 +0000
113938746289815552	McCulleyCuppan	RT @pharmaphorum: Some concerns over misuse / misanalysis (is that a word?) of med data if more open source - bad press scare stories? #medcomms	Wed, 14 Sep 2011 11:34:48 +0000
113938663972405249	MrsFOC	:D RT @EastmondMedicom: NCT numbers should be attached to everything. Can someone tell physicians that, please? #medcomms	Wed, 14 Sep 2011 11:34:29 +0000
113938501803839488	McCulleyCuppan	RT @WoodrowMedical: @dianthusmed - Issue to making more data available is that patient consent forms for clinical trials are not designed correctly #medcomms	Wed, 14 Sep 2011 11:33:50 +0000
113938437970722817	andrewspong	@PJ_medigital the readers will be the filters in PPPRP (Post-Publication Peer-Review Paradise) #medcomms	Wed, 14 Sep 2011 11:33:35 +0000
113938390315057152	EastmondMedicom	NCT numbers should be attached to everything. Can someone tell physicians that, please? #medcomms	Wed, 14 Sep 2011 11:33:23 +0000
113938211604152320	pharmaphorum	Good question from audience: can search engines keep up with open access med data? #medcomms	Wed, 14 Sep 2011 11:32:41 +0000
113937756115320832	LucyCColes	Indeed :)@trished: #medcomms Or publish paper in OA journal (eg @BMJ_Open) with linked full dataset in repository (eg Dryad)"	Wed, 14 Sep 2011 11:30:52 +0000
113937618298871808	EastmondMedicom	Could pharma be made to sub the journal for open access? Does that make it advertising? #medcomms	Wed, 14 Sep 2011 11:30:19 +0000
113937560736251904	PJ_medigital	Need filters @EastmondMedicom Does free data availability result in information overload for those conducting novel research? #medcomms	Wed, 14 Sep 2011 11:30:05 +0000
113937539756343296	pharmaphorum	RT @PJ_medigital: Good question @LucyCColes #medcomms interesting potential scenario: open access data but peer-reviewed publication stuck behind a pay-wall	Wed, 14 Sep 2011 11:30:00 +0000
113937509209214976	markomanka	RT @trished: #medcomms See how to share datasets for papers at http://t.co/e3uQ0d7 (coi I'm ed in chief @BMJ_Open)	Wed, 14 Sep 2011 11:29:53 +0000
113937287573807104	iamsarahfeeny	RT @trished: #medcomms See how to share datasets for papers at http://t.co/BIYF5tg (coi I'm ed in chief @BMJ_Open)	Wed, 14 Sep 2011 11:29:00 +0000
113937195311710209	EastmondMedicom	Does free data availability result in information overload for those conducting novel research? #medcomms	Wed, 14 Sep 2011 11:28:38 +0000
113937083470589952	trished	#medcomms See how to share datasets for papers at http://t.co/e3uQ0d7 (coi I'm ed in chief @BMJ_Open)	Wed, 14 Sep 2011 11:28:12 +0000
113936953635905537	PJ_medigital	Good question @LucyCColes #medcomms interesting potential scenario: open access data but peer-reviewed publication stuck behind a pay-wall	Wed, 14 Sep 2011 11:27:41 +0000
113936947059232768	MrsFOC	So much data we're talking about now - what's actually going to be read? #medcomms	Wed, 14 Sep 2011 11:27:39 +0000
113936709992984577	pharmaphorum	RT @WoodrowMedical: Making more data available will certainly lead to more trust - Lorna Fay (Pfizer) #medcomms	Wed, 14 Sep 2011 11:26:43 +0000
113936704066437120	EastmondMedicom	@TomGr4nt Remember the #medcomms hashtag, Tom!	Wed, 14 Sep 2011 11:26:41

113936612135669760	trished	"@LucyCColes @WoodrowMedical #medcomms Or publish paper in OA journal (eg @BMJ_Open) with linked full dataset in repository (eg Dryad)	+0000 Wed, 14 Sep 2011 11:26:19 +0000
113936402210758657	EastmondMedicom	"On a journey". True. Look how transparent we are now versus the early days of pharma. #medcomms	Wed, 14 Sep 2011 11:25:29 +0000
113936371944656896	WoodrowMedical	Making more data available will certainly lead to more trust - Lorna Fay (Pfizer) #medcomms	Wed, 14 Sep 2011 11:25:22 +0000
113936227685765120	iamsarahfeeny	#medcomms http://t.co/NTFZZWh This autumn EC will publish on consultation	Wed, 14 Sep 2011 11:24:48 +0000
113936187630166018	andrewspong	RT @LucyCColes: #medcomms which leads to an interesting potential scenario: open access data but peer-reviewed publication stuck behind a pay-wall	Wed, 14 Sep 2011 11:24:38 +0000
113936016234131456	MrsFOC	Role of CT.gov etc? #medcomms	Wed, 14 Sep 2011 11:23:57 +0000
113935984923639808	trished	RT @LucyCColes: #medcomms which leads to an interesting potential scenario: open access data but peer-reviewed publication stuck behind a pay-wall	Wed, 14 Sep 2011 11:23:50 +0000
113935811103297537	LucyCColes	#medcomms which leads to an interesting potential scenario: open access data but peer-reviewed publication stuck behind a pay-wall	Wed, 14 Sep 2011 11:23:08 +0000
113935791134224384	EastmondMedicom	I really don't think it is wise, practical or desirable for anyone to post data before publication. Should be simultaneous. #medcomms	Wed, 14 Sep 2011 11:23:04 +0000
113935347003572225	LucyCColes	#medcomms discussion: journals could help by requiring public posting of data _before_ they'll publish the trial	Wed, 14 Sep 2011 11:21:18 +0000
113935169676775424	pharmaphorum	Discussion hand grenade - should leading medical journals refuse to publish unless data is public? #medcomms	Wed, 14 Sep 2011 11:20:35 +0000
113934929129250816	WoodrowMedical	@dianthusmed - Issue to making more data available is that patient consent forms for clinical trials are not designed correctly #medcomms	Wed, 14 Sep 2011 11:19:38 +0000
113934822182879232	LucyCColes	#medcomms back to pts - issue of consent: have pts signed up to public sharing of their data? Not via most standard consent forms	Wed, 14 Sep 2011 11:19:13 +0000
113934762766381056	pharmaphorum	Need to consider issues of patient consent wrt sharing clinical trials data more openly - active opt-in? #medcomms	Wed, 14 Sep 2011 11:18:58 +0000
113934365209272320	EastmondMedicom	Retrospective securing of consent for posting of data? Does anyone know what the endpoint OS actually means? #medcomms	Wed, 14 Sep 2011 11:17:24 +0000
113934296292659200	PJ_medigital	@LeynaP some good debate right now on sharing data. #medcomms	Wed, 14 Sep 2011 11:17:07 +0000
113933702752509952	LucyCColes	RT @andrewspong: The pachyderm in the parlour: publishers are no longer custodians of scholarly comms, they're protectors of a business model #medcomms	Wed, 14 Sep 2011 11:14:46 +0000
113933539703132160	LucyCColes	Definitely: "@TomGr4nt: Making all data accessible will be a deterrent to selective reporting?" #medcomms	Wed, 14 Sep 2011 11:14:07 +0000
113933420836552704	pharmaphorum	RT @LucyCColes: #medcomms discussion: the benefits to society of sharing all data far outweigh risks - pharma have to come to terms with less control	Wed, 14 Sep 2011 11:13:38 +0000
113933227667886080	pharmaphorum	As with all social media key issue with open source med data is fear of losing control, emotive rather than rational fear #medcomms #hscsm	Wed, 14 Sep 2011 11:12:52 +0000
113933195531141121	carrotpharma	RT @LucyCColes: #medcomms discussion: the benefits to society of sharing all data far outweigh risks - pharma have to come to terms with less control	Wed, 14 Sep 2011 11:12:45 +0000
113933184810500096	EastmondMedicom	To reproduce data, just send the protocol as an information file ... surely? #medcomms	Wed, 14 Sep 2011 11:12:42 +0000
113933177189437440	trished	RT @WoodrowMedical: Doug Altman (co-founder EQUATOR) feels that enough data should be made available for other parties to re-analyse findings #medcomms	Wed, 14 Sep 2011 11:12:40 +0000
113933123489767424	WoodrowMedical	The abstract that we have submitted to the ISMPP EU meeting answers many of the questions being discussed today #medcomms	Wed, 14 Sep 2011 11:12:28 +0000
113933027480754112	LucyCColes	#medcomms discussion: the benefits to society of sharing all data far outweigh risks	Wed, 14 Sep 2011 11:12:07

113933037489734112 LucyCColes	- pharma have to come to terms with less control	2011 11:12:07 +0000
113932971345580032 stefft66	RT @andrewspong: The pachyderm in the parlour: publishers are no longer custodians of scholarly comms, they're protectors of a business model #medcomms	Wed, 14 Sep 2011 11:11:51 +0000
113932897051881472 PJ_medigital	Francis: we should accept others may reanalyse the data for their own purposes. Maybe the issue is control of the data #medcomms	Wed, 14 Sep 2011 11:11:34 +0000
113932468201066497 MrsFOC	Issue of word limits here - 'producing reproducible data' small point #medcomms	Wed, 14 Sep 2011 11:09:51 +0000
113932433434484736 LucyCColes	Exactly! :) @MrsFOC: Can you imagine the stories we'd get if the Daily Mail started dredging datasets? #medcomms"	Wed, 14 Sep 2011 11:09:43 +0000
113932202487709696 andrewspong	The pachyderm in the parlour: publishers are no longer custodians of scholarly comms, they're protectors of a business model #medcomms	Wed, 14 Sep 2011 11:08:48 +0000
113932116785512448 WoodrowMedical	Doug Altman (co-founder EQUATOR) feels that enough data should be made available for other parties to re-analyse findings #medcomms	Wed, 14 Sep 2011 11:08:28 +0000
113932104177418240 PJ_medigital	#MedComms Poplazarova of GSK Biological is adamant that pharma shouldn't fund any further analysis of data within the scientific community	Wed, 14 Sep 2011 11:08:25 +0000
113931959876595713 LucyCColes	#medcomms @dianthusmed : have to trust the scientific process if there is a need to refute bad analyses	Wed, 14 Sep 2011 11:07:50 +0000
113931633098375168 EastmondMedicom	@MrsFOC Go on. Stick you hand up and suggest that the Daily Mail analyses data! #medcomms	Wed, 14 Sep 2011 11:06:32 +0000
113931577561579520 LucyCColes	#medcomms discussion: who will analyse shared data? Risk (perceived or real?) of mischief-makers is a big barrier; vaccine trouble-makers eg	Wed, 14 Sep 2011 11:06:19 +0000
113931549593960448 alicewaving	@dianthusmed "pretty loony people in the vaccines industry"?? Don't hold back! ;-) #medcomms	Wed, 14 Sep 2011 11:06:12 +0000
113931448389603328 EastmondMedicom	"Fear does not drive us." If this is so, then data publication needs to be supported by the whole pharmaco with no caveats #medcomms	Wed, 14 Sep 2011 11:05:48 +0000
113931419864154112 pharmaphorum	Some concerns over misuse / misanalysis (is that a word?) of med data if more open source - bad press scare stories? #medcomms	Wed, 14 Sep 2011 11:05:41 +0000
113931406048112643 MrsFOC	Can you imagine the stories we'd get if the Daily Mail started dredging datasets? #medcomms	Wed, 14 Sep 2011 11:05:38 +0000
113931378516697088 stefft66	RT @WoodrowMedical: Why are we just talking about publishing data in journals, when websites such as www.clinicaltrials.gov will suffice #medcomms	Wed, 14 Sep 2011 11:05:32 +0000
113931155170017280 andrewspong	RT @WoodrowMedical: Why are we just talking about publishing data in journals, when websites such as www.clinicaltrials.gov will suffice #medcomms	Wed, 14 Sep 2011 11:04:38 +0000
113931129630883841 andrewspong	RT @EastmondMedicom: Raised eyebrows between @WoodrowMedical and I as we are sitting looking at the data that tells us what the barrier is. #medcomms	Wed, 14 Sep 2011 11:04:32 +0000
113930996646297600 WoodrowMedical	Why are we just talking about publishing data in journals, when websites such as www.clinicaltrials.gov will suffice #medcomms	Wed, 14 Sep 2011 11:04:00 +0000
113930987116834816 andrewspong	@dianthusmed makes the excellent point that everything gets published eventually as it trickles down thru strata of 'prestige' #medcomms	Wed, 14 Sep 2011 11:03:58 +0000
113930943743541248 EastmondMedicom	@dianthusmed will probably analyse it all just for fun. #medcomms	Wed, 14 Sep 2011 11:03:48 +0000
113930870934605824 LucyCColes	#medcomms discussion: publishing whole datasets - where? Should they be peer reviewed? Are the journals interested?	Wed, 14 Sep 2011 11:03:31 +0000
113930814122770432 carrotpharma	Does publishing only positive data make it pointless, or is something better than nothing? #medcomms	Wed, 14 Sep 2011 11:03:17 +0000
113930394214203392 EastmondMedicom	Raised eyebrows between @WoodrowMedical and I as we are sitting looking at the data that tells us what the barrier is. #medcomms	Wed, 14 Sep 2011 11:01:37 +0000
113930047269769216 andrewspong	This discussion is predicated upn expectation that current custodians/filters thru which data flows will continue as-are. Will it? #medcomms	Wed, 14 Sep 2011 11:00:14 +0000
113930015741186048 rturo rubin	RT @shelleypetersen: WHO warns on drug-resistant TB global epidemic http://t.co/Pi1h2hR #healthinnovations #nhs #publichealth #globalhealth	Wed, 14 Sep 2011 11:00:07

113929963287232512	stefft66	Where do US / EU trial sites fit? "@andrewspong: The filter>publish or publish>filter debate rears its head at #medcomms. Briefly. For now."	Wed, 14 Sep 2011 10:59:54 +0000
113929925655932928	pharmaphorum	RT @networkpharma: If anyone outside the room has any questions for the panels today at #MedComms Forum event - do post them here	Wed, 14 Sep 2011 10:59:45 +0000
113929904931880960	LucyCColes	#medcomms discussion: not part of pharma culture to share data - most don't see the benefit	Wed, 14 Sep 2011 10:59:40 +0000
113929495337119746	pharmaphorum	RT @iamsarahfeeny: see http://t.co/ojECeVL initiative. More of this?? -> looks good, wonder how they deal with data ownership? #medcomms	Wed, 14 Sep 2011 10:58:03 +0000
113929468720058368	LucyCColes	#medcomms I participated in a clin trial (donated a few extra biopsy samples); part of Ts&Cs promised to send me results: never heard a word	Wed, 14 Sep 2011 10:57:56 +0000
113929383651188736	stefft66	If it advances the field? "@pharmaphorum: talking about med data sharing, should pharma be sharing more data on failed products? #medcomms"	Wed, 14 Sep 2011 10:57:36 +0000
113929286238478336	WoodrowMedical	According to our survey (n~600), "Fear of misinterpretation" is the MAIN barrier to pharmaceutical companies publishing all data #medcomms	Wed, 14 Sep 2011 10:57:13 +0000
113929097419296768	alicewaving	Killer question: why are so few #pharma companies sharing data? #medcomms. True?	Wed, 14 Sep 2011 10:56:28 +0000
113928883803402240	carrotpharma	"@alicewaving: @andrewspong #medcomms Where are you hiding?? Not seen you yet!" >> I was asking the same thing he's hiding nr the left wall	Wed, 14 Sep 2011 10:55:37 +0000
113928650377789440	andrewspong	The filter>publish or publish>filter debate rears its head at #medcomms. Briefly. For now.	Wed, 14 Sep 2011 10:54:41 +0000
113928608510251008	pharmaphorum	Adam Jacobs: 3 key questions on med data - 1) how to share 2) where to share 3) who owns? Discussion around role of publications #medcomms	Wed, 14 Sep 2011 10:54:31 +0000
113928568408506368	LucyCColes	#medcomms @dianthusmed: lots of questions surrounding the sharing of data. The pt perspective is interesting: how do they feel about this?	Wed, 14 Sep 2011 10:54:22 +0000
113928498413977600	alicewaving	@andrewspong #medcomms Where are you hiding?? Not seen you yet!	Wed, 14 Sep 2011 10:54:05 +0000
113927840440926209	pharmaphorum	Adam Jacobs: talking about med data sharing, should pharma be sharing more data on failed products? #medcomms	Wed, 14 Sep 2011 10:51:28 +0000
113927671926374401	networkpharma	reminder - if you are following #medcomms today then download the programme, bios and delegate list at http://t.co/lAvc4P7	Wed, 14 Sep 2011 10:50:48 +0000
113927553697325056	iamsarahfeeny	@andrewspong http://t.co/LLj9LAz example of patient level data share from pharma #medcomms	Wed, 14 Sep 2011 10:50:20 +0000
113927390794743808	LeynaP	@PJ_medigital How is it going at #MedComms ? Good debate? Wish I could be there, was great last year in Oxford	Wed, 14 Sep 2011 10:49:41 +0000
113927268627259392	andrewspong	What data should we (and do we) share? Why should we share data? When do we share data? #medcomms	Wed, 14 Sep 2011 10:49:12 +0000
113927115426115584	MrsFOC	Welcome @Drmazaj to twitter for her first time tweeting at the strategic med comms forum today :) #medcomms	Wed, 14 Sep 2011 10:48:35 +0000
113927110355189760	andrewspong	@dianthusmed kicks off 'Sharing data: Opening the Pandora's Box' at #medcomms	Wed, 14 Sep 2011 10:48:34 +0000
113926950556413952	andrewspong	We're back at #medcomms. Now I'm in the body of the room I realize the arms of these chairs make typing nearly impossible :D	Wed, 14 Sep 2011 10:47:56 +0000
113926814463819776	LucyCColes	#medcomms next up: Sharing data. Opening the Pandora's box? Led by Adam Jacobs @dianthusmed	Wed, 14 Sep 2011 10:47:23 +0000
113923310609379329	HEALTHYWORDS	#medcomms Ah, didn't make it, but checking the tweets coming thru.	Wed, 14 Sep 2011 10:33:28 +0000
113923286936719360	shiftms	@andrewspong <wave back atcha> ty for the #medcomms wave. Coz MS is unpredictable & diff for every1, MS'ers understand&help each other best.	Wed, 14 Sep 2011 10:33:22 +0000
113923286936719360	HEALTHYWORDS	RT @dianthusmed: Fascinating first session at #medcomms. Can't tweet from the	Wed, 14 Sep 2011 10:33:22 +0000

113921969468096512	cmeadvocate	next one as I'm on the panel, but you can follow the hashtag	2011 10:28:29 +0000
113921823397253121	charliebuck123	Love to have the the debate! RT @andrewspong: Re-envisioning grant making models: A future of funding change http://t.co/tZQO5hb #medcomms	Wed, 14 Sep 2011 10:28:08 +0000
113921379115606016	charliebuck123	Can disconnection of Pharma from scientific exchange drive them to more promotional focus instead? Law of unintended consequences #medcomms	Wed, 14 Sep 2011 10:27:33 +0000
113921309615984640	iamsarahfeeny	Pharma cos need listening strategies to support the design of products that meet clinical need - definition of good marketing? #medcomms	Wed, 14 Sep 2011 10:25:47 +0000
113921044896686080	dianthusmed	Brave trial design is needed IMO if true innovation will occur #medcomms	Wed, 14 Sep 2011 10:25:31 +0000
113920937186959360	iamsarahfeeny	Fascinating first session at #medcomms. Can't tweet from the next one as I'm on the panel, but you can follow the hashtag	Wed, 14 Sep 2011 10:24:28 +0000
113920005879513088	charliebuck123	#medcomms 1 hr discussion on excellence before we mention access to drugs and payees. Too late ...as with R&D.	Wed, 14 Sep 2011 10:24:02 +0000
113919799653957632	MrsFOC	Pharma cos need to listen, not other way round? "@andrewspong: The definitions of marketing being discussed at #medcomms...	Wed, 14 Sep 2011 10:20:20 +0000
113919642673754112	IHComms	RT @LucyCColes: #medcomms ~75% of audience agree 'marketeers' should be involved earlier in drug dev. IMO need to redefine 'marketeers' b4 that's acceptable	Wed, 14 Sep 2011 10:19:31 +0000
113919606300741632	EastmondMedicom	#medcomms is reg forcing design of trials, is there room within that? Product still could be dead after approval if not re patient needs.	Wed, 14 Sep 2011 10:18:53 +0000
113919596528025600	LucyCColes	Plenty of people taking notes here. Dunno why, then they can just print this Twitter feed ;-) #medcomms	Wed, 14 Sep 2011 10:18:45 +0000
113919522389495809	charliebuck123	#medcomms ~75% of audience agree 'marketeers' should be involved earlier in drug dev. IMO need to redefine 'marketeers' b4 that's acceptable	Wed, 14 Sep 2011 10:18:42 +0000
113918677346295808	trished	Very true! "@LucyCColes: #medcomms discussion: key is to distinguish between marketing and promotion - they're _not_ the same thing"	Wed, 14 Sep 2011 10:18:25 +0000
113918440514920448	PJ_medigital	"@LucyCColes: #medcomms @drphilhammond: COMET's on Twitter too @COMETinitiative	Wed, 14 Sep 2011 10:15:03 +0000
113918196624531456	trished	RT @LucyCColes #medcomms agencies help broker better comms & new collaborations, but it takes advocates within pharma companies to engage	Wed, 14 Sep 2011 10:14:07 +0000
113917896547254272	Onisillos	"@LucyCColes: #medcomms @drphilhammond: for trial outcomes that are patient-determined AND evidence based see http://t.co/JI15SRZ	Wed, 14 Sep 2011 10:13:09 +0000
113917606620180480	MrsFOC	RT @EastmondMedicom: I cannot get this question in. Can the media be trusted to report pre-phase II data without causing hysteria or skewing balance? #medcomms	Wed, 14 Sep 2011 10:11:57 +0000
113917454312419328	TheWordBureau	RT @TheWordBureau: Patients should be determining which patient reported outcomes are adopted in trials #medcomms	Wed, 14 Sep 2011 10:10:48 +0000
113917194299125760	MrsFOC	Patients should be determining which patient reported outcomes are adopted in trials #medcomms	Wed, 14 Sep 2011 10:10:12 +0000
113916959384547328	EastmondMedicom	Wholly agree about the issue re endpoints - patients need to be the focus here, compliance adherence etc not just 'does it work?' #medcomms	Wed, 14 Sep 2011 10:09:10 +0000
113916700734402561	WoodrowMedical	Come on #medcomms. Can anyone think of a failed phase III in the light of a positive phase II? Must be LOADS!	Wed, 14 Sep 2011 10:08:14 +0000
113916512816996352	LucyCColes	Pharma companies are missing a trick by not engaging with patients /clinicians at earlier time points in trial programme #medcomms	Wed, 14 Sep 2011 10:07:12 +0000
113916096456835072	EastmondMedicom	#medcomms @drphilhammond: importance of pt reported outcomes is being recognised - next step is pt _determined_ outcomes	Wed, 14 Sep 2011 10:06:27 +0000
113915829149646848	carrotpharma	@LucyCColes Yes. Right now Pharma won't listen to advice like this. #medcomms	Wed, 14 Sep 2011 10:04:48 +0000
113915803115585536	LucyCColes	RT @LucyCColes: #medcomms agencies can help broker better communication & new collaborations, but it takes advocates within the pharma companies to engage	Wed, 14 Sep 2011 10:03:44 +0000
		RT @stefft66: #medcomms Doctors need good decision aids, computer based to help in evidence based medicine	Wed, 14 Sep 2011 10:03:38

		expectation that there is still an audience listening to them	+0000
113913058941874176	PJ_medigital	David Simpson of Lundbeck is horrified at the prospect of marketeers being involved at early phases of clinical development #medcomms	Wed, 14 Sep 2011 09:52:44 +0000
113912920911519745	EastmondMedicom	I cannot get this question in. Can the media be trusted to report pre-phase II data without causing hysteria or skewing balance? #medcomms	Wed, 14 Sep 2011 09:52:11 +0000
113912743089811456	andrewspong	If mktg *isn't* abt building relationships, it's abt constructing the most persuasive narrartives. But what if no-one's listening? #medcomms	Wed, 14 Sep 2011 09:51:29 +0000
113912602727424000	LucyCColes	RT @andrewspong: Does 'good marketing' exist? Contemplate possibility we're entering a #postmarketing era. Patients/HCPs don't want to be 'mktd to' #medcomms	Wed, 14 Sep 2011 09:50:55 +0000
113912543193477121	trished	RT @LucyCColes: #medcomms discussion: worries around disclosure of early trials data are unfounded egs of this (HIV) haven't led to loss of competitiveness	Wed, 14 Sep 2011 09:50:41 +0000
113912433856356353	IHComms	#medcomms Bad marketing examples: creating differences where they weren't there. Is science marketing divide causing this?	Wed, 14 Sep 2011 09:50:15 +0000
113912038853574656	carrotpharma	RT @SpringerHC_jnls: Fascinating following the #medcomms discussion from the Forum event. Hope everyone is having a great day	Wed, 14 Sep 2011 09:48:41 +0000
113912029504479232	LucyCColes	#medcomms @grahamsidea:there's no such thing as a bad molecule, just bad 'parenting' probs arise 'spinning' results of badly designed trials	Wed, 14 Sep 2011 09:48:38 +0000
113911938785878016	PJ_medigital	@andrewspong #postmarketing - your favourite buzzword! #medcomms	Wed, 14 Sep 2011 09:48:17 +0000
113911815859216384	SpringerHC_jnls	Fascinating following the #medcomms discussion from the Forum event. Hope everyone is having a great day	Wed, 14 Sep 2011 09:47:47 +0000
113911757927497729	carrotpharma	#medcomms think that should have read "bad" not mad! Lol	Wed, 14 Sep 2011 09:47:34 +0000
113911729620140032	carrotpharma	RT @andrewspong: Does 'good marketing' exist? Contemplate possibility we're entering a #postmarketing era. Patients/HCPs don't want to be 'mktd to' #medcomms	Wed, 14 Sep 2011 09:47:27 +0000
113911585013112832	trished	@EastmondMedicom #medcomms We're on the case: much debate at #CONSORT2011 last wk on making reporting statements easier to use	Wed, 14 Sep 2011 09:46:52 +0000
113911570706341888	MrsFOC	RT @IHComms: #medcomms 'no molecule is a bad molecule, it just has bad parenting'	Wed, 14 Sep 2011 09:46:49 +0000
113911493279494144	carrotpharma	#Medcomms is there such a thing as a mad molecule or is it just bad parenting of that molecule, giving medcomms agencies a headache too	Wed, 14 Sep 2011 09:46:31 +0000
113911476124778496	andrewspong	Does 'good marketing' exist? Contemplate possibility we're entering a #postmarketing era. Patients/HCPs don't want to be 'mktd to' #medcomms	Wed, 14 Sep 2011 09:46:26 +0000
113911458638733313	PJ_medigital	Francis says engagement with patient groups is key even before identifying need & clinical development. Requires change in mindset #medcomms	Wed, 14 Sep 2011 09:46:22 +0000
113911238211284993	IHComms	#medcomms 'no molecule is a bad molecule, it just has bad parenting'	Wed, 14 Sep 2011 09:45:30 +0000
113911166614511617	PJ_medigital	Frances says engagement with patient groups is key even before identifying need & clinical development. Requires change in mindset #medcomms	Wed, 14 Sep 2011 09:45:13 +0000
113911027116146688	LucyCColes	#medcomms Q from @charliebuck123: can good marketing ever be good medicine? Leo: only with a complete change of mindset - it takes courage	Wed, 14 Sep 2011 09:44:39 +0000
113910959147458560	MrsFOC	Debate about how transparent we should be - flood the market/confuse the patient or give them the power to push for innovation? #medcomms	Wed, 14 Sep 2011 09:44:23 +0000
113910949597028352	andrewspong	First principles: the structure of *your* business needs to evolve in order to serve evolving patient needs & expectations #medcomms	Wed, 14 Sep 2011 09:44:21 +0000
113910738107637761	WoodrowMedical	That does not help future research/innovation RT @EastmondMedicom Rational to start comms at Phase II. No change there then. #medcomms	Wed, 14 Sep 2011 09:43:30 +0000
113910573917405184	andrewspong	The case of connecting with MS patients. Communities are doing a better job than industry in supporting patients. @ShiftMS <wave> #medcomms	Wed, 14 Sep 2011 09:42:51 +0000
113910413833412608	LucyCColes	#medcomms discussion: need to handle communication of early data/pipeline info	Wed, 14 Sep 2011 09:42:13

		carefully to avoid raising false hope	+0000
113910170773491712	EastmondMedicom	Ah. Can 'general media' even understand phase I data to be able to report it in a balanced way? #medcomms	Wed, 14 Sep 2011 09:41:15 +0000
113909923959681024	PJ_medigital	RT @EastmondMedicom Rational to start comms at Phase II. No change there then. #medcomms	Wed, 14 Sep 2011 09:40:16 +0000
113909714907185152	EastmondMedicom	Rational to start comms at Phase II. No change there then. #medcomms	Wed, 14 Sep 2011 09:39:27 +0000
113909606824148992	andrewspong	No problem - if you're approaching the question of connection w/ industry as a relationship, not as a business target #socialbiz #medcomms	Wed, 14 Sep 2011 09:39:01 +0000
113909419099693056	LucyCColes	#medcomms discussion: pharma companies are so closed small companies with good ideas can't initiate potentially valuable collaboration	Wed, 14 Sep 2011 09:38:16 +0000
113909179789488129	andrewspong	@onyxhealth 'Try and get through to anyone in a pharmaceutical company'. On the phone? Forget it. Via the social web? No problem. #medcomms	Wed, 14 Sep 2011 09:37:19 +0000
113909008561225728	SpringerHC_jnls	RT @networkpharma: If anyone outside the room has any questions for the panels today at #MedComms Forum event - do post them here	Wed, 14 Sep 2011 09:36:38 +0000
113908904861245442	LucyCColes	#medcomms discussion: worries around disclosure of early trials data are unfounded eggs of this (HIV) haven't led to loss of competitiveness	Wed, 14 Sep 2011 09:36:13 +0000
113908812032917505	SpringerHC_jnls	RT @networkpharma: if you are following #medcomms today then download the programme, bios and delegate list at http://t.co/LWhvf6w	Wed, 14 Sep 2011 09:35:51 +0000
113908791837327360	EastmondMedicom	@andrewspong And the guys in the tech room! #medcomms	Wed, 14 Sep 2011 09:35:46 +0000
113908684119216128	andrewspong	All panelists, please turn off your phones whilst on the podium! Thanks #medcomms #radiomic	Wed, 14 Sep 2011 09:35:21 +0000
113908475360313344	IHComms	#medcomms Publish early trials data? Pharma insourcing, GSK proved concerns unfounded (Dennis Joseph, Pfizer).	Wed, 14 Sep 2011 09:34:31 +0000
113908238096941057	SpringerHC_jnls	RT @andrewspong: 5 iPhone apps to create Social Media graphics at conferences http://ow.ly/6tR1W Online Mktg Blog #hcsmeu #hscsm #medcomms	Wed, 14 Sep 2011 09:33:34 +0000
113908143708315648	DocGlobal	RT @andrewspong: A commitment to open science begins at the lab door for pharma #medcomms	Wed, 14 Sep 2011 09:33:12 +0000
113907972236779520	andrewspong	A commitment to open science begins at the lab door for pharma #medcomms	Wed, 14 Sep 2011 09:32:31 +0000
113907853428924416	dianthusmed	Hammond: maybe one reason why industry has made great progress in HIV drugs is high level of patient engagement #medcomms	Wed, 14 Sep 2011 09:32:03 +0000
113907722558255104	WorldOne_ES	Siguiendo Strategic MedComms Forum 2011: Trust and Transparency - Myth and Reality http://t.co/EWF5nmy #MedComms	Wed, 14 Sep 2011 09:31:32 +0000
113907536826073088	EastmondMedicom	Leo: Is incremental product modification innovation? Me: yes, if it meets a new patient/formulation need. #medcomms	Wed, 14 Sep 2011 09:30:47 +0000
113907518958354432	LucyCColes	#medcomms discussion between Leo, @onyxhealth, @grahamsidea, @neovoca & Dennis Joseph (& the audience) follows	Wed, 14 Sep 2011 09:30:43 +0000
113907324548169728	WoodrowMedical	Phil Hammond - Pharma has brought humanity fantastic advances - just take HIV as an example - is now treated as a chronic disease #medcomms	Wed, 14 Sep 2011 09:29:57 +0000
113907195225190400	carrotpharma	Looking forward to hearing Karen at #medcomms. She has some great points on social media in the pharma world.	Wed, 14 Sep 2011 09:29:26 +0000
113906959052316672	LucyCColes	Leo: healthcare industry solves problems that significantly improves patients' lives - we should be proud of this! #medcomms	Wed, 14 Sep 2011 09:28:29 +0000
113906703279472640	osc_miranda	Acabo de descubrir #medcomms, merece la pena seguirlo hoy #hcsmeuES	Wed, 14 Sep 2011 09:27:29 +0000
113906639664455680	andrewspong	RT @networkpharma: If anyone outside the room has any questions for the panels today at #MedComms Forum event - do post them here	Wed, 14 Sep 2011 09:27:13 +0000
113906249917149184	networkpharma	If anyone outside the room has any questions for the panels today at #MedComms Forum event - do post them here	Wed, 14 Sep 2011 09:25:40 +0000

113906234540818432	osc_miranda	RT @PJ_medigital: #MedComms interesting that most of the room thinks pharma could be more open and a handfu... (cont) http://t.co/4cq7sUI	+0000 Wed, 14 Sep 2011 09:25:37 +0000
113906229079851008	MarkEnglish	RT @networkpharma: if you are following #medcomms today then download the programme, bios and delegate list at http://t.co/lAvc4P7	Wed, 14 Sep 2011 09:25:35 +0000
113906122628403200	LucyCColes	Leo: we should be creating value, not just adding it, sharing knowledge to deliver meaning and relevance #medcomms	Wed, 14 Sep 2011 09:25:10 +0000
113906097605181441	trished	#medcomms Oops. Wrong #tag. Should've used @CONSORTing	Wed, 14 Sep 2011 09:25:04 +0000
113906087471759361	networkpharma	if you are following #medcomms today then download the programme, bios and delegate list at http://t.co/lAvc4P7	Wed, 14 Sep 2011 09:25:02 +0000
113906082493104128	IHComms	#medcomms Leo Francis, Publicis: more with less should make us more receptive to coming up with new ways to create value	Wed, 14 Sep 2011 09:25:00 +0000
113906019368828928	PJ_medigital	Francis: innovation in the past has been about discovery. Adding value is an outdated concept. We need to create value in pharma #MedComms	Wed, 14 Sep 2011 09:24:45 +0000
113905871087611904	EastmondMedicom	@trished #medcomms KTL authors ignore CONSORT -> Need for support?	Wed, 14 Sep 2011 09:24:10 +0000
113905738837008384	dianthusmed	Leo Francis: old model of pharma industry is broken. Are we up to the challenge of new, transparent, collaborative model? #medcomms	Wed, 14 Sep 2011 09:23:39 +0000
113905631005638656	trished	@dianthusmed #medcomms Thanks. Was going to discuss selective reporting of results & need to use guidelines incl #CONSORT-statement	Wed, 14 Sep 2011 09:23:13 +0000
113905516928962561	LucyCColes	Leo: if innovation and transparency become bedfellows it could stimulate innovation, driving reciprocity and collaboration #medcomms	Wed, 14 Sep 2011 09:22:46 +0000
113905495806455808	WoodrowMedical	Leo Francis - greater openness and transparency can help to drive innovation in #pharma and #medcomms	Wed, 14 Sep 2011 09:22:41 +0000
113905238678831104	IHComms	#medcomms development like Linux - open and random - true collaboration around patient needs	Wed, 14 Sep 2011 09:21:39 +0000
113905173168005121	PJ_medigital	Leo Francis talks about serving the patient. Can we meet the expectations of stakeholders if we are more open? Answer is yes #MedComms	Wed, 14 Sep 2011 09:21:24 +0000
113904967236063232	carrotpharma	Busy forum today #medcomms not many empty seats.	Wed, 14 Sep 2011 09:20:35 +0000
113904900626325504	LucyCColes	Leo Francis from Publicis Med Ed Group is kicking off the discussions:can we meet the needs & expectations of all our stakeholders #medcomms	Wed, 14 Sep 2011 09:20:19 +0000
113904703837962240	EastmondMedicom	Leo Francis talks about changing drivers in pharmaceutical development and communication. #medcomms http://t.co/jRgOVIT	Wed, 14 Sep 2011 09:19:32 +0000
113904176081285120	dianthusmed	Very lucky to have Phil Hammond as our chairman for the day. Knowledgeable and engaging #medcomms	Wed, 14 Sep 2011 09:17:26 +0000
113904118355070976	PJ_medigital	First session chaired by our own Leo Francis of Publicis Medical Education Group #MedComms on innovation, transparency and excellence	Wed, 14 Sep 2011 09:17:12 +0000
113903867778957312	LucyCColes	@drphilhammond says the fact that we want to talk about openness is a good start :) #medcomms	Wed, 14 Sep 2011 09:16:12 +0000
113903417944055808	stefft66	#medcomms Phil Hammond proving to be a great chair. Interesting, thought provoking and funny.... :-)	Wed, 14 Sep 2011 09:14:25 +0000
11390339224555201	IHComms	#medcomms Dr Phil Hammond: openness could pass uncertainty to patients, some like paternalism. Patients ready for 'not sure'?	Wed, 14 Sep 2011 09:14:19 +0000
113903221554163712	Gunsekera	At #MedComms Forum @ wellcome collection: Phil Hammomd kicks things off	Wed, 14 Sep 2011 09:13:38 +0000
113902930767257600	PJ_medigital	#MedComms interesting that most of the room thinks pharma could be more open and a handful think the industry should be completely open	Wed, 14 Sep 2011 09:12:29 +0000
113902692753084416	EastmondMedicom	Last time I saw Phil Hammond speak was in 'Struck Off and Die' #medcomms	Wed, 14 Sep 2011 09:11:32 +0000

113902529598865408	PJ_medigital	#MedComms Phil Hammond introducing the day. Great energy	Wed, 14 Sep 2011 09:10:53 +0000
113902366004224000	dkane357	#medcomms	Wed, 14 Sep 2011 09:10:14 +0000
113902155525656576	PJ_medigital	#MedComms @networkpharma thanks for the safety housekeeping intro!	Wed, 14 Sep 2011 09:09:24 +0000
113901929821769728	EuropeanCME	At #medcomms forum meeting today at Wellcome Institute. Peter finished intro, Phil Hammond now up to get it started.	Wed, 14 Sep 2011 09:08:30 +0000
113901882560360448	carrotpharma	I'll be tweeting from the med comms strategic forum today follow us at #medcomms	Wed, 14 Sep 2011 09:08:19 +0000
113901667862319104	LucyCColes	Peter @networkpharma wants the #medcomms community to talk more and integrate better - let's see what that brings today :)	Wed, 14 Sep 2011 09:07:28 +0000
113901609817358336	MrsFOC	At the strategic med comms forum 2011 #medcomms	Wed, 14 Sep 2011 09:07:14 +0000
113901582235602945	blazingocelots	Peter's in full flow and we're ready to go at #medcomms	Wed, 14 Sep 2011 09:07:08 +0000
113901528334598144	charliebuck123	Get on with Peter, excited to be at #medcomms forum	Wed, 14 Sep 2011 09:06:55 +0000
113900983104442368	PJ_medigital	Me too RT@hermes_medcomms Looking forward to the 1st session of the strategic #medcomms forum	Wed, 14 Sep 2011 09:04:45 +0000
113900874547470336	IHComms	#medcomms Greetings from Strategic MedComms Forum. Key points to follow soon.	Wed, 14 Sep 2011 09:04:19 +0000
113900746365341696	hermes_medcomms	Looking forward to the 1st session of the strategic #medcomms forum	Wed, 14 Sep 2011 09:03:48 +0000
113900377283371008	LucyCColes	1st #medcomms forum session about to start: innovation, transparency & excellence from early phase onwards. Partners or foes?	Wed, 14 Sep 2011 09:02:20 +0000
113900258114797568	dianthusmed	All ready to go for #medcomms. First up: innovation & transparency	Wed, 14 Sep 2011 09:01:52 +0000
11389886506086400	trished	So sorry that flu-y thing is keeping me away from panel session at #medcomms today. Glad I can at least follow here	Wed, 14 Sep 2011 08:56:25 +0000
113895452931395584	PJ_medigital	Hello #MedComms (@ Wellcome Collection) [pic]: http://t.co/oxnZJ8U	Wed, 14 Sep 2011 08:42:46 +0000
113890600771796992	shelleypetersen	WHO warns on drug-resistant TB global epidemic http://t.co/Pj1b2bB #healthinnovations #nhs #publichealth #globalhealth #medcomms #health	Wed, 14 Sep 2011 08:23:29 +0000
113889586941394944	pharmaphorum	Heading to the Strategic Medcomms Forum 2011 shortly, will try to do some tweeting! #medcomms	Wed, 14 Sep 2011 08:19:28 +0000
113888147435307008	OnyxHealth	Any ideas how I can make this East Coast train go faster - first it was animals on line, then broken down train & no platform #medcomms	Wed, 14 Sep 2011 08:13:44 +0000
113887001786335232	andrewspong	Most health IT pros use Social Media http://t.co/fpfefKw informationweek #hcsmeu #hscsm #hit #hl7 #medcomms	Wed, 14 Sep 2011 08:09:11 +0000
113886929795293184	CompleteDigital	RT @andrewspong: 5 iPhone apps to create Social Media graphics at conferences http://ow.ly/6tR1W Online Mktg Blog #hcsmeu #hscsm #medcomms	Wed, 14 Sep 2011 08:08:54 +0000
113885655972585472	andrewspong	5 iPhone apps to create Social Media graphics at conferences http://ow.ly/6tR1W Online Mktg Blog #hcsmeu #hscsm #medcomms	Wed, 14 Sep 2011 08:03:50 +0000
113884331096813568	David803	Can't make it today but will be watching from afar. Enjoy! #medcomms	Wed, 14 Sep 2011 07:58:35 +0000
113879191111471104	PJ_medigital	On my way to #MedComms in sunny London. Even left my coat behind!	Wed, 14 Sep 2011 07:38:09 +0000
113878964623257600	MarkEnglish	Is it better to specialise in a therapy area or to cover several therapeutic areas? I'm an oncology geek... #medcomms	Wed, 14 Sep 2011 07:37:15 +0000

113878689829240832	andrewspong	Re-envisioning grant making models: A future of funding change by @CMEAdvocate http://t.co/uALUkiZ #medcomms	Wed, 14 Sep 2011 07:36:10 +0000
113877616573956097	iamsarahfeeny	RT @Richard56: Economic evaluations should be used to set the price of drugs not justify it as now. Eddie Gray, GSK #medcomms	Wed, 14 Sep 2011 07:31:54 +0000
113877094362136577	LucyCColes	@andrewspong will do Andrew - so many people to catch up with today at the #medcomms forum, should be fun as well as informative :)	Wed, 14 Sep 2011 07:29:49 +0000
113874698722476032	andrewspong	Determined to say hello to everyone in the #medcomms tweet stream today. If you see me first, shout :)	Wed, 14 Sep 2011 07:20:18 +0000
113873088952811520	andrewspong	@iamsarahfeeny see you at #medcomms :)	Wed, 14 Sep 2011 07:13:54 +0000
113872019703078912	TheWordBureau	On train to london, looking forward to today's #medcomms forum	Wed, 14 Sep 2011 07:09:39 +0000
113870415985786880	iamsarahfeeny	Will be good 2cu again! RT @MarkEnglish: Looking forward to MedComms Forum tweets today! #medcomms	Wed, 14 Sep 2011 07:03:17 +0000
113867940734042112	MarkEnglish	Looking forward to MedComms Forum tweets today! #medcomms	Wed, 14 Sep 2011 06:53:27 +0000
113866817973403648	iamsarahfeeny	See you soon jackie RT @blazingocelots: Just about to embark on the 7:52 to Paddington for the strategic #medcomms forum. See y'all later	Wed, 14 Sep 2011 06:48:59 +0000
113866206972346368	iamsarahfeeny	RT @LucyCColes: Off to London to #medcomms forum - should be lots of interesting discussions. I'll be trying to do my bit to add to the flow of tweets	Wed, 14 Sep 2011 06:46:33 +0000
113865559371812864	LucyCColes	Off to London to #medcomms forum - should be lots of interesting discussions. I'll be trying to do my bit to add to the flow of tweets	Wed, 14 Sep 2011 06:43:59 +0000
113865050212679680	blazingocelots	Just about to embark on the 7:52 to Paddington for the strategic #medcomms forum. See y'all later	Wed, 14 Sep 2011 06:41:58 +0000
113864023149264896	iamsarahfeeny	Morning! @WoodrowMedical @EastmondMedicom #medcomms @alicewaving @TomGr4nt @steff66	Wed, 14 Sep 2011 06:37:53 +0000
113862874186780673	WoodrowMedical	Should be a good meeting! RT @EastmondMedicom #medcomms on way with @WoodrowMedical and @alicewaving + @TomGr4nt	Wed, 14 Sep 2011 06:33:19 +0000
113862372850016257	EastmondMedicom	#medcomms on way with @WoodrowMedical and @alicewaving + @TomGr4nt	Wed, 14 Sep 2011 06:31:19 +0000
113860914159165440	OnyxHealth	@networkpharma #medcomms looking forward to early debate on transparency and innovation in Pharma at med Comms conference	Wed, 14 Sep 2011 06:25:32 +0000
113853193942859776	stefft66	On the way to Strategic Med Comms Forum 2011 in London - interesting agenda and speakers. #medcomms	Wed, 14 Sep 2011 05:54:51 +0000
113851881251549185	networkpharma	Travel safe all who are joining us today for the #MedComms Forum in London. Starts 10.00. If you can't join us follow #medcomms for updates	Wed, 14 Sep 2011 05:49:38 +0000
113850981162303488	networkpharma	And so the day begins. Follow us for news of the Strategic #MedComms Forum 2011: Trust and Transparency details at http://t.co/ftx6jgy #fb	Wed, 14 Sep 2011 05:46:03 +0000
113842995677241346	andrewspong	Monday: social health conf lead http://t.co/EqbTwgt Tuesday: pharma digital influence rpt published http://t.co/aqcGLn Wed: #medcomms :)	Wed, 14 Sep 2011 05:14:19 +0000
113837754558844928	andrewspong	@dianthusmed Likewise! Looking forward to seeing you at #medcomms later	Wed, 14 Sep 2011 04:53:30 +0000
113836992776777728	andrewspong	RT @networkpharma: See you there Adam! RT @dianthusmed For anyone who can't be at #medcomms in person, don't forget to follow the hashtag	Wed, 14 Sep 2011 04:50:28 +0000

By [Dave Briggs](#) and [Steph Gray](#). n.b. Results cached for 60 minutes; this isn't designed for realtime search. Find this useful? [Say thanks!](#)