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| 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 |

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| 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 |

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| | | 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 |

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| 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 |

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| 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 |

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|--------------------|-----------------|--|---------------------------------|
| | | 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 |

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| 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 |

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| 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 |
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| 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 |

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| 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 |

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| 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 |

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| 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 |

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| 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 |

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| 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 |

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| 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 |

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| | 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 |

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| 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 |

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| 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 |

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| | | 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 |

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| 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 |

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| 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 |

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| 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 |

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|--------------------|----------------|--|---------------------------------|
| 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 |

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| 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: | Wed, 14 Sep 2011 10:28:08 +0000 |
| 113921379115606016 | charliebuck123 | A future of funding change http://t.co/tZQO5hb #medcomms | Wed, 14 Sep 2011 10:27:33 +0000 |
| 113921309615984640 | iamsarahfeeny | Can disconnection of Pharma from scientific exchange drive them to more promotional focus instead? Law of unintended consequences #medcomms | Wed, 14 Sep 2011 10:25:47 +0000 |
| 113921044896686080 | dianthusmed | Pharma cos need listening strategies to support the design of products that meet clinical need - definition of good marketing? #medcomms | Wed, 14 Sep 2011 10:25:31 +0000 |
| 113920937186959360 | iamsarahfeeny | Brave trial design is needed IMO if true innovation will occur #medcomms | Wed, 14 Sep 2011 10:24:28 +0000 |
| 113920005879513088 | charliebuck123 | 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 10:24:02 +0000 |
| 113919799653957632 | MrsFOC | #medcomms 1 hr discussion on excellence before we mention access to drugs and payees. Too late ...as with R&D. | Wed, 14 Sep 2011 10:20:20 +0000 |
| 113919642673754112 | IHComms | Pharma cos need to listen, not other way round? "@andrewspong: The definitions of marketing being discussed at #medcomms... | Wed, 14 Sep 2011 10:19:31 +0000 |
| 113919606300741632 | EastmondMedicom | 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 10:18:53 +0000 |
| 113919596528025600 | LucyCColes | #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 10:18:45 +0000 |
| 113919522389495809 | charliebuck123 | Plenty of people taking notes here. Dunno why, then they can just print this Twitter feed ;-) #medcomms | Wed, 14 Sep 2011 10:18:42 +0000 |
| 113918677346295808 | trished | #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 10:18:25 +0000 |
| 113918440514920448 | PJ_medigital | Very true! "@LucyCColes: #medcomms discussion: key is to distinguish between marketing and promotion - they're _not_ the same thing" | Wed, 14 Sep 2011 10:15:03 +0000 |
| 113918196624531456 | trished | "@LucyCColes: #medcomms @drphilhammond: COMET's on Twitter too @COMETinitiative | Wed, 14 Sep 2011 10:14:07 +0000 |
| 113917896547254272 | Onisillos | RT @LucyCColes #medcomms agencies help broker better comms & new collaborations, but it takes advocates within pharma companies to engage | Wed, 14 Sep 2011 10:13:09 +0000 |
| 113917606620180480 | MrsFOC | "@LucyCColes: #medcomms @drphilhammond: for trial outcomes that are patient-determined AND evidence based see http://t.co/JI15SRZ | Wed, 14 Sep 2011 10:11:57 +0000 |
| 113917454312419328 | TheWordBureau | 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 10:10:48 +0000 |
| 113917194299125760 | MrsFOC | RT @TheWordBureau: Patients should be determining which patient reported outcomes are adopted in trials #medcomms | Wed, 14 Sep 2011 10:10:12 +0000 |
| 113916959384547328 | EastmondMedicom | Patients should be determining which patient reported outcomes are adopted in trials #medcomms | Wed, 14 Sep 2011 10:09:10 +0000 |
| 113916700734402561 | WoodrowMedical | 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 10:08:14 +0000 |
| 113916512816996352 | LucyCColes | 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 10:07:12 +0000 |
| 113916096456835072 | EastmondMedicom | Pharma companies are missing a trick by not engaging with patients /clinicians at earlier time points in trial programme #medcomms | Wed, 14 Sep 2011 10:06:27 +0000 |
| 113915829149646848 | carrotpharma | #medcomms @drphilhammond: importance of pt reported outcomes is being recognised - next step is pt _determined_ outcomes | Wed, 14 Sep 2011 10:04:48 +0000 |
| 113915803115585536 | LucyCColes | @LucyCColes Yes. Right now Pharma won't listen to advice like this. #medcomms | Wed, 14 Sep 2011 10:03:44 +0000 |
| | | 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 10:03:38 |
| | | RT @stefft66: #medcomms Doctors need good decision aids, computer based to help in evidence based medicine | |

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| 113915633422438400 | EastmondMedicom | @dianthusmed Gonna cost more ... Which is OK for us, I guess. #medcomms | +0000 Wed, 14 Sep 2011 10:02:58 |
| 113915613944098816 | IHComms | #medcomms Main concern to patients is transparency re safety data, not early data- Mark Phillips | +0000 Wed, 14 Sep 2011 10:02:53 |
| 113915586823733249 | LucyCColes | #medcomms agencies can help broker better communication & new collaborations, but it takes advocates within the pharma companies to engage | +0000 Wed, 14 Sep 2011 10:02:47 |
| 113915491445248001 | andrewspong | RT @dianthusmed: I'm becoming more & more convinced that pharma are doing their marketing all wrong. Needs to be done earlier & involve patients. #medcomms | +0000 Wed, 14 Sep 2011 10:02:24 |
| 113915349627437056 | dianthusmed | I'm becoming more & more convinced that pharma are doing their marketing all wrong. Needs to be done earlier & involve patients. #medcomms | +0000 Wed, 14 Sep 2011 10:01:50 |
| 113915313279598593 | stefft66 | #medcomms Dr Phil Hammond highlights need for real life data for new drugs - NHS could be a huge resource for medical advances | +0000 Wed, 14 Sep 2011 10:01:41 |
| 113915170656485376 | EastmondMedicom | @trished I am suggesting that this may be off-target and not processed enough for patients to read with confidence #medcomms | +0000 Wed, 14 Sep 2011 10:01:07 |
| 113915001269522433 | carrotpharma | http://t.co/oGVUrw1 Carrot showcases its talent to the world #mara2011 #medcomms #pharma | +0000 Wed, 14 Sep 2011 10:00:27 |
| 113914967408918529 | LucyCColes | #medcomms Q from @alicewaving: how do we overcome siloed nature of pharma companies to improve collaboration? | +0000 Wed, 14 Sep 2011 10:00:19 |
| 113914774378643456 | trished | @EastmondMedicom #medcomms Journals issue press releases with authors' input. RU saying authors wouldn't do that without marketing support | +0000 Wed, 14 Sep 2011 09:59:33 |
| 113914562381750272 | stefft66 | #medcomms Doctors need good decision aids, computer based to help in evidence based medicine | +0000 Wed, 14 Sep 2011 09:58:42 |
| 113914429036433408 | dianthusmed | RT @LucyCColes: #medcomms discussion: marketing should be about understanding and meeting pts needs - if that's true it can add value early in development | +0000 Wed, 14 Sep 2011 09:58:10 |
| 113914383276589056 | adam_j666 | RT @LucyCColes: #medcomms discussion: marketing should be about understanding and meeting pts needs - if that's true it can add value early in development | +0000 Wed, 14 Sep 2011 09:58:00 |
| 113914335834804224 | carrotpharma | @carrotpharma for everyone in the office today there is some good discussion you may want to follow @ #Medcomms | +0000 Wed, 14 Sep 2011 09:57:48 |
| 113914290418884608 | MrsFOC | Do doctors allow their emotions to be led by marketing?! If they didn't would pharma focus more on evidence based marketing? #medcomms | +0000 Wed, 14 Sep 2011 09:57:37 |
| 113914062097743872 | LucyCColes | #medcomms discussion: key is to distinguish between marketing and promotion - they're _not_ the same thing | +0000 Wed, 14 Sep 2011 09:56:43 |
| 113914050131402752 | 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 | +0000 Wed, 14 Sep 2011 09:56:40 |
| 113913845302562816 | iainh_z | Wager: "If doctors really practised evidence-based medicine drug marketing wouldn't work" #medcomms | +0000 Wed, 14 Sep 2011 09:55:51 |
| 113913823613812737 | EastmondMedicom | @trished Yes, but these guys are talking about leaving marketing out of the loop in early phase. WHO briefs the press then? #medcomms | +0000 Wed, 14 Sep 2011 09:55:46 |
| 113913758241390592 | carrotpharma | @EastmondMedicom good question. As a non scientific person who relies on the media for information I'm interested in the response #Medcomms | +0000 Wed, 14 Sep 2011 09:55:31 |
| 113913626343129088 | LucyCColes | #medcomms discussion: marketing should be about understanding and meeting pts needs - if that's true it can add value early in development | +0000 Wed, 14 Sep 2011 09:54:59 |
| 113913594399297536 | trished | @EastmondMedicom #medcomms Media often churn press releases. So pharma & journals (& authors, often the source of hype) must get them right | +0000 Wed, 14 Sep 2011 09:54:51 |
| 113913520571170816 | IHComms | #medcomms No efficacy data early on, so why involve marketing? But divorce takes focus away from fulfilling patient need. No promo, no prob. | +0000 Wed, 14 Sep 2011 09:54:34 |
| 113913094794780673 | trished | 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 | +0000 Wed, 14 Sep 2011 09:52:52 |
| 113913065552093184 | andrewspong | The definitions of marketing being discussed at #medcomms are predicated upon | +0000 Wed, 14 Sep 2011 09:52:45 |

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| | | 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 |

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| | | 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 |

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| 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 |

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| 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 |

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| 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 |
| 11386559371812864 | 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!](#)