
The Global Alliance of Publication Professionals (GAPP) submitted a timely response to this article to *BMC Medical Ethics* in May 2016. In September 2016 we received the author’s response to our correspondence. In the light of current (as of September 2016) correspondence on a subsequent, similar article by the same author in the *British Medical Journal* (http://www.bmj.com/content/354/bmj.i4578/rapid-responses), we consider our original response to this article to be redundant, but would encourage readers to visit the BMJ correspondence.

**Disclosure:** All members of GAPP declare that we have provided or do provide ethical medical writing services to academic, biotechnology, or pharmaceutical clients, and are active in national and international not-for-profit associations that encourage ethical medical writing practices. Details of GAPP members can be found at http://gappteam.org