

GAPP email 12 Feb 2012

Hello Ivan,

Thank you for your interest in GAPP. Each GAPP member is reaching out to associations in their respective geographic regions. The associations include those serving general journalists, health journalists, and industry journalists. We are also reaching out to professional associations that serve publication professionals and medical journal editors. We are using traditional press releases, social media, and personal networks to spread the word. If we can prove to be a timely and credible source of information for journalists, we hope that word will also spread within the journalism community.

We have been confused with ghostwriters for far too long...the irony is that out of all the stakeholders concerned about ghostwriting, professional medical writers are those who are or should be most concerned. Ghostwriters are an insult to our profession; no author or sponsor should use them. Professional medical writers need to stand up for what we do – we are the allies in the fight against ghostwriting, not the enemy. We are dedicated to helping authors share their results with the wider medical community – we are or will become patients one day too and we have seen far too many authors struggle with publishing results that could enhance patient care. Non-publication is an ethical...and a practical...issue. Providing authors with medical writing assistance is an obvious solution, but people hear “writer” and they think “ghostwriter”. We need to change that.

With kind regards,

Karen Woolley, PhD, Certified Medical Publication Professional  
*Professor, University of Queensland; Professor, University of the Sunshine Coast; Honorary Fellow, American Medical Writers Association; ISMPP Director and Chair, Asia-Pacific Advisory Committee*  
CEO

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**From:** [ivansciam@gmail.com](mailto:ivansciam@gmail.com) [<mailto:ivansciam@gmail.com>] **On Behalf Of** Ivan Oransky

**Sent:** Sunday, 12 February 2012 7:42 AM

**To:** Karen Woolley; Gertel, Arthur

**Subject:** Re: LAUNCH of the Global Alliance of Publication Professionals (GAPP) - bridging the gap between journalists and publication professionals

Thanks, Karen, interesting. What sorts of outreach do you plan?

Ivan