

<b>For Immediate Media Release</b>	
<b>Organization</b>	Global Alliance of Publication Professionals (GAPP)
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## **GAPP BRIDGES THE GAP BETWEEN JOURNALISTS AND MEDICAL PUBLICATION PROFESSIONALS**

The Global Alliance of Publication Professionals (GAPP) aims to bridge the gap between journalists and medical publication professionals. GAPP recognizes the difficulty journalists have in gaining timely, international, and credible responses to breaking news stories about medical publication issues, such as ghostwriting. GAPP wants to help journalists and their readers understand the difference between ghostwriters and medical publication professionals (eg, professional medical writers, publication planners). **Ghostwriting is unethical. In contrast, professional medical writing and publication planning are ethical and legitimate practices**, encouraged by editors and government-issued corporate integrity agreements.

GAPP member, Professor Karen Woolley, noted that *“We need to reach out to journalists, around the world, and provide them with the information they need to prepare well informed and balanced articles about medical publication professionals. **We have been confused with ghostwriters for far too long and, frankly, we have to take some of the blame for that.**”*

GAPP comprises highly respected leaders of medical publication professionals from Europe, North America, and the Asia-Pacific region. Every GAPP member has demonstrated a strong commitment to ethical publication practices, conducting original research and providing expert commentary on the ethics and value of medical publication professionals.

Fellow GAPP members, Dr Adam Jacobs and Gene Snyder, explained that GAPP will complement, not compete with, professional associations, such the American Medical Writers Association, the European Medical Writers Association, and the International Society for Medical Publication Professionals. Notably, GAPP members have or hold leadership positions in these associations. Dr Jacobs commented that *“GAPP fills the gap between quick responses from individuals and official, but understandably slower, responses from associations – **journalists need more than one opinion and value timely and credible responses.**”*

Long-time advocates of ethical practices, Dr Cindy Hamilton and Art Gertel, highlighted that medical publication professionals help ensure research results are published. Failure to publish, particularly public-funded research, is unethical, yet we know that less than half of NIH-funded research is published within 30 months (Ross JS BMJ 2011). Dr Hamilton reinforced that *“Professional medical writers help busy or inexperienced authors prepare high-quality manuscripts in a timely manner. **We help authors meet their ethical and scientific obligations to share results in the peer-reviewed literature.**”* Art Gertel also noted that *“Evidence indicates manuscripts with medical writing assistance show higher compliance with publication guidelines and are less likely to be retracted for misconduct.”*

GAPP members look forward to developing respectful relationships with journalists. The public has the right to hear the voice of medical publication professionals and make their own judgments about the ethics and value of these professionals.

**For more information, go to the GAPP website ([www.gappteam.org](http://www.gappteam.org); includes disclosures) or contact GAPP members at [contact@gappteam.org](mailto:contact@gappteam.org).**

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