

TOP FIVE TAKEAWAYS FROM ISMPP 2025

HEALTH EQUITY AND PATIENT REPRESENTATION

Presentations explored the **use of inclusive communication**, including selecting the right messenger/platform and incorporating patient experience of the disease, to make medical communications more socially fair and effective for community engagement.

ETHICAL APPROACH TO PUBLICATIONS

Discussions highlighted the challenges of navigating complex cases and industry guidelines. The **ISMPP Code of Ethics has been updated** to include guidance on patient authors, artificial intelligence use, and censorship, and will be released shortly.

COLLABORATION

The **integration of diverse perspectives, patient authors, and innovative formats** to ensure publications achieve the right tone, express empathy, and are relatable for both healthcare providers and patients was a common theme throughout the meeting.

ARTIFICIAL INTELLIGENCE

The **publications space is experimenting with AI augmentation**, which is poised to transform the development and speed of medical communications. However, current uses in content generation are restricted to closed systems within industry collaborations. Concerns still exist, including predictive bias, hallucinations, inappropriate qualifiers, and distortions, which emphasize the importance of human oversight and quality control.

CREATIVITY

Several presentations demonstrated the power of creativity in publications to **make the content more engaging and relatable**, capture the audience's attention, improve comprehension, and make complex information more accessible to the broader public.