Workshop on Publishing
for Biomedical Journal Editors and Reviewers

15-16 July 2006 LE MERIDIEN HOTEL, KUALA LUMPUR, MALAYSIA
Welcome Message
by the Organizing Chairman

We are very pleased and honoured to welcome you to the Workshop on Publishing for Biomedical Journal Editors and Reviewers: Publishing in a global competitive world (3rd International University of Malaya Research Imaging Symposium) where we have in attendance the major stakeholders in the biomedical publishing world; from authors, editors, reviewers, copy-editors, designers to publishers and librarians who will be participating in a very important workshop, one that we believe will set benchmarks in biomedical publishing.

As researchers and biomedical professionals, we all agree on the importance of research in our modern society. However, we are also aware that the attendant values from the research process is dependent on the possibilities that arise when others are able to use this information and may be even further its benefits. This is when publishing is accorded an important role in being a medium for the dissemination of this knowledge.

But, as with any medium of communication, there is an urgent need for raising the awareness and skills of editors, reviewers and authors in the region. This will also enable a forum for discussion and exchange of ideas and new developments. Furthermore, with rapid technological advancements, there is a need for biomedical journals to be current and relevant.

Similarly, it begs the question of how instantaneous should crucial clinical information be communicated to physicians and ultimately, to their patients. How much publishing time should we as medical editors allocate for a medical research article before it is published? How long should the process of cataloguing, review, page layout and design hold back crucial clinical results?

Do we have definite answers to these crucial questions? Unfortunately, we don’t. And we can’t be certain that we can provide the answers to these questions. There are just too many conflicting variables to take into account. But we can be certain of the philosophy behind this complicated practice and lengthy process. And that is, to ensure a world-class biomedical journal of quality is published with our professional integrity intact.

This common quest for professional integrity has led to this opportune gathering of whom we have referred to as the major stakeholders of the biomedical publishing world. We have tasked some of the best talents in the
field of biomedical publishing to discuss and create a program that is comprehensive and covers the entire process of publishing biomedical journals in today’s world.

We have also invited distinguished international speakers and editors to discuss a host of topics ranging from responsibilities of authors, editors and reviewers; the role of editors and reviewers; editorial independence and governance; the peer review process; publication ethics; manuscripts for the evidence-based medicine era; developments in international journal publishing; the art of copy editing; the publishing cycle to Open Access Online Publishing.

It is our fervent hope that this workshop will achieve the objectives we had set at the beginning of this workshop which are as follows:

- To improve the skills of editors and reviewers
- To review the current status of biomedical journal publishing
- To assess the problems and constraints facing biomedical journals
- To develop guidelines for quality of biomedical journal publishing
- To promote a code of ethics for biomedical journal publishing
- To analyze trends in journals publishing; and last but not least
- To promote collaboration and networking among editors of biomedical journals

Before ending, I wish to express on behalf of the organizers, the University of Malaya Research Imaging Centre (UMRIC) and Biomedical Imaging and Intervention Journal (biij), my thanks and appreciation to our co-sponsors:

- British Medical Journal
- Canadian Medical Association Journal
- The College of Pathologists, Academy of Medicine of Malaysia
- College of Radiology, Academy of Medicine of Malaysia
- Elsevier
- Hong Kong Medical Journal
- Medical Journal of Australia
- Medical Journal of Malaysia
- Singapore Medical Journal
- Taylor and Francis
- Thomson Scientific

for their kind assistance and contributions.
We also thank our sponsors: Schering AG, Siemens and GE Healthcare for their generous financial support.

We hope you will find the topics outlined in our workshop instructive. We hope too, that this workshop will provide a platform for medical editors, reviewers and authors to advance and share their methods of promulgating the results of medical research. And this will, in turn, promote the important role of quality biomedical journals in informing scientists, clinicians and policymakers about medical practice, research and issues on health.

We assure you that you are witnessing and indeed, a part of a very exciting phase in biomedical journal publishing. While here, we hope that you will have an opportunity to enjoy our warm hospitality, savour our delightful cuisine, and experience some of the sights and sounds of our beautiful country.

Thank you and Selamat Datang to all the 100 odd delegates from 14 countries.

Kwan-Hoong Ng, PhD, DABMP
Organizing Chairman
Welcome Message

Speakers’ Welcome

Mr. Chairman, Madam Vice-Chancellor, fellow speakers, editors, reviewers, and authors. On behalf of the speakers, I should like to thank the organizers, sponsors and co-sponsors for inviting us to participate in this workshop on Publishing in a Global Competitive World.

Peer-reviewed medical journal publishing in the last two decades has undergone a dramatic change. The computer and the Internet have revolutionized the mechanisms of research, manuscript submission and revision, peer review, editing and production to the point that little paper is wasted until the hard copy of the journal is printed—indeed, the growing number of electronic journals suggests to me that the printed page may be fast disappearing. This switch to electronic publishing, plus the ever growing pressure to make health information freely available to everyone, is challenging all biomedical publishers to look at other financial models to sustain their journals. Nevertheless, journal editors still face the same problems as their paper-carrying predecessors: they often edit only part time, they are often unpaid or poorly paid, and they seldom have been trained to be editors. As a result they stay, by choice or design, for a relatively short time—two to five years. Thus, workshop like this has an extremely important role to play: to educate, share experiences, to question, and to solve the common problems that face editors all too frequently. The World Association of Medical Editors (http://wame.org/), which now comprises over 1400 biomedical journal editors, from 91 countries, representing over 900 journals, strongly endorses regional or language groups of medical journal editors meeting at workshops such as this and even organizing into groups to continue the interchange. I sincerely hope that you all will enjoy the workshop, and will learn from the speakers and, especially, each other.

Bruce Paul Squires, MD, PhD
Editor Emeritus, CMAJ
Co-founder, World Association of Medical Editors
Welcome Message
by the Vice-Chancellor, University of Malaya

Assalamualaikum Warahmatullahi Wabarakatuh.

Selamat Datang to the Third International Biomedical Imaging Symposium entitled Workshop on Publishing for Biomedical Journal Editors and Reviewers in Kuala Lumpur. This follows the success of the Second International symposium on “The Fundamentals of Molecular Imaging – For Tomorrow’s Practice” held in 2005.

The most important aspect of the research process is to publish the scientific and scholarly research findings. Not just publishing in the traditional sense but also electronically. Electronic publishing that embraces technology is most liberating. With the rapid development in electronic communication technologies, there are more opportunities for extensive dissemination of the latest scientific information to be shared by the scientific community.

Just as research requires original efforts and work and including diligent acknowledgement of the contributions of others, so does work pertaining to publishing. The workshop will inter alia touch issues pertaining to editorial responsibility, ethics in scientific publication, and copyright and intellectual property rights.

This workshop is made possible because of the close collaboration of many parties: the Department of Biomedical imaging, Faculty of Medicine, University of Malaya and many co-sponsors.

To one and all, I would like to say thank you, and wish you a successful workshop.

Thank you. With best wishes.

Y. Bhg. Datuk Rafiah Salim
Vice-Chancellor, University of Malaya
Closing Message
by the Organizing Co-chairman

To my fellow chairman, Professor Dr Ng Kwan-Hoong, honoured participants and learned speakers. We have come to the end of our set of talks and discussions in our Workshop. On behalf of the organizers, we are grateful to our distinguished speakers for their excellent execution and approach to the variety of topics covered in our Workshop for the past two days. Thank you also to the organizing committee for all the hard work that went into organizing this excellent workshop.

The topics so eloquently and expertly presented by the speakers during the past two days underscored the underlying united spirit for editorial integrity and professional kinship among biomedical editors. It is a kinship that was fostered by the generosity of the speakers, reviewers and guest participants when advancing and discussing their observations and experiences from managing the publications and editing biomedical journals.

Wouldn’t one be blasé from discussing for example this common topic that touches on the responsibilities of authors and editors among some of the most experienced and respected biomedical journal editors in the world? I’m afraid to disappoint the skeptics, but we have seen no evidence of this throughout the sessions held during this workshop.

What we have witnessed so far is this bolstering of brotherhood through generous and frank, and at times, boisterous exchanges of kaleidoscopic observations, anecdotes, frustrations teeming with intellectualism of multidiscipline but, and I would like to emphasize this, all from this single experience – the exclusive experience of being an editor. The relief in sharing the processes and workings leading towards a decision and the acquiescence of a shared validation when arriving at such a decision when managing the publication of the results of a clinical research cannot be underestimated. To say it simply, it’s akin to a revelation that one’s faith is not misguided after all. It is that certainty that binds us professionally.

And as professionals, we as the organizers, bear the responsibility of ensuring that the invaluable materials presented, gathered and discussed in this workshop are disseminated properly, effectively and in a timely manner. My fellow chairman, Dr Ng was once quoted as saying, “For science to progress,
we need to publish.” And I agree with him entirely. For biomedical journals to progress, we need to publish these materials and allow readers to explore the myriads of opinions, findings, facts and observations.

We plan to implement our positive experience of the Biomedical Imaging and Intervention Journal (biij) by publishing all the digital presentations in this workshop online (http://www.biij.org/biomedical-imaging-intervention-journal-resources.asp)

We hope through this timely publication, this invaluable information will benefit those who could not attend this workshop and those who wish to ‘re-attend’ the workshop.

In closing, allow me to thank the University of Malaya for their unstinting support for the University of Malaya Research Imaging Centre (UMRIC) and its activities. I look forward to witnessing the progress of what we have discussed during this workshop but most of all I would like to thank you, the participants for your attendance and contribution, the sponsors and co-sponsors of this workshop for their generosity and cooperation in making this workshop a success.

BJJ Abdullah, FRCR
Organizing Co-Chairman
Invited Faculty

**John Arokiasamy, MPH**
Editor, Medical Journal of Malaysia

**Pik-To Cheung, MBBS, MRCP**
Senior Editor, Hong Kong Medical Journal

**Siew-Tyng Fung, BSc**
Director of Training and Technical Support, Thomson Scientific

**Arnout Jacobs, MA, MBA**
Content Acquisitions Manager, Elsevier

**Rajendra Kale, MD**
Clinical Reviews Editor, British Medical Journal

**Senthil Kumar, MSc**
Technical Communicator

**Li-Ming Leong, PhD (Dev Biol), MSc (Sci Comms)**
Editor, Taylor & Francis Asia Pacific

**Lai-Meng Looi, MD, FRCPath**
Editor, Malaysian Journal of Pathology

**Wilfred CG Peh, MD, MHSM, FRCP (Glasg), FRCP (Edin), FRCR**
Editor, Singapore Medical Journal

**Bruce P. Squires, MD, PhD**
Membership Committee, World Association of Medical Editors

**Martin van der Weyden, MD, FRACP, FRCPA**
Editor, The Medical Journal of Australia
About the Speakers

Curriculum Vitae

John Arokiasamy, MPH

Professor Dr. John T. Arokiasamy, an Epidemiologist and Public Health Specialist had served the University of Malaya for 28 years. He was Head and Professor in Social and Preventive Medicine in the Faculty of Medicine, University of Malaya. During his tenure, he has served as President of the Asia Pacific Academic Consortium of Public Health and been a short term consultant to the World Health Organisation. He is currently Deputy Dean and Professor of Community Medicine at the Melaka Manipal Medical College.

He serves on several editorial boards, and serves as the Editor of the Medical Journal of Malaysia. He has also served on the editorial board of the Asia Pacific Journal of Public Health.

His research interest is in non-communicable diseases, Care of the elderly, and HIV, and has published extensively in local and international journals. He has assisted in the National Health and Morbidity Surveys of the Ministry of Health. Apart from these he serves in several national committees.

Pik-To Cheung, MBBS, MRCP

Pik-To Cheung was educated in The University of Hong Kong (HKU) and received his clinical paediatric training in the Department of Paediatrics, HKU after graduation. He subsequently spent 4 years at the Children Hospital Medical Centre in Cincinnati, Ohio, USA for clinical and laboratory research training in Paediatric Endocrinology, followed by 2 additional years of basic laboratory research in neurobiology at Kinderspital Bern, Switzerland, after which he re-joined the Department of Paediatrics and Adolescent Medicine, Li Ka Shing Faculty of Medicine at HKU as Clinical Associate Professor.

He is members of the Centre of Development, Reproduction and Growth, Neuroscience Centre and Centre of Endocrinology and Diabetes at HKU. His research interests lie in the fields of paediatric endocrinology, human molecular genetics, and molecular and cellular biology of neural cell death and regeneration.

He has joined the Hong Kong Medical Journal as Senior Editor, while serving as Editorial Board Members for the Journal of Paediatrics, Obstetrics and Gynaecology, and the Chinese Journal of Contemporary Pediatrics. He is also Presidents of both the Hong Kong Society of Endocrinology, Metabolism and Reproduction, and the Hong Kong Society of Paediatric Endocrinology and Metabolism and serves on the Education Committee of the Hong Kong College of Paediatricians.
Ms. Siew-Tyng Fung is Thomson Scientific's Director of Training and Technical Support. Her team works closely with customers in Asia-Pacific to ensure effective use of Thomson Scientific solutions. Her team also helps to facilitate discussion and submission of journals to the ISI editors in Philadelphia for evaluation. Ms. Fung graduated from the National University of Singapore and has been with Thomson Scientific since 1998. Prior to her current position, she was responsible for sales in Greater China.

Arnout Jacobs is Elsevier's manager of publishing development in China. His team starts up partnerships with Chinese journals, which they help reaching an international audience through ScienceDirect. Another of his targets is the expansion of networks among Chinese scientists for Elsevier's international journals. Finally, he coordinates the regional editorial services.

Prior to Elsevier, Arnout has worked for WoltersKluwer in the Netherlands, and Swets & Zeitlinger in Philadelphia. He holds an MBA from INSEAD, France, and a MA (Comm.) from Leiden University, The Netherlands.

Dr Rajendra Kale started medical editing as an editorial registrar with the BMJ in 1994. He has been working as a full time editor with the BMJ since 2001 looking after Editorials and then the Practice and Clinical Reviews sections.

His background is in neurology and he qualified as a neurologist from Bombay University and practiced in Pune, India, for several years before joining the BMJ. He coordinated BMJ's special theme issues on neurodegenerative disorders (22 June 2002) and on the health of indigenous people (23 August 2003). He is currently working on a theme issue on China.

Senthil Kumar has been editing scientific and technical documents for over 6 years. He is a specialist in editing science and IT manuscripts. He has worked as a research writer, Web content designer, resume writer and technical editor. He has reviewed many research papers, newsletters, IT books as well as Web site content. He holds a Masters degree in Life Sciences and a Diploma in Technical Writing. Senthil has worked with several prestigious international publishers and academic institutions. He conducts workshops and seminars on technical editing, copy editing, and writing for students, engineers and research scholars.
Li-Ming Leong, PhD (Dev Biol), MSc (Sci Comms)  

Li-Ming Leong is currently an Editor with the Asia-Pacific branch of Taylor and Francis. Since being recruited into the company in May 2005, she has worked with authors across Asia to develop new books and journals across the sciences, humanities and social sciences.

Li-Ming originally trained as a developmental biologist, graduating with a PhD in the discipline from University College London. She then worked as a research scientist in the UK for several years before being awarded a scholarship by the Agency of Science, Technology and Research (A*STAR) to pursue a Master's degree in Science Comm., specializing in print and radio journalism.

Upon her return to Singapore, she served as the science communications officer for A*STAR's Biomedical Research Council, launching a quarterly newsletter for the Biopolis, Singapore's new biomedical research complex. This was followed by a short stint in medical copywriting before joining Taylor and Francis.

Lai-Meng Looi, MD, FRCPath  

After obtaining the MPath degree (University Malaya) in 1979, Professor Looi joined the University of Malaya (UM) as Lecturer in Pathology and staff pathologist to its University Hospital. She passed the Membership examinations (Histopathology) of the Royal College of Pathologists, UK in 1981. She was promoted to Associate Professor in 1984 and served as Head of Department from 1984 until 1999, when she assumed the position of Deputy Dean (Postgraduate Programmes) of the Medical Faculty. She was promoted to Professor (Chair) of Pathology and Senior Consultant Pathologist in 1986, to Professor Special Grade JUSA B in 1999 and to Grade JUSA A in 2003.

Professor Looi is past-Chairman of the UM Medical Centre Research Committee; Chairman of the UM Medical Centre Ethics Committee (Institutional Review Board); President of the College of Pathologists, Academy of Medicine Malaysia, Editor of the Malaysian Journal of Pathology, Fellow & Council member of the Academy of Medicine Malaysia, past-member of the Malaysian Medical Council and Chairman of the National Ethical Subcommittee on Managed Care Organisations. She serves on the drafting committees for the Pathology Bill and the Human Reproductive Cloning Bill. She chairs the working committees of the College of Pathologists, Malaysia on retention of tissues, laboratory practices and laboratory accreditation.

Professor Looi was appointed Foundation Fellow of the Academy of Sciences Malaysia in 1995 and Senior Fellow in 2005, being the only woman so honoured, and chairs its Medicine Trust Fund. She received the National Science Award in 1999, the ASEAN Outstanding Scientist and Technologist Award in 2001 and the Rotary Research Foundation Gold Medal in 2003. She was conferred the Johan Setia Mahkota (J.S.M.) by the Yang di-Pertuan Agong Malaysia in 2000.
Wilfred CG Peh, MD, MHSM, FRCP (Glasg), FRCP (Edin), FRCR —

Professor Peh is a Senior Consultant Radiologist, Singapore Health Services, and Clinical Professor in the Faculty of Medicine, National University of Singapore. He was formerly Academic Head of the Department of Diagnostic Radiology, Singapore General Hospital and a Professor of Diagnostic Radiology at the University of Hong Kong.

Professor Peh is the current Editor of the Singapore Medical Journal. He was immediate past Editor of SGH Proceedings and was Founding Editor of the Journal of the Hong Kong College of Radiologists. His Editorial board memberships (past or current) of international journals include Radiology, British Journal of Radiology, Skeletal Radiology, Asian Oceanian Journal of Radiology, American Journal of Orthopedics, Journal of Diagnostic Radiography and Imaging, Asia Pacific Family Medicine, Annals of the Academy of Medicine Singapore, Hong Kong Practitioner, and Diagnostic Imaging Asia Pacific. He also reviews actively for several journals including American Journal of Roentgenology, European Radiology, and RadioGraphics, and has received awards for excellence in manuscript reviewing from Radiology.

Professor Peh specialises in musculoskeletal radiology. His other interests are medical writing, and medical and radiological education. To date, he has authored 3 books and 20 book chapters, more than 200 international peer-reviewed journal publications, and has delivered more than 200 invited lectures at meetings such as RSNA, ICR, ISS, ISMRM, ECR and ESSR. He has presented more than 200 scientific papers- many of which have won awards in meetings such as RSNA, ARRS, ISS and AAR. He has organised several scientific writing workshops, radiology examination preparation courses, musculoskeletal teaching courses, and regional and international radiology congresses, including the 32nd Annual Scientific Meeting and Refresher Course of the International Skeletal Society held in 2005. He also serves as Singapore’s representative to the MASEAN Medical Education Committee.

Bruce P. Squires, MD, PhD —

Bruce Squires is a freelance editorial consultant, a speaker and facilitator at many international conferences and workshops on medical journal editing, and Adjunct Professor of Epidemiology at the University of Ottawa. He received his BA, MD and PhD degrees from The University of Western Ontario (UWO). Following further training at Duke University, he returned to UWO in 1965 in the Department of Physiology, rising to full professor. In 1971 he was appointed to the new Office of Service and Research in Medical Education, and in 1978 became the first Director of the Office of Health Sciences Educational Development to guide curriculum and educational development in the four health science faculties at UWO.
Dr. Squires was appointed Associate Scientific Editor of the Canadian Medical Association Journal (1984-1986), Scientific Co-Editor (1986-1987), Scientific Editor in 1987 and Editor-in-Chief of the CMA's publications department from 1989 until he retired in 1996. While editor, he wrote many articles and presented many workshops on editing and manuscript preparation. He was a member of the International Committee of Medical Journal Editors (Vancouver Group, 1987-1996), the Council of Biology Editors (now Council of Science Editors, 1987-2001), and a founding member (1995), Vice President (1997-2001) and Secretary (2001-2004) of the World Association of Medical Editors (WAME). He has chaired WAME's membership committee since 1995, and moderates WAME's electronic discussion group. He participated in the founding meeting of the Forum of African Medical Editors in Geneva (2002), is Honorary Member of the Eastern Mediterranean Association of Medical Editors and a member of its ethics committee.

He was awarded the first Douglas Bocking Award for excellence in medical teaching at UWO (1985), the Award of Merit of the Canadian Association of Occupational Therapists (1993), an Honorary Fellowship in the American Medical Writers' Association (1997), and Senior Membership in the Canadian Medical Association (1999).

**Martin van der Weyden, MD, FRACP, FRCPA**

Dr. Martin Van Der Weyden has been Editor of The Medical Journal of Australia since 1995 and Chief Executive of the Australasian Medical Publishing Company since 1996.

A graduate of Sydney University Martin has had a varied and distinguished career in academic and clinical medicine and hospital administration. He was a Merck Sharpe & Dohme International Fellow in Clinical Pharmacology and a National Science Foundation Fellow at Duke University Medical Centre, North Carolina. On return to Monash Medical School at Alfred Hospital Melbourne he was appointed as an NHMRC Research Fellow and, subsequently, Associate Professor of Medicine and Professor of Haematology. At the Alfred, he was a senior visiting physician and head of the Haematology Services. Not satisfied with these challenges he was recruited into administration as Chief of Investigative Medicine before joining The Medical Journal of Australia.

His extramural passions are his wife and family but closely followed by Bach, Beethoven and "Papa" Haydn.
## Organizing Committee

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<th>Role</th>
<th>Members</th>
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<tr>
<td>Advisor</td>
<td>Prof. Dato’ Dr. Mohd. Amin Jalaludin</td>
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<tr>
<td>Chairman</td>
<td>Prof. Kwan-Hoong Ng</td>
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<td>Co-chairman</td>
<td>Prof. Basri Johan Jeet Abdullah</td>
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<td>Audio-visual</td>
<td>Ms. Sharizan bt. Shaharuddin</td>
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<td>Mr. Li Kuo Tan</td>
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<td>Mr. Arif b. Abdullah</td>
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<td>Ms. Jeannie Hsiu Ding Wong</td>
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<td>Publicity</td>
<td>Prof. Basri Johan Jeet Abdullah</td>
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<td>Dr. Amir Fuad b. Hussain</td>
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<td>Mr. Mohd Zamri b. Mohamad Zin</td>
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<td>Ms. Ravi Chantriga Eturajulu</td>
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<td>Secretariat</td>
<td>Ms. Janet Low</td>
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<tr>
<td>Treasurer</td>
<td>Ms. Nurul Asyikin bt. Mohd Radzuan</td>
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General Information

**Digital Presentations**

Digital recordings of all lectures may be retrieved at the following location: http://www.biij.org/biomedical-imaging-intervention-journal-resources.asp

**CME/CPD Accreditation (Malaysian Medical Association)**

Participant: Category 1C  6 credit points  
Speakers: Category 3B(a)  3 credit points

**Workshop Venue**

The Workshop will be held at:

Le Meridien Kuala Lumpur  
2 Jalan Stesen Sentral  
Kuala Lumpur Sentral  
50470 Kuala Lumpur  
Malaysia

Tel: (603) 2263 7888  Fax: (603) 2263 7222  
Email: reservations@lemeridien.com.my

**Secretariat**

Workshop on Publishing for Biomedical Journal Editors and Reviewers  
Secretariat  
Department of Biomedical Imaging (Radiology)  
Faculty of Medicine  
University of Malaya  
50603 Kuala Lumpur  
Malaysia

Tel: (603) 7949 2093  Fax: (603) 7958 1973  
Email: secretariat@radiologymalaysia.org  
Contact person: Ms. Janet Low
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<th>Time</th>
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<td>8.00 am</td>
<td><strong>Registration</strong></td>
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<tr>
<td>8.30 am</td>
<td><strong>Welcome Address</strong></td>
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<td>8.30</td>
<td>Welcome Address (KH Ng)</td>
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<td>Speakers’ Welcome (BP Squires)</td>
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<td>Opening Ceremony (Vice Chancellor, University of Malaya)</td>
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<td>9.30 am</td>
<td><strong>Session 1 – (Chairperson BP Squires)</strong></td>
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<td>9.30</td>
<td>Goals of Biomedical Journals (Plenary: BP Squires, M van der Weyden, R Kale)</td>
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<td>10.00 am</td>
<td><strong>Break</strong></td>
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<td><strong>Session 2 – (Chairperson WCG Peh)</strong></td>
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<td>10.20</td>
<td>#1–1 Responsibilities of Authors (LM Looi)</td>
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<td>10.50</td>
<td>#1–2 What makes a Good Manuscript (J Arokiasamy)</td>
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<td>11.20</td>
<td>#1–3 Rights &amp; Responsibilities of Editors (BP Squires)</td>
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<td>11.50</td>
<td>#1–4 Editorial Independence and Governance (BP Squires)</td>
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<td>12.20</td>
<td>#1–5 Role and Responsibilities of Reviewers (WCG Peh)</td>
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<td>12.50 pm</td>
<td><strong>Lunch</strong></td>
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<td><strong>Session 3 – (Chairperson PT Cheung)</strong></td>
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<td>2.00</td>
<td>#1–6 Peer Review: Finding, Keeping and Nurturing Reviewers (R Kale)</td>
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<td>#1–7 Manuscripts for the Evidence-Based Medicine Era (PT Cheung)</td>
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<td>3.00</td>
<td>#1–8 What do Editors of General Medical Journals Want? (R Kale)</td>
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<td>3.30 pm</td>
<td><strong>Break</strong></td>
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<td>3.50 pm</td>
<td><strong>Session 4 – (Chairperson R Kale)</strong></td>
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<td>3.50</td>
<td>#1–9 The Journal Evaluation Criteria of Thomson Scientific (ST Fung)</td>
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<td>4.20</td>
<td>Impact Factor: Use and Abuse (Points and Counterpoints Moderator: R Kale)</td>
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<td>5.00 pm</td>
<td><strong>End of Day 1</strong></td>
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<td>Time</td>
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<td>8.30 am</td>
<td><strong>Session 5 – (Chairperson M van der Weyden)</strong></td>
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<td>8.30</td>
<td>#2–1 Developments in International Journal Publishing (LM Leong)</td>
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<td>9.00</td>
<td>#2–2 The Publishing Cycle: Interface between Authors, Editors and Reviewers (A Jacobs)</td>
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<td>9.30</td>
<td>#2–3 Open Access Online Publishing (OAOLP) (M van der Weyden)</td>
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<td>10.00 am</td>
<td><strong>Break</strong></td>
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<td>10.20 am</td>
<td><strong>Session 6 – (Chairperson BP Squires)</strong></td>
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<td>10.20</td>
<td>#2–4 The International Committee of Medical Journal Editors (M van der Weyden)</td>
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<td>10.50</td>
<td>#2–5 WAME, FAME, EMAME and other regional groups (BP Squires)</td>
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<td>11.20</td>
<td>#2–6 The Art of Copy Editing (S Kumar)</td>
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<td>11.50</td>
<td>Presentations from Regional Editors (Anaesth Intensive Care, Fiji Gen Pract, Malays Dent J, J Health Popul Nutr, Malays Fam Physician, Pediatrica Indones, Ann Acad Med Singapore)</td>
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<tr>
<td>12.30 pm</td>
<td><strong>Lunch</strong></td>
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<td>2.00 pm</td>
<td><strong>Session 7 – (Chairperson LM Looi)</strong></td>
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<td>2.00</td>
<td>#2–7 Clinical Trial Registration (M van der Weyden)</td>
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<td>2.30</td>
<td>#2–8 Regulating Advertisements in Biomedical Journals (PT Cheung)</td>
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<td>3.00</td>
<td>#2–9 Publication Ethics: Dealing with Misconduct (LM Looi)</td>
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<td>3.30 pm</td>
<td><strong>Break</strong></td>
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<td>4.00 pm</td>
<td><strong>Session 8 – (Chairperson BJJ Abdullah)</strong></td>
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<td>4.00</td>
<td>What Asian-Oceania Editors should be doing Now (Moderators: KH Ng, BP Squires)</td>
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<td>4.45</td>
<td>Closing Remarks (BJJ Abdullah)</td>
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<td>5.00 pm</td>
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Lecture #1–1
Responsibilities of Authors
Lai-Meng Looi, MD, FRCPath

As authorship often carries important academic, social and even financial advantage, contentions over authorship have continually plagued the publication scene. The Uniform Requirements for Manuscripts submitted to Biomedical Journals define an “author” as someone who has made substantive intellectual contributions to the published study. There is general agreement that authors should have contributed to the concept, design and conduct of the study, the drafting of the manuscript and be able to take public responsibility for the published work, and the order of citation of authors should be a joint decision of co-authors. Apart from criteria for authorship, editorial policies place other responsibilities on authors upon submission of the manuscript. These include compliance with the ethical and technical requirements of the Journal. It is implicit that the submitted work should be based on scientifically sound, ethically conducted research and the manuscript should accurately reflect the design and conduct of the study. Potential conflicts of interest should be declared and rightful acknowledgements made. The editor expects authors to pay careful attention to instructions on manuscript preparation and subsequent timely and appropriate response to all issues raised by reviewers. Mutual respect between author and editor and due regard for each others’ responsibilities go a long way towards the realization of a successful publication.

Lecture #1–2
What makes a Good Manuscript
John Arokiasamy, MPH

Writing a good quality paper for publication is a challenge. The quality of the paper written for publication will determine the degree of attention that is paid to it especially by the editor, the reviewers and importantly, by the readers. It signifies an important milestone in the research process that has implications such as credibility for the work done and more importantly, impact on clinical practice, decisions and policies. This paper focuses on the influence of the research work done by authors, and the role of taking into account factors such as expectations of editors, reviewers, the review process,
and readers, not forgetting also the author himself in writing a good quality paper. The presentation will particularly emphasise the importance of a well planned study and the need to invest time and effort on this important phase of the research process that could eventually lead the researcher to a good quality paper. It will dwell briefly on the need to focus on the methodology section that has been found to be often the major reason for paper rejections. The importance of attention to the study design in the planning and conduct of a study cannot be denied. An adequate description of the study design used will be emphasised, while drawing attention to also other areas that include identification of the population, sample size, sampling processes used, use of controls, validity and reliability issues, and statistical techniques used. The paper will also address briefly the processes to be followed in developing a good paper, the common problems encountered and likely pitfalls, and ways to avoid these pitfalls. These would provide some insights into enhancing the quality of the paper the author writes and submits for publication. Essentially the paper presentation will be drawing from the experiences of others and that of the Medical Journal of Malaysia.

**Lecture #1–3**

**Rights & Responsibilities of Editors**

Bruce P. Squires, MD, PhD

To authors: to treat them fairly and with respect, to provide clear guidelines for writing for the journal and to explain the journals’ policies.

To peer reviewers: to select reviewers carefully, avoiding irresponsible assignment of manuscripts, to reward reviewers with praise for good reviews, to give feedback from other reviewers.

To science: to ensure that the journal publishes good biomedical science.

To parent organization: to have a clear and written understanding of the rights and responsibilities of the editor and the owner.

To the readers: To educate the reader and to disclose fully the policies of the journal.

To the public: To provide objective, clearly written information of interest to the public

To advertisers: To respect the advertisers, but to state clearly the journal’s advertising policy.
To study subjects: To ensure that the subjects have given informed consent to be in the study, and that the study was approved by an ethics review board.

**Lecture #1–4**  
Editorial Independence and Governance  
Bruce P. Squires, MD, PhD

Abbreviated version of WAME’s statement on “The Relationship Between Journal Editors-in-Chief and Owners (formerly titled Editorial Independence)”

Originally posted June 19, 2000; modified version posted May 15, 2006 (http://wame.org/wamestmt.htm#independence)

Editors-in-Chief and the owners of their journals have different roles. The editors-in-chief's role is to inform and educate readers, and to protect and strengthen the integrity and quality of the journal and its processes. Owners are responsible for all aspects of publishing the journal, including its staff, budget, and business policies. The relationship between owners and editors-in-chief should be based on mutual respect and trust, and recognition of each other's authority and responsibilities.

The following are guidelines:

1. The conditions of the editors-in-chief's employment, including authority, responsibilities, term of appointment, reporting relationships, and mechanisms for resolving conflict, should be explicitly stated in writing and approved by both editor and owner before the editor is appointed. Those conditions bearing on editorial freedom should be shared with readers by publication in the journal or on its website.

2. Editors-in-chief should have full authority over the editorial content of the journal. Owners should not interfere in the evaluation, selection, or editing of individual articles, either directly or indirectly.

3. Editorial decisions should be based mainly on the validity of the work and its importance to readers, not the policies or commercial success of the owner. Editors should be free to publish critical but responsible views about all aspects of medicine without fear of retribution, even if these views conflict with the goals of the owner.

4. Editors-in-chief should establish procedures that guard against the influence of commercial, organizational, and personal self-interest on editorial
decisions and should make these procedures clear and transparent to all interested parties.

5. Owners have the right to hire and fire editors-in-chief but they should dismiss them only for substantial reasons. Termination of an editor's appointment should be a deliberate process, involving open discussion at the highest level of the organization.

6. The limits of editorial freedom are difficult to define in the general case. Editors should be receptive to articles representing all legitimate points of view and should be free to publish any responsible positions. However, owners cannot be expected to retain editors who take strong, consistent, one-sided positions against the core values and policies of their parent organization.

7. Editors-in-chief should report to the highest governing body of the owning organization, not its administrative officers. Major decisions regarding the editor's employment should be made by this body with open discussion and time to hear from all interested parties.

8. Editors should resist any actions that might compromise these principles in their journals, even if it places their own position at risk. If major transgressions do occur, all editors should participate in drawing them to the attention of the international medical, academic, and lay communities.

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**Lecture #1–5**

**Role and Responsibilities of Reviewers**

Wilfred CG Peh, MD, MHSM, FRCP (Glasg), FRCP (Edin), FRCR

The reviewer is an expert in his field who renders an unbiased opinion on the quality, timeliness and relevance of a submitted manuscript. He or she has a responsibility for protecting the integrity of his or her specialty or subspecialty, the reputation of the scientific journal he or she is reviewing for, and the welfare of human and animal subjects. The reviewer also aims to try to make a manuscript better, whether or not it will eventually be accepted for publication in a particular journal. Reviews should ideally be blinded. If the reviewer recognises some aspect of the origin of the manuscript e.g. author, institution or country, he or she should make this known to the editor.

The reviewer should be familiar with the types of papers, style and standards of the journal he or she is reviewing for, and make sure that the author adheres to these journal requirements. The reviewer usually begins by initially
scanning through the manuscript, in order to get a feel and understanding of the message that author is trying to convey. This is followed by a number of re-reads during which many reviewers will do a brief summary of the manuscript, and tabulate his or her analysis under the major headings of strengths and weaknesses. General comments, e.g. readability and overall importance or relevance of the submitted manuscript, are initially made. The reviewer then dissects the manuscript sequentially and systematically in a number of specific areas, making more specific comments. For original scientific articles, these usually comprise the following: title, abstract, introduction, materials and methods, results, discussion, references, tables and illustrations.

If the material is complex, the reviewer often does a re-read after a few days. The ideal review should be objective, concise and courteous in tone. It should be encouraging and always offer suggestions for improvement. Reviews that are too short are not favoured as they do not help the editor who may not be an expert in that particular field and are often not helpful to the author as well.

In summary, reviewers are, together with the authors and editorial team, key figures in the publication process. Reviewers who are able to submit insightful and detailed reviews in a timely fashion are greatly valued by journal editors. By knowing what the roles and responsibilities of reviewers, authors can strive to prepare their manuscripts accordingly, in order to ensure a successful outcome for all parties.

Lecture #1–6
Peer Review: Finding, Keeping and Nurturing Reviewers
Rajendra Kale, MD

Peer review is exactly what it says it is — review by peers. It is a process used to assess the quality of submissions and help editors make a decision about publishing a manuscript. Internal peer review is done by editorial staff and external peer review by outsiders who are usually subject experts. Peer review can be open — where the identity of the peer reviewer is made known to the authors. Peer review means different things at different journals. It is slow, expensive, subjective, biased, open to abuse, poor at detecting errors, and almost useless at detecting fraud. Yet it is widely used, mostly because we do not have anything better than peer review.

Courteous, constructive, and punctual peer reviewers who help editors make decisions with scholarly opinions and who declare their competing interests
are ideal reviewers. But finding such reviewers is not easy and we need to nurture such reviewers. One way to nurture reviewers is by providing reward, credit, or acknowledgement. Publishing the review on the web could be another way of rewarding peer review. Training reviewers is another way of creating your own selection of reviewers.

Lecture #1–7
Manuscripts for the Evidence-Based Medicine Era
Pik-To Cheung, MBBS, MRCP

Evidence-based approach is fundamental in understanding science. Despite that modern medicine has arisen from solid scientific knowledge, clinical doctors have to be reminded of this concept nowadays, rather than having this already fully integrated into their practice. This need is acutely exaggerated by the current explosion of data and information at all fronts.

Biomedical publishing is a major participant in the promotion and propagation of evidence-based medicine (EBM). One crucial way to achieve that is setting up helpful tips and guidelines to remind authors of salient aspects to be covered in their manuscripts in order to facilitate application of their data in EBM. The specifics involved and requested would naturally be affected by the type of studies covered – randomized control trials, case-control association studies, observational clinical studies, clinical practice guidelines, consensus statements, and reviews etc.

Systematic review is a good example of how “evidence-based” versus “expert” approach may be different. For the former, selection criteria of publications for review ought to be explicitly stipulated coupled with a well-defined system of assimilating these data with differential weighting of the evidence involved integrated into the process. For consensus statements and clinical practice guidelines, the details of how the various experts are recruited, how information retrieval and sharing have been conducted, how and whether there are disputes resolved in the process, how the consensus is reached and even how the manuscript writing the is coordinated should preferably be clearly defined. Even case reports could be steered in this direction so that relevant details deemed helpful for further integration/ analysis/ review are encouraged to be included. Publishing supplemental data at Journal Website should be a helpful way to overcome the lack of space to include all these details in printed forms.
Indeed relevant systems, like CONSORT (Consolidated Standards of Reporting Trials) & STARD (Standards for Reporting of Diagnostic Accuracy), have been proposed and endorsed by various biomedical journals. These and similar guidelines should serve as good references for the Editorial Boards of participating Journals in this workshop for further development.


Lecture #1–8
What do Editors of General Medical Journals Want?
Rajendra Kale, MD

Journal editors want to increase their journal’s influence. The way they can do this is by publishing high quality research articles. In addition to research papers, editors will also publish non original research articles such as editorials, analysis and debate pieces, and clinical reviews articles as these attract more readers than original research articles. To improve the quality of their articles editors want more readers, better authors, and better peer reviewers. They need more feedback and need to know if they have made a mistake. Most general medical journals do not want pure laboratory based research, animal research, case reports and case series, retrospective studies using case notes, charts, and other routinely collected records, and non-randomised comparisons. Unfortunately, many editors will also want to increase their impact factor as academics prefer journals with higher impact papers to send their papers to.

Lecture #1–9
The Journal Evaluation Criteria of Thomson Scientific
Siew Tyng Fung, BSc

Thomson Scientific is committed to providing comprehensive coverage of the world’s most important and influential journals for its users. But comprehensive does not necessarily mean all-inclusive. Web of Science, a cornerstone of Thomson Scientific offering to academic researchers, indexes over 9,300 journals cover to cover. It doesn’t index all journals published but it still be used widely as a research and evaluation tool.
Journal evaluation and selection is conducted on an ongoing basis at Thomson Scientific. Many criteria are taken into account when evaluating journals for coverage, ranging from the qualitative to the quantitative. The journal's basic publishing standards, its editorial content, the international diversity of its authorship, and the citation data associated with it are all considered. No one criterion is considered in isolation, but by combining and inter-relating the data, the editor is able to determine the journal's overall strengths and weaknesses.

**Lecture #2–1**

**Developments in International Journal Publishing**

Li-Ming Leong, PhD (Dev Biol), MSc (Sci Comms)

The journal publishing industry has seen many changes to its traditional publishing model over the last few decades. The rapid expansion of scholarly information, particularly in the sciences, has led to a corresponding increase in the volume of literature and a proliferation of new journals. This trend looks set to continue, with the Asia-Pacific increasing its share of the global pie.

Online access to journals has greatly expanded usage and new electronic systems have the potential to dramatically improve article tracking and turnaround time. However, one of the greatest changes in recent years is the evolution of citation measures. From simple bibliometric indicators, they are now regarded as essential quantitative measures of journal quality – though not without incurring some controversy along the way.

However, the publisher still has a traditional role to play in this changing world - validating the quality of new knowledge and helping in its dissemination. In addition, by selecting and packaging information as a journal, the publishing process continues to make it “visible” and in some cases, may even help to define a subject area.

In order to become a leading international academic publisher of over 1000 peer-reviewed journals, Taylor and Francis has had to adapt and thrive in this ever-changing environment. Today, it continues to work closely with its academic partners; taking advantage of new technology but never losing sight of its original vision – “Alere Flammam” – to feed the flame of knowledge.
Lecture #2–2
The Publishing Cycle: Interface between Authors, Editors and Reviewers
Arnout Jacobs, MA, MBA

Authors, editors, and reviewers of academic journals are first and foremost members of the academic community. They are located all over the world, and perform their work for the journals from their home base. Publishers create the platform for their interactions by producing article databases, managing journals, and maintaining and improving reviewing systems. Following the electronic revolution that started in 1995, scientific publishing has seen major accelerations in availability, breadth, international reader- and authorship, reviewing speed, production times. All of this has led to scientific research being one of the few professions where the time spent on gathering information has actually come down, so that more time can be spent on research itself. This talk will discuss the involvement of publishers and their role in a continually changing publishing environment.

Lecture #2–3
Open Access Online Publishing (OAOLP)
Martin van der Weyden, MD, FRACP, FRCPA

The purpose of publishing is to inform, interpret, criticise, confirm, refute and integrate knowledge. At the centre of the activity are peer review journals, catering for clinical or basic research output. Until recently, publishing was a sedate and scholarly calling, but some 10 years ago this serene world was shattered by a number of developments including:

- a funding crisis for institutional libraries brought about by the explosive growth of journals.
- a coalescence of journals under monopolistic banners such as Elsevier, Blackwell Science and Oxford University Press.
- the prices of journals marketed by publishing monopolies were well above the inflation rate, and included a practice of marketing non-negotiable journal packages.
- political demands that any research funded by the tax payer should be freely accessible to the public.

Evolving from these developments emerged the Open Access Online Publishing (OAOLP) movement. OAOLP promotes the philosophy that for
no cost journal readers can read, download and distribute, print or use articles for any purpose. This decision is underpinned by the tenet that the authors should pay for the publishing of their articles.

Currently, there are in excess of 1000 open access online publications, with the publications of the Public Library of Science (PLoS) more prominent.

Perceptions accompanying the OAOLP movement include:

- it is an untested business model.
- it is dependent on philanthropic and government support.
- it promotes quantity ahead of quality.
- the visibility, speed of publication, and free access to articles as published through OAOLP, are not reflected in the impact factor(s) of online journals.

There is no doubt that OAOLP has changed the processes pursued by traditional publishing. These include free access journals, rapid online publications, free access to closed journals in developing countries, and a limited period of restricted access to research papers.

OAOLP is a movement in evolution. Whether it will lead to a demise of traditional journals remains to be seen.

**Lecture #2–4**
The International Committee of Medical Journal Editors
Martin van der Weyden, MD, FRACP, FRCPA

The International Committee of Medical Journal Editors (ICMJE) was founded in 1978 by a group of medical journal editors meeting in Vancouver, Canada. Initially called the International Steering Committee this was soon changed to the ICMJE. It is also often referred to as the “Vancouver Group”.

Beginning as a movement to support standardisation of manuscripts and references, it soon produced the Uniform requirements for manuscripts submitted to biomedical journals (the URM) in 1979. Over the years, the URM has grown and undergone at least five iterations (see www.icmje.org). In addition to details related to manuscript preparation and submission, it also offers guidance for ethical considerations in the conduct and reporting of research such as authorship and contributorship, the role of the editor and editorial freedom, peer review, conflict of interest, and privacy and confidentiality of patients and study participants. The URM also provides
guidelines for issues related to publication such as corrections, retractions and expressions of concern, copyright, overlapping publication, and the relationship between journals and the general media.

The journals currently represented on the ICMJE include: the New England Journal of Medicine, the Journal of the American Medical Association, Annals of Internal Medicine, the Canadian Medical Association Journal, the Lancet, the British Medical Journal, the Croatian Medical Journal, the Journal of the Danish Medical Association, the Dutch Journal of Medicine, the Norwegian Medical Journal, the Medical Journal of Australia, the New Zealand Medical Journal, along with the National Library of Medicine (MEDLINE).

The authority of the ICMJE lies in its ability to speak with a unified and authoritative voice. It has no constitution, office bearers or budget and meets each year in a location nominated by the member journals. Of late, the ICMJE has taken on a more interventional role by publishing committee-written editorials (see www.icmje.org) published simultaneously by member journals.

The evolution and success of the ICMJE over nearly 30 years is a testament that “a small group of decision makers unhampered by bureaucracy can accomplish much.”[1]


Lecture #2–5
WAME, FAME, EMAME and other regional groups
Bruce P. Squires, MD, PhD

The World Association of Medical Editors (WAME) was conceived in the early 1990s to provide a worldwide forum for education and discussion among all biomedical journal editors. Accordingly, a group of 22 editors and advisors met at the Rockefeller Conference and Study Center in Bellagio, Italy and launched WAME on March 16, 1995. From the onset it was agreed that WAME’s primary communication be via the internet, and that membership be free of charge. Since that time WAME has grown to comprise over 1400 members from 91 countries around the world, representing 896 biomedical journals.

The Board and executive committee of WAME meets by teleconference about every two months, but, most of the discussion among members is disseminated through the WAME-L listserv, supported by the National
Library of Medicine. WAME members meet infrequently, primarily at the Congress on Peer Review.

In keeping with WAME’s goal to improve the standard of peer-reviewed medical publication, the website provides many resources for editors: educational materials, references materials, policy statements, summaries of WAME Internet discussion, links to other valuable resources on the Internet, and a membership directory.

As WAME grew, it became very evident that editors in geographic or socioeconomic regions had special needs and concerns. Consequently WAME has encouraged the formation of regional or language groups of biomedical journal editors. On February 22, 1996, the Korean Association of Medical Editors was founded. Other associations include the Chinese Association of Medical Editors, Asian Pacific Association of Medical Editors, the Indian Association of Medical Editors, and la Asociación Mexicana de Editores de Revistas Biomédicas, A.C. (AMERBAC).

With the help of the WHO at its headquarters in Geneva, October, 2002, the Forum of African Medical Editors was created and now is flourishing. A major achievement has been the revival of the African Index Medicus, and the development the HINARI project, under the aegis of the WHO, to provide academics in Phase I countries (GNP less than $1000) with open access to journals that are subscription based.

The Eastern Mediterranean Association of Medical Editors (EMAME) was founded in Riyadh, Saudi Arabia in October 2004 to meet the needs of editors in the Eastern Mediterranean Region (EMR). It is facilitated by the EMR office of the WHO in Cairo. EMAME members participate in very lively listserve discussions extending from Morocco to Pakistan. In July 2005, EMR-WHO and EMAME supported a workshop for Iraq medical editors in Amman, Jordan.

WAME strongly supports the concept of forming regional groups of biomedical journal editors to promote WAME’s goals and to facilitate discussion of local issues among journal editors.
Lecture #2–6

The Art of Copy Editing
Senthil Kumar, MSc

Copy editing, which is an integral part of medical publishing, ensures a clear and concise copy free of errors and ambiguities. The role of an academic copy editor is different from that of a magazine copy editor. The copy editor is responsible for grammatical errors, spelling mistakes and inconsistency in the document, which distract the reader's attention.

Grammatical errors and spelling mistakes damage the reputation of the paper and the publisher. Moreover, long and ambiguous sentences do not directly convey the message to the reader and hence the reader may lose interest in that paper. Therefore, the copy editor plays a vital role in sending a clean copy to the typesetter. The presentation focuses on a) some common errors that creep into a scientific paper, and b) layout and formatting aspects of copy editing.

Lecture #2–7

Clinical Trial Registration
Martin van der Weyden, MD, FRACP, FRCPA

At the core of evidence-based medicine is the evidence–integration cycle in which research outcomes are disseminated widely and utilised in decisions, be they clinical management or policy deliberations. The effectiveness of the cycle is clearly dependent on all research outcomes — whether positive or negative — being in the public domain, and this applies particularly to interventional clinical trials (ICTs). That this is not the case is indicated by a bias towards publishing positive ICTs or selective non-publication of ICTs — the “file drawer” phenomenon. These activities will bias the evidence–integration cycle.

To facilitate full disclosure of ICTs, the International Committee of Medical Journal Editors (ICMJE) agreed in 2004 that the journals of its members would not publish the results of ICTs if the trials had not been registered either with ClinicalTrials.gov or another qualified registry by 13 September 2005. The ICMJE stipulated that trial registries be not-for-profit, contained the minimal clinical dataset, and be electronically searchable by any interested parties. To date, there are ICMJE-approved trial registries in Australia, Japan, the United Kingdom and the United States, and the World Health
Organization is involved in developing a uniform or minimal dataset, currently set at 20.

A report card on the ICMJE policy on trial registration with ClinicalTrials.gov in 2005 [1] showed a 73% increase in trial registrations from 13 153 in May 2005 to 22 714 in October 2005. The percentage of ICTs registered by industries with a non-specific Interventional Name entry decreased from 10% to 2%.

Progress to ensure accountability and transparency in ICTs is promising, but it will be slow.


Lecture #2–8
Regulating Advertisements in Biomedical Journals
Pik-To Cheung, MBBS, MRCP

Advertising does not constitute core biomedical publishing. Yet advertising for biomedical products (often downstream products of good scientific studies involving successful inventions, preclinical and clinical interventional trials) as a way to disseminate knowledge fits the general aim of biomedical publishing. This is especially true when the applications/advances are relevant to professional practice. General categories of advertising usually include pharmaceutical agents, diagnostic services, courses for professional development, job recruitment etc. One special category that often calls for additional deliberation is those related to alternate medicines.

However, zealous quest to promote the positive aspects of certain products risks having imbalance view being put forth or key cautionary advice left out, whether intentionally or unintentionally. Editors and Editorial Executives running biomedical journals therefore have the duties to understand the pitfalls inherent in the extremely compressed presentation of information adopted by advertisements and the potential manipulations engineered into advertising medium. It is true that revenues generated by accepting advertisements in biomedical journal are often important, if not vital, to the healthy operation of many journals. Editorial decisions in the publication of journal articles must thus be preempted from being influenced by such considerations. Regulations to help maintaining Good Practice in Advertising in Biomedical Journals should preferably be proactively laid down to guide and let Editorial Executives deal with these matters instead of the Editors. An
evidence-based approach should also be adopted as well with policies laid down such that their impacts could be monitored and ideally measured.

When done properly, partnering between Biomedical Journals and prospective advertisers based on well defined regulations could serve to promote respect and uphold good principles of disseminating information in evidence-based manner. This is a good topic for more experience sharing and discussions amongst the workshop participants.

**Lecture #2–9**

**Publication Ethics: Dealing with Misconduct**

Lai-Meng Looi, MD, FRCPath

It has often been said that an experiment is not completed until its findings are published. Publication, then, is a means of informing peers of our discoveries and allows other workers to verify the findings proclaimed. Since publication is an endpoint of research, the most serious breaches of publication ethics relate to research misconduct, such as fabrication or falsification of data and unethical experimentation. Ethical issues also arise from plagiarism, misrepresentation of credentials, conflict of interest, authorship, confidentiality of information, copyright, duplicate submissions and citation misrepresentations. Editors are responsible for safeguarding the journal’s ethical standards, but are often in a dilemma as to how to investigate or handle research misconduct. To reduce contentions, some journals have developed editorial policies which require authors to justify authorship, declare potential conflicts of interest, and state the journal’s right of access to research data for verification, and the right to forward the manuscript to appropriate authority for investigation of misconduct.

The Committee on Publication Ethics (COPE), founded in 1997 as a self help group for scientific editors to deliberate on possible breaches of research and publication ethics, also helps define best practices in the ethics of scientific publishing. A summary of cases discussed over a 6.5 year period revealed the common causes of research misconduct to range from (in rank order) duplicate publication, authorship issues, lack of ethics approval, inadequate informed consent, falsification of data, plagiarism, unethical experimentation and conflicts of interest.

Apart from developing workable editorial mechanisms for dealing with misconduct, it is evident that transparency, good record keeping, impartiality and non-prejudicial behaviour are crucial to all stakeholders.
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- The College of Pathologists, Academy of Medicine of Malaysia
- College of Radiology, Academy of Medicine of Malaysia
- Elsevier
- Hong Kong Medical Journal
- Medical Journal of Australia
- Medical Journal of Malaysia
- Singapore Medical Journal
- South East Asian Association of Academic Radiologists
- Taylor and Francis
- Thomson Scientific

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