

## 6th PAME National conference on Medical Journals

## Guest Speakers discuss Global issues in Medical Journalism at EMAME Session

LAHORE: One of the scientific sessions during the recently held 6<sup>th</sup> PAME National Conference on Medical Journals organized by Pakistan Association of Medical Editors (PAME) in collaboration with University of Health Sciences (UHS) Lahore and Eastern Mediterranean Association of Medical

kistan was one of the countries which had published largest number (2597) manuscripts in EMHJ from 1995-2022. The journal accepts manuscripts which makes substantial addition to scientific knowledge in research, should present a new idea or a new finding. It could also be an expansion of

what command you give. His conclusions were that there is no doubt that various Artificial Intelligence Platforms are very useful when it comes to editing provided they are handled by a skilled Editor.

Extraordinary intelligent Behrooz Astaneh who has also served as Council Member of Committee on Publication Ethics (COPE) UK had selected a unique and innovative topic for his presentation highlighting the importance of evidence

**Clear writing comes from clear thinking. If you do not understand the process, you cannot explain it to others- James Ayodele**

Editors (EMAME) was devoted to EMAME. Distinguished Editors who were invited as guest speakers in the session included former Presidents of World Association



DR. BEHROOZ ASTANEH

of Medical Editors (WAME) Prof. Farrokh Habibzadeh from Shiraz Iran, Prof. Peush Sahni from New

Delhi India. Other speakers were Prof. Behrooz Astaneh Vice President of EMAME and former Editor of Iranian Journal Medical Sciences currently in Canada, Prof. M.B. Rokni former Vice President at large of EMAME and Chairman of Indexation Committee of EMAME who is also Editor of Iranian Journal of Public Health from Tehran, Iran, Mr. James Ayodele Managing Editor Eastern Mediterranean Health Journal from Cairo, Egypt and Dr. Naeema Al Qaseer from Bahrain.

**We need to devise a universal curriculum on medical writing/publishing using collective wisdom of authorities - Behrooz Astaneh**

This session was also dedicated to Mr. Shaukat Ali Jawaid Chief Editor Pakistan Journal of Medical Sciences and Secretary EMAME who chaired it along with Prof. M. Akbar Chaudhry Dean, Azra Naheed Medical & Dental College, Superior University Lahore, Dr. Haris from Journal of Khyber Medical University and Dr. Sahibzada Nasir Mansoor from Combined Military Hospital Peshawar. Global issues in medical journalism were discussed by all the speakers through Video presentations.

Mr. James Ayodele from EMHJ spoke on "What Journal Editors

images with proper references. The authors must use current, latest and relevant references.

He further stated that Clear writing comes from clear thinking. If you do not understand the process



PROF. M.B. ROKNI

being addressed, you cannot explain it to others. Writing must conform to established standards, rules and regulations. Journals will only accept papers on topics in which they are interested. Remember you are competing with

**AI Platforms are very useful when it comes to editing provided they are handled by a skilled Editor- M.B. Rokni**

look for in a Manuscript" and described in detail how the manuscripts are processed at EMHJ. This, he stated, was a monthly journal published by WHO EMRO. It aims to contribute to healthcare policy and Practice by publishing quality health research and information with relevance to the region. Pa-

many others who wish to get their papers published in the same journal, hence try to present your best, he remarked.

Prof. M.B. Rokni talked about "Can Artificial Intelligence platform replace an Editor". He showed numerous examples of original text after editing using AI tools includ-

based findings. He opined that it was time to move towards Evidence Based Medical Journalism. Medical research, he said, was backbone of improving human health and wellbeing and without documentation, peer review and publishing it is of no worth. Writing and publishing is the last stage of research wherein medical journalism plays an important role. We need to teach how best the message can be transferred to audience through workshops, training sessions, how to write and publish but there is very little evidence on the contents, its impact and participant's views. We lack trustworthy and measurable tools while the effects of comprehensive education have not been evaluated using standard tools. He then shared the findings of his study. The objective of his study were to find what is available in the literature regarding strategies for optimizing medical writing and publishing, to devise trustworthy measurement tools for evaluating confidence

**Results of many studies are not credible-Farrokh Habibzadeh**

and evaluate impact of well-structured hands-on-workshops. His findings were that at least thirty articles were incomplete, there were issues with publication ethics,

familiarity with responding to peer reviewers feedback. He shared the highlights from the five articles. The limitations of the study were also highlighted. Message from his presentation was that we need to devise a universal curriculum on medical writing/publishing which has so far been ignored using collective wisdom of authorities. We need to maintain central pool of participant's data of workshops held in different locations to provide necessary power to perform long-term-follow-up of studies. Let us devise standard measurement tools to assess knowledge, performance, satisfaction besides evaluating the durability of learned knowledge during workshops, he added.

Dr. Farrokh Habibzadeh former

editors and producers, ensure timeliness are adhered to and create budgets. They arrange electronic manuscript management system and provide data to abstracting



PROF. FARHAD HANDJANI  
President EMAME

and indexing services. They also design, do formatting, manage production process both print and digital, do marketing and publicity through conventional means and on social media. They work with retailers largely institutions and libraries. Some of the eminent publishers he mentioned included Elsevier, SAGE, Springer, Wolters Kluwer, Taylor and Francis. Well known Indian publishers include Medknow, Jaypee and Scientific Scholar. The medical journals in India are owned and run by commercial publishers, Professional Societies, Universities and industry. Some have print alone, others have Hybrid both print and online while some are only Online publications. They have different business models. The offer media handling and take over mundane tasks. They ensure quality.

National Medical Journal of India, he said, was published by Oxford University Press from 1988 to 1992. Though it had some benefits but also numerous problems. From 1992 onward till 2012 it tried to develop an online manuscript management system which was not successful. From 2012 we had no publisher but from 2014 onward we had service provider which developed website and installed manuscript management system. We also felt the need for marketing, increased visibility of the journal and its coverage on social media, he added.

Dr. Naeema Al Qaseer Global Health and Sustainable Development Expert who also served as WHO representative in Egypt and has been affiliated with EMAME since long was the last speaker in the session. She has been highlighting and written extensively on Role of local medical journals in developing the health research system in GCC countries and Challenges in medical publishing in the Gulf Region with special focus on Bahrain. She thanked Prof. Ahmad Bader and Mr. Shaukat Ali Jawaid Secretary EMAME for providing her an opportunity to share the Bahrain experience in medical journal publishing. She commended the efforts of organizers and all the speakers for holding this conference. We need to undertake research and generation of knowledge to promote health and peace in this region and we all are striving for that.

**Sustainability of our journal is being ensured with diversification of the resources. We also encourage young researchers with financial incentives-Naeema Al-Qaseer**

Describing her experience with medical journal, challenges and opportunities she said that health workers in Bahrain are doing their best to improve maternal mortality, mental health, reducing chronic

diseases, managing diseases of children thus strengthening the whole system. Bahrain has five thousand years old culture. We wish to have a Knowledge based economy and improve the health sector. Medical journals support such visions.

Bahrain Medical Bulletin, she said was first published in 1979. We have another journal i.e. Journal of Bahrain Medical Society. It is an Open access journal which continues to grow. We are trying to improve International collaboration, modernize it. Some of the challenges which we face is that at present only 40% submissions are from Bahrain and others are from the region. Researchers in Bahrain prefer to publish their work in international journals which are covered by Scopus and other databases. We need medical journals to advance evidence based practices. We are providing opportunities to local healthcare professionals to publish their research work, encouraging the researchers in Bahrain as well



PROF. PEUSH SAHNI  
Former President WAME

as in the region to publish their research in Bahrain Medical Journal. Our current budget is Thirty thousand dollars most of the funds coming from government.

In order to encourage local contributions, we are providing increasing incentives like financial rewards to publish locally, supporting young researchers to publish. National Editorial Board is being established. Collaboration with International expert will be an asset to enhance the quality of the journal. Digitalization of the journal is being undertaken which will be user friendly, accessible to all and it will also increase its visibility. Solutions are being found to ensure its financial sustainability with diversification of the resources. We are approaching International funding agencies, encouraging advertisement, local corporate social responsibilities.



DR. NAEEMA AL QASEER

Collaboration with pharma companies to ensure clinical trial in our country in the region. There are opportunities to increase our collaboration. We are committed to supporting EMAME, enhanc-



Prof. Ahsan Waheed Rathore Vice Chancellor UHS speaking at the Faculty Dinner meeting of 6th PAME National Conference on Medical Journals organized in collaboration with EMAME and UHS.

use of English. He also discussed the topics ignored like changes in authorship after submission, image manipulation, how to properly use CONSORT and STROBE checklists.

He then discussed improvement in publication trends, importance of choosing the right journal and



DR. FARROKH HABIBZADEH  
Former President WAME

domized clinical trial (RCT) on an important topic. An RCT usually examines if a drug is effective compared with a placebo. The effects of

False-Positive results are observed when there is no real effect and in False-Negative results, no effect is observed when there is a real effect. The message he conveyed

through his presentation was that results of many studies are not credible. There is flexible *p* value with significance threshold cannot be computed a priori. We need to employ alternative techniques, he remarked.

Prof. Peush Sahni another former President of WAME from India discussed the Indian scenario related to Medical Journals and Publishes. The publishers, he stated, negotiate terms, manage



Kh. Salman Rafique Punjab Minister for Tertiary Care and Medical Education exchanging views with PAME Executive and Vice Chancellors of Medical Universities Prof. Ahsan Waheed Rathore, Prof. Khalid Masood Gondal, Prof. Mahmood Ayaz, Prof. Maj. Gen. M. Aslam and other distinguished participants soon after the inaugural session on October 21st 2024.



On left Prof. Akhtar Sherin, Prof. Jamshed Akhtar and Prof. Asghar Naqi Principal AIMC in a jovial mood at the faculty dinner while on right Prof. Ahsan Waheed Rathore VC UHS is also enjoying some joke with Prof. Maj. Gen. M. Aslam former VC UHS. Also seen in the centre is President PAME Prof. S.H. Waqar.