

# BMJ Resources Supporting Continuous Personal Development and Article Writing Skills of Young Authors in the Field of Medicine



A unique way to strengthen  
research output



# What's the problem?

**What are the main reasons for journal editors to reject a research paper, even if well written and presented?**

- the research question isn't sufficiently new, interesting, or important
- the question is answered with suboptimal design
- investigators often lack training on developing good research questions, choosing study designs, and reporting research effectively

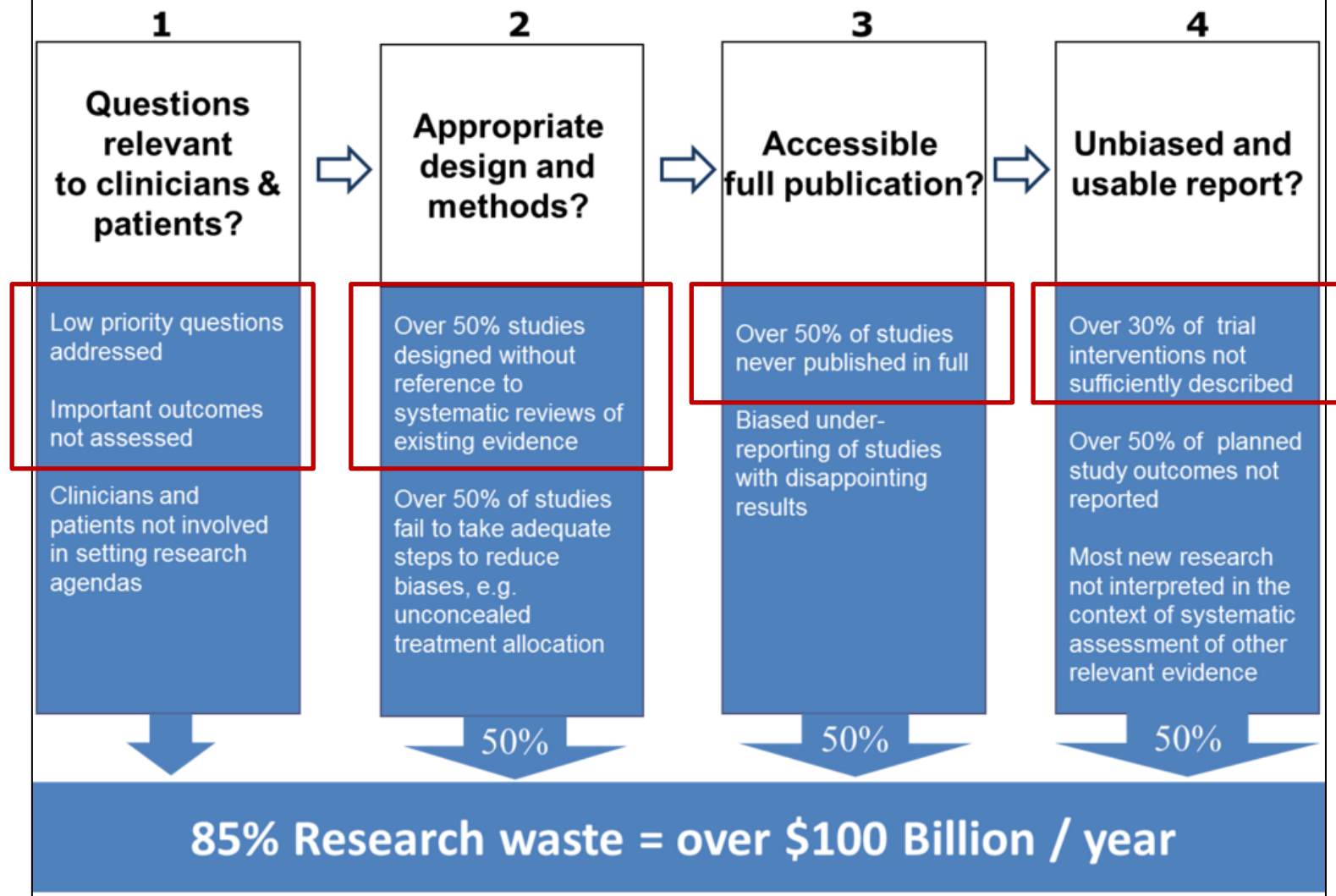
# The scandal of poor medical research

“What should we think about researchers who use the wrong techniques (either wilfully or in ignorance), use the right techniques wrongly, misinterpret their results, report their results selectively, cite the literature selectively, and draw unjustified conclusions?

We should be appalled. Yet numerous studies of the medical literature, in both general and specialist journals, have shown that all of the above phenomena are common... This is surely a scandal.”

Altman DG. The scandal of poor medical research. BMJ 1994; 308 :283

# Waste at four stages of research



Stages of waste in the production and reporting of research evidence relevant to clinicians and patients; from Chalmers and Glasziou, The Lancet 2009  
REWARD Alliance <http://researchwaste.net/about/>

# What is Research to Publication?

A new e-learning initiative from BMJ and UCSF for doctors and healthcare researchers, particularly early in their careers. It develops research skills and helps researchers to get papers published.

Modules are organised into **6 courses**, each covering a specific topic and available individually.

- Designing clinical research
- Introduction to clinical trials
- Responsible conduct of research
- How to write a paper
- What editors and peer reviewers look for
- Publication ethics

# Why another product?

- Existing courses are expensive or lack scientific depth
- Publish or perish: An international problem for Early Career Researchers (ECRs)
- Quality and integrity of output is an essential measurement of institutional success
- Governments want/need to build research capability
- Medical researcher feedback: no courses are designed specifically for them
- Growth in research output provides a constant market
- *The BMJ* has actively supported research integrity since the 1980s

# Who should consider a subscription?

- Doctors
- Nurses
- Health economists
- Health services researchers
- Systematic reviewers
- Students
- Research officers and managers
- Research integrity offices

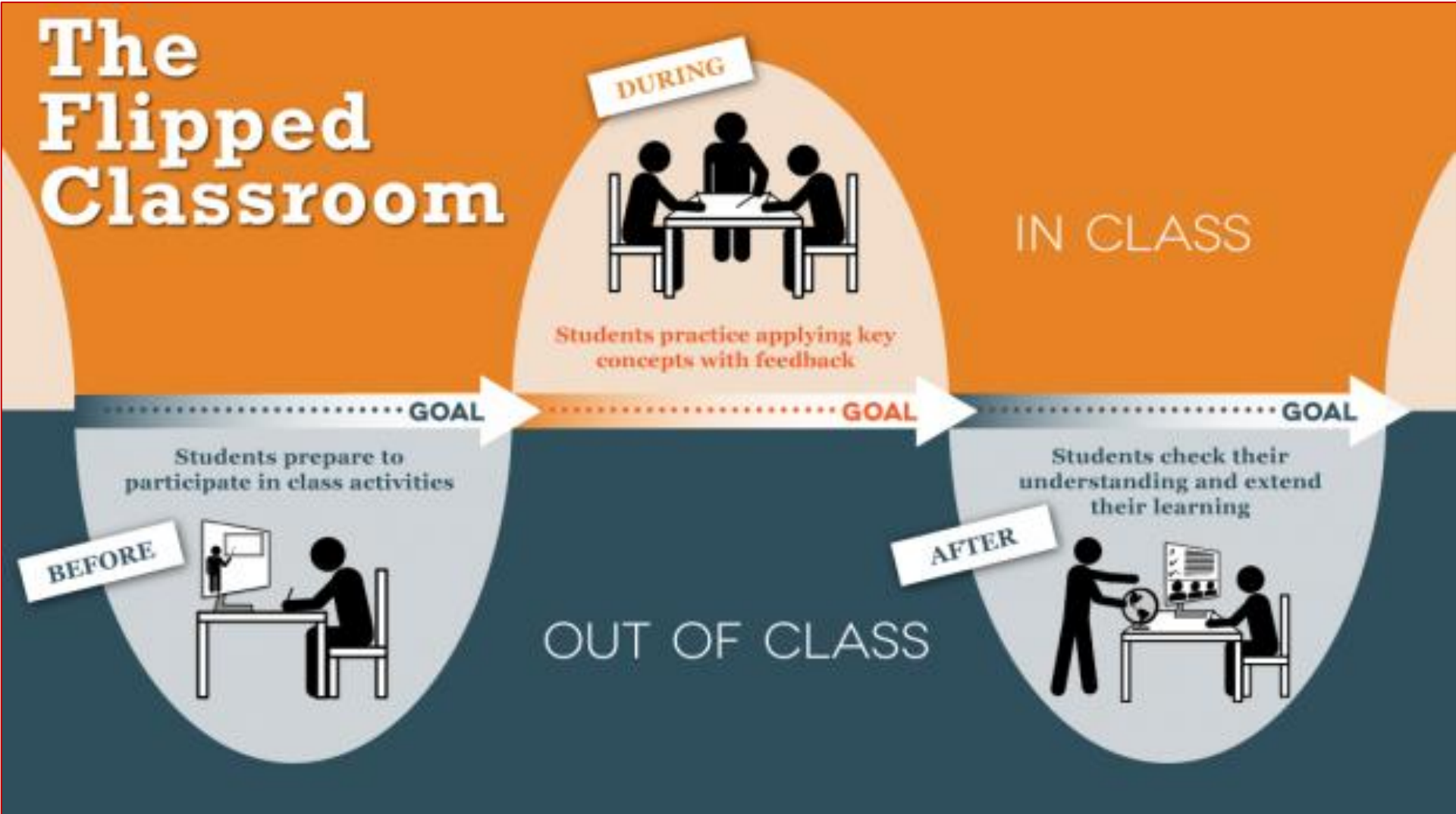
# Ideal for blended learning with “flipped classroom”



- takes the lecture out of the classroom and brings homework in
- puts students in charge of their own learning
- students needing more time to master a concept aren't left behind



# The Flipped Classroom



<https://learningsciences.utexas.edu/sites/default/files/flippedflowmodel.png>

# How will subscribers and course participants benefit?

- Authors: help advance their own careers
- The originating institution: gains greater international recognition
- Recognised contributions to medical knowledge: help attract more funding
- New evidence improves patient outcomes
- The publishing solution for researchers and institutions

It removes the obstacles that prevent many researchers from getting published in high impact, peer-reviewed journals.



## Courses & Modules

### FREE MODULES

How to Write & Publish  
a Study Protocol ⓘ

BMJ

FREE MODULE ►

Introduction to Randomized  
Blinded Trials ⓘ

UCSF

FREE MODULE ►

HOW TO WRITE A PAPER



WHAT EDITORS AND PEER REVIEWERS LOOK FOR



PUBLICATION ETHICS



DESIGNING CLINICAL RESEARCH



RESPONSIBLE CONDUCT OF RESEARCH



INTRODUCTION TO CLINICAL TRIALS



# What does Research to Publication include?



# The value it delivers

- The only programme that **combines the expertise** of a world-class medical publisher with that of a world-leading university teaching medical research skills
- **Focused on clinical and public health research**
- Supports research integrity and drives high ethical standards
- Builds technical research skills
- Drives research quality and acceptance rates in high-impact, international journals
- Offers practical advice in a user-friendly multimedia format
- Helps institutions raise their research capabilities to improve recognition and increase funding
- Provides individuals with **flexible and versatile resource** to develop the skills that increasingly determine career success (or failure)
- Offers the option for integration into a Masters programme
- Certificate of Completion from BMJ and UCSF for every module passed
- **75% discount on APCs for protocols submitted to BMJ Open**

# World-class educators

All educators are published authors and include:



**Prof Deborah Grady,**

Associate Dean of Clinical and Translational Research at UCSF



**Dr Trish Groves,**

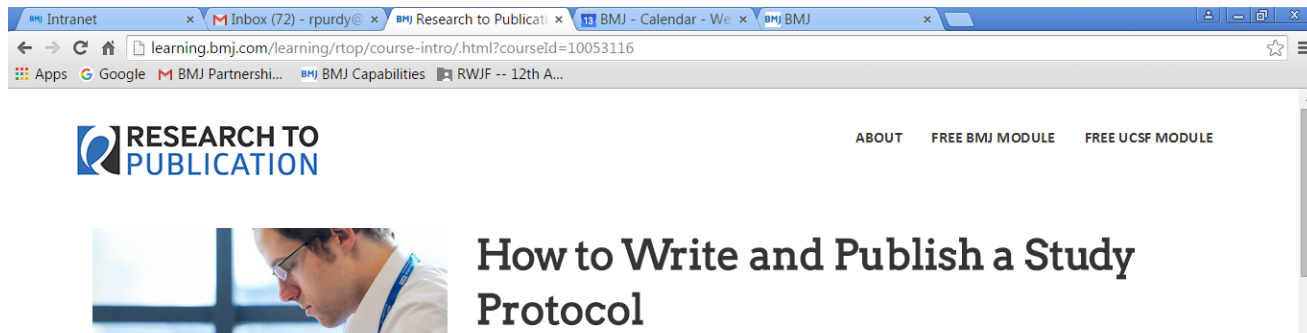
Head of Research at The BMJ



**Prof Bernard Lo,**

Professor of Medicine, UCSF





The screenshot shows a web browser window with the URL [learning.bmj.com/learning/rtop/course-intro/.html?courseId=10053116](http://learning.bmj.com/learning/rtop/course-intro/.html?courseId=10053116). The page features the Research to Publication logo, navigation links (ABOUT, FREE BMJ MODULE, FREE UCSF MODULE), and a large image of a man writing. The main heading is 'How to Write and Publish a Study Protocol'.

### Reviews

"I think this module provides basic guidance for international standards in protocol editing in medicine and health sciences. It also makes you think of the protocol to be published for greater scientific clarity and transparency! Many thanks!"

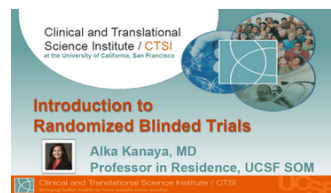
12.10.2015

"I found this module quite interesting. I will keep all this information, as I'll do a

### Learning

At the end of this

- Understand c
- Communicat
- Appreciate th
- Match resear



### Reviews

"Simple and short but concise! Great module!"

12.10.2015

GP/Family Physician, General Practice, CO

"I enjoyed the format. Very easy to follow."

12.10.2015

Specialist/Consultant, US

## Introduction to Randomized Blinded Trials

Start course

### Learning Outcomes

Upon completion of this module you should be able to:

- Define randomized blinded trials
- Explain how to design RBTs
- Describe how to choose the intervention and control conditions
- Describe how to define outcomes and adverse effects

# More on Research to Publication


Video on YouTube:

<https://youtu.be/A8EINvlnktw>





# Twitter@BMJRtoP



**BMJRtoP**  
@BMJRtoP

Research to Publication eLearning programme from BMJ aims to build research capabilities and help create a healthier world

[rtop.bmj.com](http://rtop.bmj.com)

212 FOLLOWING 265 FOLLOWERS

Tweets Media Likes


**BMJRtoP** @BMJRtoP 6h

When is it ethically and scientifically valid to conduct a placebo-controlled trial in surgery? @RCSNews explains

**RCollege of Surgeons** @RCSNews

Our new statement on using #placebos in #surgicalresearch: [bit.ly/placebosurgery](http://bit.ly/placebosurgery) & accompanying article: [bit.ly/placeboarticle](http://bit.ly/placeboarticle)

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**BMJRtoP** @BMJRtoP 1d

Another useful guide for #researchintegrity #2 This time @EDCTP

**UKRIO** @UKRIO

Free e-book: Research Ethics in Africa - A resource for research ethics committees [edctp.org/projects-2/edc...](http://edctp.org/projects-2/edc...) #researchethics

1

**BMJRtoP** @BMJRtoP 1d

Two useful reports on #researchintegrity to cut out and keep #1

**UKRIO** @UKRIO

'Doing global science' - new guide to the responsible conduct of research from @IAPartnership [interacademycouncil.net/File.aspx?id=2...](http://interacademycouncil.net/File.aspx?id=2...) #researchintegrity

**BMJRtoP** @BMJRtoP 1d

All clinical trial registries need audit trail to show amendments. As @COMParo Trials shows: not just red

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Igor Hundziak, BMJ  
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## **Appendix: more details of modules**

# Course: designing clinical research

- the research question
- study design
- subjects and variables
- enhancing causal inference
- sample size and power
- data and safety monitoring
- questionnaires and qualitative research
- ethical considerations in research

# Course: introduction to clinical trials

- trial designs
- randomisation
- selection of participants
- blinding
- choosing interventions and controls
- recruitment
- adherence and follow up
- outcome measures
- adverse events
- regulatory issues
- ethical issues in clinical trials

# Course: responsible conduct of research

- overview of clinical research regulations
- informed consent and related issues
- conflicts of interest
- authorship and research misconduct
- ethics in big data and “precision medicine”
- research in resource-poor environments

# Course: how to write a paper

- the introduction: presenting the research question
- the methods: matching study designs to research questions
- ethics aspects of study methods
- reporting statistical methods and analyses
- the results: reporting all findings succinctly
- the discussion: using structure and balance
- choosing and citing references
- optimising the abstract and title

# Course: what editors and peer reviewers look for

- compliance with journal and ICMJE requirements
- navigating journal and peer review processes
- surviving peer review
- what to do with rejections and appeals
- pre-submission inquiries and cover letters
- good medical writing



# Course: publication ethics

- patients' consent to publication
- journal rules on authorship
- reporting conflicts of interest
- how to write up industry-sponsored trials
- scientific transparency: the pitfalls of selective reporting
- how and why to avoid plagiarism
- how journals uncover scientific fraud
- how journals act on scientific misconduct