



**Strategic MedComms Forum 2011:  
Trust and Transparency – Myth and Reality  
#medcomms**

London, 14 September 2011



# **Sharing data. Opening the Pandora's Box?**

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# Panel Members

- **Doug Altman, EQUATOR**
- **Lorna Fay, Pfizer**
- **Iain Hrynaszkiewicz, BioMed Central**
- **Adam Jacobs, Dianthus Medical**
- **Tatjana Poplazarova, GSK Biologicals**

*I keep six honest serving-men  
(They taught me all I knew);  
Their names are What and Why  
and When  
And How and Where and Who.*

Rudyard Kipling

# What, why, when?

- **What data should we (and do we) share?**
  - summary data or individual level data?
  - statistical code?
  - all trials, phase II onwards, pre-clinical?
- **Why share data?**
  - does it benefit us?
  - does it benefit others?
- **When do we share data?**
  - same time as publication or after delay?

# How, where, who?

- **How do we share data?**
  - precautions for protecting patient privacy?
  - data standards?
- **Where can we share data?**
  - what should role of journals be?
  - specialised data repositories?
- **Who owns the data?**
  - what are the IP implications of data sharing?



# Questions & Discussion

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