

# Why Publishing Science Matters

Your data has impact. It matters how you tell your data's story.

Peer-reviewed publications provide scientific validation for the benefit of physicians, patients, payers, and investors.

Learn more at the **Why Publishing Science Matters Lunch & Learn.**

**THURSDAY, MARCH 2, 2023**

12:00 pm - 1:00 pm

Pennsylvania Biotechnology Center (PABC)

3805 Old Easton Road

Doylestown, PA 18902

**REGISTER NOW**

**[WWW.AOIC.NET/PUBMATTERS](http://WWW.AOIC.NET/PUBMATTERS)**

Discussion will include:

- When to publish
- Publishing considerations and guidelines
- Current landscape of medical publishing
- Evolving environment for medical and scientific communications
- Why publishing peer-reviewed data is important to investors
- Q&A

Lunch & Learn seminar hosted by:



**Barbara A. Murphy, CMPP**

Account Lead and  
Publication Specialist,  
Scientific Communications  
AOIC, LLC



**Mark Riotto**

President and Founder/  
Publications Consultant  
TheResearchPost