

MEDICAL COMMUNICATIONS FELLOWSHIP PROGRAM

2020-2021



PharmaWrite®
MEDICAL COMMUNICATIONS, LLC

INTRODUCTION

Medical Education and Communication Companies (MECCs)

Medical Education and Communication Companies (MECCs) are a key part of the process involved in disseminating pharmaceutical, biopharmaceutical, and other scientific research to regulatory agencies, healthcare professionals, and the public at large. MECCs help their pharmaceutical and medical clients educate healthcare professionals about proven and emerging therapies, devices, and clinical processes that will improve patient care and outcomes. MECCs use their knowledge of regulatory guidelines, scientific literature, and the healthcare marketplace to design effective integrated medical communications plans, providing services such as regulatory and medical writing, medical education, advocacy development, literature surveillance, publication planning and tracking, speaker training and management, and event planning. These companies employ teams of professional scientific managers, medical writers, and medical editors and maintain valuable relationships with leading clinicians and researchers involved in medicine, medical research, nursing, and pharmacy.

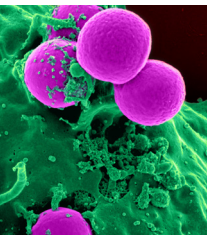
Overview of the Fellowship Program

MedVal Scientific Information Services, LLC and PharmaWrite Medical Communications, LLC are jointly offering a 1-year postdoctoral fellowship in the medical communication industry beginning July 1, 2020. The program includes a teaching component and the opportunity to acquire a teaching certificate through the Philadelphia College of Pharmacy (PCP), University of the Sciences in Philadelphia, PA.

The fellow will share his/her time between MedVal/PharmaWrite and PCP.

Fellowship Program Goals

The primary goal of the program is to provide a foundation for a career in medical communications through training and exposure to various aspects of the industry, including educational and promotional programs and activities. In addition, the fellow will be appointed as Adjunct Clinical Instructor in the Department of Pharmacy Practice and Pharmacy Administration at PCP to develop his/her teaching skills through formal educational instruction to PharmD students. This educational instruction includes teaching in small group courses, delivering a didactic lecture and a continuing education (CE) program for pharmacists, and serving as a preceptor to Advanced Pharmacy Practice Experience (APPE) rotation students in medical communications.



**Follow Jonathan Mitchell, our 2019-2020 fellow,
on Twitter (@Fellow_PWMV) for fellowship updates,
event information, and deadline reminders!**



www.pwmvscifellowship.weebly.com



THE MEDICAL COMMUNICATIONS COMPONENT

About MedVal and PharmaWrite

MedVal Scientific Information Services, LLC and PharmaWrite Medical Communications, LLC are independent medical communications companies with a passion for providing clients with unparalleled scientific expertise to help meet their challenges in a continually changing and demanding healthcare environment. Our seasoned and diverse scientific team of professionals, holding advanced degrees in their respective fields, offers decades of experience in effectively communicating educational messages through print, live meetings, and electronic and social media. Our ability to combine scientific expertise with tactical and strategic thinking in areas such as publication planning, audiovisual presentations, and special event planning, has enabled us to develop and manage programs across the globe for top pharmaceutical companies in a wide array of therapeutic areas. For additional information about MedVal and PharmaWrite go to www.pwmedval.com.

Opportunities Within the Medical Communications Setting

- ◆ Gain experience working with major pharmaceutical and biotech companies representing a wide variety of therapeutic areas, including
 - Addiction medicine
 - Endocrinology
 - Epilepsy
 - Hematology
 - Infectious diseases
 - Men's health
 - Nephrology
 - Oncology
 - Pain
 - Parkinson's disease
 - Rare/orphan diseases
 - Schizophrenia
 - Women's health
- ◆ Work closely with medical writers, editors, graphic designers, scientific managers, and meeting planners and have the opportunity to interact with clients at meetings
- ◆ Collaborate with other team members on the development of clinical trial manuscripts, review articles, product monographs, advisory board meetings, websites, conference reports, and PowerPoint presentations of all types
- ◆ Develop publication plans for specific therapies and work closely with investigators and researchers in their respective fields
- ◆ Learn how to work in a team-based environment and consistently deliver projects on deadline and within budget
- ◆ Have unlimited access to library services and medical librarians who are invaluable in assisting staff with researching issues and subject matter of importance to our clients and their products
- ◆ Have an opportunity to conduct research in medical publications and present findings at the Annual Meeting of the International Society for Medical Publication Professionals (ISMPP)

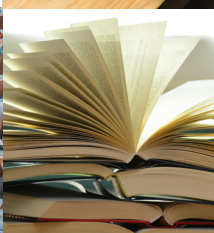
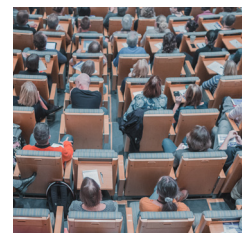
Primary Training Sites



175 Wall Street
Princeton, NJ 08540



152 Wall Street
Princeton, NJ 08540



MENTORING TEAM



Megan McEntire, PharmD, RPh, CMPP™

Associate Director, Scientific Communications, MedVal Scientific Information Services, LLC
Director, Medical Communications Fellowship

Dr. Megan McEntire's current role as Associate Director of Scientific Communications enables her to interact with clients and key opinion leaders on a personal basis to facilitate dissemination of medical knowledge. Megan has experience in publication planning, developing scientific manuscripts, planning and implementing scientific development and logistics for advisory board meetings, competitive surveillance reporting, and conducting gap analyses and key opinion leader

(KOL) analyses in the therapeutic areas of pain management, women's health, bipolar disorder, rheumatoid arthritis, osteoporosis, infectious diseases, rare diseases, and oncology. As the fellowship director, she ensures that the fellows receive a well-rounded education in medical publications with as much hands-on experience as possible. She also serves as the primary preceptor for APPE PharmD students from Albany College of Pharmacy and Health Sciences, Rutgers University, Temple University, and the University of the Sciences in Philadelphia.

Megan graduated from East Tennessee State University, completing a Bachelor of Science in Chemistry, with a concentration in Biochemistry, and worked in the chemical industry. However, her passion was to help people in the healthcare field, so she returned to further her education at the Bill Gatton College of Pharmacy at East Tennessee State University, where she received her Doctor of Pharmacy degree in 2011.

Megan completed the 2011-2012 MedVal/PharmaWrite Medical Communications Postdoctoral Fellowship Program. She was the first fellow to obtain her teaching certificate from the University of the Sciences College of Pharmacy in Philadelphia. In 2012, she joined MedVal as an Associate Manager of Scientific Communications, and in 2013 completed her Certified Medical Publication Professional (CMPP) certification through ISMPP. Megan is a member of the American Pharmacists Association (APhA), American Society of Health-System Pharmacists (ASHP), American Medical Writers Associations (AMWA), Industry Pharmacists Organization (IPhO), and has served on the ISMPP Membership Committee.



Louis P. Greco, PharmD, RPh, CMPP™

President, PharmaWrite Medical Communications, LLC
Managing Director, MedVal Scientific Information Services, LLC

Dr. Lou Greco came to PharmaWrite with a strong background in pharmaceutical science and management from his tenure at Rutgers University College of Pharmacy and experience in retail pharmacy. Lou's primary responsibilities at PharmaWrite begin with providing clients strategic direction and advocacy development (eg, recruiting and building relationships with KOLs). As well, he manages multiple teams of talented medical writers, researchers, project managers,

medical editors, meeting planners, and graphic designers in initiating and developing effective medical communications programs, including satellite symposia at national meetings, product publication plans, speakers' training meetings, advisory board meetings, CME publications, product monographs, and several other types of meetings and publications. In addition, Lou oversees PharmaWrite's extensive information technology group. He also plays a key role in PharmaWrite's expansion into new therapeutic areas.

Lou received his Bachelor of Science degree in Pharmacy from Rutgers University College of Pharmacy in Piscataway, NJ. He returned to the College of Pharmacy to earn his Doctor of Pharmacy degree in 2001. Prior to joining PharmaWrite, Lou was Director of the Office of Continuous Education at Rutgers, where he served as Adjunct Professor in the Department of Pharmacy Practice and Administration. He has also worked in the field as a Pharmacist-in-Charge and staff pharmacist at a number of pharmacies in New Jersey. His management skills have been refined over the years through his work on various academic and experiential committees at Rutgers University.

Currently, Lou is working to earn his graduate certificate in Pharmaceutical and Medical Device Law and Compliance at the Seton Hall School of Law. Lou is a member of ISMPP and currently serves on its Membership Committee.



Rosie J. Lynch, RPh, CMPP™

President, MedVal Scientific Information Services, LLC
Managing Director, PharmaWrite Medical Communications, LLC

As President of MedVal and Managing Director of PharmaWrite, Rosie Lynch is in charge of expanding strategic vision, developing new business initiatives, maintaining thought leader relationships, and managing strategic alliances with other organizations and associations. Rosie has over 25 years of medical communications experience developing educational, strategic, and tactical initiatives for the pharmaceutical, biopharmaceutical, and medical device industries. She has held

executive-level positions for 18 of those years and has overseen the development and execution of a wide variety of medical communications programs across all phases of brand lifecycles. Rosie's marketing and business development expertise, scientific background, and managerial skills have enabled her to design and implement programs with proven return on investment. She is responsible for starting the pharmacy internship program at Rutgers University College of Pharmacy.

Rosie earned her Bachelor of Science degree at Rutgers University College of Pharmacy and is licensed to practice pharmacy in New Jersey and Pennsylvania. She is a longtime member of the Hematology/Oncology Pharmacists Association (HOPA). She is CMPP-certified through ISMPP and has recently completed a 3-year term as Treasurer on the Board of Trustees for ISMPP.

Rosie began her career at Schering Plough in Drug Information, where she handled all healthcare-related inquiries and provided sales force training. Thereafter, she moved into respiratory and allergy professional services and later worked in marketing development at Schering Plough, where she was involved in the highly successful launch of Claritin®.



Robert Gilbert, STL, CMPP™

Director, Scientific Communications, PharmaWrite Medical Communications, LLC

Robert Gilbert, Director of Scientific Communications at PharmaWrite, has an uncommon commitment to quality and client satisfaction. His 20 years of experience with PharmaWrite have included the management of 20 publication plans for 27 products (7 launches; 5 product line extensions) across 14 pharmaceutical companies. This work has included successful publications in top-tier journals, such as *JAMA*, *The Lancet*, and *Annals of Internal Medicine*.

Robert has also managed over 50 advisory board, speaker training, and regional consultant meetings. In addition, he has managed multidisciplinary summits with specialists, primary care physicians, nurses, nurse practitioners/physician assistants, claims processing/office managers, patients, and managed care organization representatives, as well as numerous CE symposia, including a series of 10 multidisciplinary CE meetings for 2,000 physicians, nurses, and pharmacists. Robert has also written regulatory reports submitted to the US Food and Drug Administration and facilitated workshops on medical writing for clinical investigators and creating presentations for medical liaisons. He has also directed the creation of clinical and caregiver websites for patient advocacy organizations and provided assistance with thought leader identification, with a special focus on identifying specialist “up & comers” through analysis of recent abstract submissions. Robert has also overseen the creation of medical response letters, AMCP Dossiers, formulary kits, and international scientific product monographs for launch products and has helped develop speakers bureau websites and facilitated live and archived speaker training webcasts.

Since joining the PharmaWrite team, Rob has worked in the areas of analgesia (adult and pediatric) for both acute and chronic conditions (eg, low back pain, osteoarthritis, fibromyalgia, neuropathic pain, sports injuries), drug abuse, epilepsy, anti-infectives, hypophosphatasia, and metabolic disorders. He is a CMPP-certified and is a member of ISMPP, the International Publication Planning Association (TIPPA), and an associate member of the Committee on Publication Ethics (COPE).



Dorothy McCoy, PharmD, BCPS-AQ ID

Medical Writer, MedVal Scientific Information Services, LLC

Dr. Dorothy McCoy's medical writing experience includes the development of abstracts, original research manuscripts, drug therapy reviews, posters, slide presentations, educational programs, drug monographs, policies and procedures, clinical guidelines, and a scientific platform and book chapter. Her therapeutic areas of experience include glomerular diseases, thrombocytopenia of chronic liver disease, neurodegeneration with brain iron accumulation disorder, and infectious diseases, with a focus on *C. difficile*, invasive fungal infections, infections in immunocompromised hosts, gram-negative resistance, and antimicrobial stewardship.

Prior to joining PharmaWrite/MedVal, Dorothy was an Infectious Diseases/Antimicrobial Stewardship Clinical Pharmacist for over 10 years, during part of which she held an academic appointment as a Clinical Associate Professor at the Ernest Mario School of Pharmacy at Rutgers University in Piscataway, NJ. Her clinical practice sites included Hackensack University Medical Center in Hackensack, NJ and St. Joseph's Health in Paterson, NJ, where she was involved in infectious diseases clinical practice, antimicrobial stewardship, drug information services, research, scholarly activities, writing, and teaching activities for clinicians, pharmacy residents, and pharmacy students.

Dorothy received her PharmD from the Ernest Mario School of Pharmacy at Rutgers University. She completed her PGY1 Pharmacy Practice Residency at Hackensack University Medical Center in Hackensack, NJ and her PGY2 Infectious Diseases Residency at the University of Michigan Health System in Ann Arbor, MI. She also earned certification from the Board of Pharmacy Specialties as a Board Certified Pharmacotherapy Specialist with Added Qualifications in Infectious Diseases. Dorothy is a member of the Society of Infectious Diseases Pharmacists (SIDP), ASHP, and the New Jersey Society of Health-System Pharmacists (NJSHP). She has been recognized with the 2011 ASHP Research and Education Foundation Pharmacy Residency Excellence New Preceptor Award and the 2017 NJSHP Preceptor of the Year Award.



Jennifer Kent, PhD, CMPP™

Scientific Director/Senior Medical Writer, MedVal Scientific Information Services, LLC

Dr. Jennifer Kent partners with clients to provide strategic insight and execution of a variety of projects, including publication plans, publication development, and clinical study documents, as well as other regulatory submissions in the areas of hematology/oncology, oncology supportive care, gastrointestinal disorders, and men's health. Jennifer also works with clients, physicians, and other healthcare professionals to manage and develop content for advisory boards targeted to different audiences, including leading oncologists, oncology nurses, and pharmacy directors, covering a

variety of therapeutic areas such as breast cancer, management of chemotherapy-induced nausea and vomiting, glioblastoma, management of mucositis, multiple myeloma, non-small cell lung cancer, prostate cancer, and management of venous thromboembolism.

Jennifer has experience in researching and creating primary and secondary peer-reviewed articles; abstracts, posters, slide presentations, and various other written materials such as retrospective analyses, registry reports, meeting summaries, internal white papers, competitive surveillance reports, and educational programs in manuscript or slide format. Areas in which she has written include management of type 2 diabetes, sleep research, erectile dysfunction, tissue disorders (such as Peyronie's disease and Dupuytren's contracture), and hematology/oncology—specifically, breast cancer, myelodysplastic syndrome, acute myeloid leukemia, management of chemotherapy-induced nausea and vomiting, metastatic liver cancer, prostate cancer, and management of venous thromboembolism.

Prior to joining MedVal, Jennifer was a postdoctoral fellow with Dr. Nigel Fraser at the University of Pennsylvania in the Department of Microbiology. While in Dr. Fraser's laboratory, Jennifer studied the regulation of gene expression of herpes simplex virus type 1 during the lytic and latent phases of infection. Several abstracts and articles from this research were presented at local and international virology meetings and were published in peer-reviewed journals, such as the *Journal of Virology* and the *Journal of Neurovirology*.

Jennifer earned her Bachelor of Arts degree in Biology from Wittenberg University. She went on to receive her PhD from the University of Delaware, where her dissertation involved research on the impact of recombinant vaccines against an avian oncogenic herpesvirus.

MENTORING TEAM



Meghan Sullivan, PhD, CMPP™

Senior Medical Writer, MedVal Scientific Information Services, LLC

Dr. Meghan Sullivan received her PhD from The University of Chicago's committee on Molecular Pathology and Molecular Medicine, where her research focused on the production of cytokines in human pulmonary tissue and their contribution to asthma pathogenesis. While at The University of Chicago, Meghan also studied the efficacy of the yearly influenza vaccine and its impact on the B-cell repertoire. Her extensive research in the field of human immunology makes her uniquely suited to working in the rapidly growing field of immunotherapeutics.

Since graduating, Meghan has been involved in numerous publications in the fields of oncology (eg, glioblastoma, head and neck cancer, and non-small cell lung cancer), pain management, diabetes, chronic kidney disease, cardiology, and rheumatology. She has extensive experience with immuno-oncologic agents, including monoclonal antibodies and small molecule inhibitors. She is a member of ISMPP and is CMPP-certified. Her expertise includes the development of congress abstracts, posters, and presentations as well as original articles, reviews, gap analyses, and lexicons.



Sarah Mizne, PharmD, RPh, CMPP™

Senior Medical Writer, MedVal Scientific Information Services, LLC

As a medical writer, Dr. Sarah Mizne works closely with clients and authors to develop scientific publications, including original research articles, supplements, and abstracts; posters and slide decks for meeting presentations; and educational training materials in a variety of formats. She has additional experience in publication planning, scientific platform development, and competitive surveillance reporting. Sarah has also contributed content and delivered executive summaries for advisory boards targeting oncology pharmacists and pharmacy directors at the National Comprehensive

Cancer Network and National Cancer Institute.

During the past 8 years with MedVal, Sarah has developed extensive writing experience in endocrinology, epilepsy, and hematology/oncology—specifically, gastroenteropancreatic neuroendocrine tumors and carcinoid syndrome, chronic lymphocytic leukemia, and breast cancer. Other therapeutic areas of experience include psoriasis, bipolar disorder, traumatic brain injury, sleep disorders, women's health, and pharmacokinetic drug interactions.

Sarah received a Bachelor of Arts in Anthropology from the University of Tennessee. She went on to study pharmacy and received her PharmD degree from the University of Tennessee College of Pharmacy and completed a postdoctoral industry fellowship in medical communications with PharmaWrite/MedVal.

Sarah currently holds pharmacy licenses in the states of New Jersey and New York and has worked on a per-diem basis for a local pharmacy chain. She is also a member of AMWA and ISMPP.



Brian Atkinson, PhD, CMPP™

Scientific Director, MedVal Scientific Information Services, LLC

Dr. Brian Atkinson has over 20 years of experience as a researcher and medical writer. Prior to joining MedVal, Brian was the Lead Medical Writer for the Immunoscience and CNS franchises at Bristol-Myers Squibb, where he worked on priority presentations and publications in transplant immunosuppression (Nulogix®), rheumatoid arthritis (Orencia®), psoriatic arthritis (clazakizumab), and acute migraine therapy (CGRP antagonist). Brian's work as the principal writer for Nulogix resulted in 12 published manuscripts and 19 oral presentations at scientific and medical congresses. Brian also

led an initiative that provided training in Good Publication Practices to over 200 staff members from over 30 overseas markets.

Prior to working at Bristol-Myers Squibb, Brian worked for 8 years as a senior medical writer and medical director at PharmaWrite, where he developed over 25 priority presentations and publications in preparation for the launch of Topamax® in migraine prevention. In addition, Brian wrote or oversaw publication development in neuropathic pain (Ultracet®, Topamax) and psychiatric disorders, such as binge eating and bulimia nervosa (Topamax), and participated in advisory boards for addiction treatment (Prometa™). Brian also worked as the lead writer on a series of standalone European continuing medical education conferences that annually drew over 300 rheumatologists and dermatologists to state-of-the-art presentations on rheumatoid arthritis, ankylosing spondylitis, and psoriatic arthritis.

Brian received his Doctorate in Pharmacology from Emory University in Atlanta, GA, where he focused on the pharmacology and regulation of adrenergic receptors. His postdoctoral fellowship at the National Institutes of Health related to the pharmacology and regulation of dopamine receptor subtypes.

2019-2020 Fellow



Jonathan Mitchell, PharmD

Postdoctoral Fellow, MedVal Scientific Information Services, LLC/PharmaWrite Medical Communications, LLC

As the 2019-2020 Medical Communications Fellow at MedVal/PharmaWrite, Jonathan's responsibilities include publication planning, clinical writing, slide deck development, conducting gap analyses, and social media communications. Jonathan will also serve as an Adjunct Clinical Instructor at the University of the Sciences in Philadelphia.

Jonathan completed his PharmD at the University of Findlay College of Pharmacy, where he completed research projects in biology and medicinal chemistry. He served as delegate for Findlay's Student Affiliate Chapter of the National Pharmaceutical Association and published an article reviewing changes to the 2018 GOLD guidelines in the University of Findlay's student-run journal, the *ARxCH*. Jonathan chose to pursue a postdoctoral fellowship in medical communications to use his PharmD background alongside a passion for writing and prepare himself for a career in the pharmaceutical industry.

THE ACADEMIC COMPONENT

Philadelphia College of Pharmacy, The University of the Sciences:

A Winning Partnership

As the first college of pharmacy in the United States, the University of the Sciences has been dedicated to the professions of pharmacy practice, science, and healthcare for nearly 200 years and has educated the founders of 6 of the world's top pharmaceutical companies. Partnering with such an institution will give the fellow the opportunity to interact with and learn from first-class educators and potentially open the door to a rewarding career in one of the fastest growing industries in the world.

Opportunities Within the Academic Setting

- ◆ Participate in the Philadelphia College of Pharmacy Teaching and Learning Curriculum Program
- ◆ Fulfill teaching program requirements (Preceptor Track), such as delivering a didactic lecture and CE program, teaching in small group courses, precepting advanced pharmacy practice experiences, participating in leadership lectures, and preparing a teaching portfolio
- ◆ Collaborate with a faculty mentor in the Department of Pharmacy Practice and Pharmacy Administration to develop skills related to the preparation and delivery of dynamic learning experiences on drug information resources, applied literature evaluation, or disease states
- ◆ Participate in recitations for seminar and lead student discussions of journal club articles
- ◆ Participate during in-class activities or workshops on drug information resources and searching electronic databases
- ◆ Utilize and understand methods of effective teaching, such as active learning strategies, individual learning styles, and group learning
- ◆ Learn to use audiovisual resources, including PollEverywhere, Blackboard, and other standard resources
- ◆ Gain access to an extensive collection of journals, references, e-mail accounts, photocopy services, and computer software programs provided by the University of the Sciences Library and the Department of Pharmacy Practice and Pharmacy Administration

**Philadelphia College
of Pharmacy**



Academic Training Site Location

Philadelphia College of Pharmacy
Department of Pharmacy Practice and
Pharmacy Administration
The University of the Sciences
600 South 43rd Street
Philadelphia, PA 19104
bit.ly/pcptlc

Primary PCP Contact

Cathy Poon, PharmD, FPPAG, FCPP
Chair and Professor of Clinical Pharmacy
Department of Pharmacy Practice
and Pharmacy Administration
(215) 596-8889
c.poon@uscience.edu

ADDITIONAL OPPORTUNITIES AND BENEFITS

Optional Rotation

The fellow may have the option to participate in one elective offsite rotation involving either direct patient care within the ambulatory care setting, pharmaceutical industry, or medical publishing.

Salary and Benefits

MedVal offers salary competitive with other fellowship programs - in addition to the following benefits:

- ◆ Medical, dental, vision, and life insurance package
- ◆ One week of vacation
- ◆ At least 9 paid holidays during the year, 3 personal time off days, and one floating holiday

Certification

Upon approval by the primary preceptor(s) at MedVal/PharmaWrite as well as the primary preceptor, advisory committee, and Department Chair at PCP, the fellow will be awarded a certificate of completion from MedVal/PharmaWrite and the option to obtain a teaching certificate from PCP.

CANDIDATE REQUIREMENTS AND APPLICATION DEADLINE

Fellow Candidate Qualifications

- ◆ Applicants should hold a PharmD
- ◆ Applicant must become licensed in the State of New Jersey (and the Commonwealth of Pennsylvania if the fellow chooses to participate in a direct patient care rotation through PCP) by the end of the second quarter
- ◆ Applicant should possess good communication and interpersonal skills

Application Materials and Deadlines

- ◆ Interviews for the fellowship program will be held at the ASHP Midyear Meeting in December through the Personnel Placement Service (PPS). Candidates who are unable to attend the ASHP meeting may request to schedule a phone interview.
- ◆ Candidates are encouraged to provide writing samples via email (fellow@pwmvsci.com) prior to the interview.
- ◆ Applicants are required to submit a letter of intent, 3 letters of reference, an official transcript, and a current curriculum vitae by **December 17, 2019**.
- ◆ Letters of reference should be individualized and not submitted using the standardized ASHP Residency Applicant Recommendation Request Form.
- ◆ Please have letters of reference e-mailed directly and official transcripts sent electronically or through the mail. Electronic submissions are encouraged.
- ◆ Onsite interviews will be scheduled upon receipt of complete applications.
- ◆ Candidates will also be asked to submit a writing test and deliver a presentation to the staff during the onsite visit.

All application materials must be sent to:

Megan McEntire, PharmD, CMPP™
Director, Medical Communications Fellowship,
MedVal, LLC/PharmaWrite, LLC
175 Wall Street
Princeton, NJ 08540
(609) 945-8834
fellow@pwmvsci.com