Fellowship Program in Medical Communications at MedVal & PharmaWrite

http://www.pwmedval.com

@PharmaWrite @MedValSci
What Is Medical Communications?

• Medical communications professionals
  • Blend science, research, writing, and art in order to educate healthcare professionals about up-to-date treatment options and help improve patient care

• Medical communications companies
  • Collaborate with pharmaceutical/biotech companies to facilitate the development and dissemination of disease state and treatment information to healthcare professionals and patients
We will provide **reliability and integrity** in delivering our services by assisting **clinical experts and patient advocates** in developing communications that **improve care and patient outcomes.**
What Is Medical Communications?

• Medical communications companies
  • Oftentimes are driven by pharmacists, PhDs, and physicians
  • Activities include a broad range of print, electronic, online, and onsite educational initiatives
  • Projects follow data across all phases of a product lifecycle, from study reports to first abstract/poster presentations to completed clinical manuscripts
  • May be accredited providers of continuing education or unaccredited joint sponsors of CE

*Pharmacists have the appropriate scientific and clinical foundation for working in this arena*
About MedVal & PharmaWrite

• Sister medical communication companies in Princeton, NJ
• Provide pharma/bio/device clients with scientific and strategic expertise
• Employ a number of pharmacists
• Use diverse scientific teams of professionals with advanced degrees, including medical writers, scientific managers, medical editors, medical librarians, meeting planners, graphic designers, and IT & web specialists
Full Service Capabilities & Tactical Options

CORE DEVELOPMENT

- Scientific Platforms
- Landscape/Gap Analyses
- Publication Planning
- Medical Writing
- Regulatory Writing
- Strategic Communications
- KOL Identification & Development

INTERACTIVE & DIGITAL

- Digital Posters
- Social Media Monitoring
- Mobile Devices & Apps
- Websites
- eFeedback

MEETING ACTIVITIES

- Advisory Boards
- Surveillance
- Investigator Meetings
- Roundtables

ENDURING MATERIALS

- Abstracts & Posters
- Publications
- Slide Decks
- Response Letters
- AMCP Dossier/Monograph
- Newsletters
MedVal & PharmaWrite: Core Activities

- **Publication Planning**
  - Market surveillance
  - Abstracts and posters
  - Clinical trial papers/manuscripts
  - Case reports
  - Reviews
  - Monographs and formulary kits
  - Journal supplements
  - Letters

- **Advocacy Development**
  - Advisory boards/roundtables
  - Consultant meetings
  - Satellite meetings
  - Expert investigator websites
  - Newsletters

- **Special Event Planning**
  - Investigator meetings
  - Consultant meetings
  - Resident/Fellow training seminars
  - International congresses

- **Regulatory Writing**
  - New drug applications
  - Investigator brochures
  - Clinical study reports
  - Clinical study protocols

- **Other**
  - Drug information materials
  - Decision tree analyses
  - Comparison guides
Experience in a Wide Array of Therapeutic Areas

- Addiction medicine
- Alzheimer’s dementia
- Anesthesiology
- Antifungals
- Bone and joint health
- Cardiovascular disease
- Collagen disorders
- Dyslipidemia
- Diabetes
- Emergency medicine
- Endocrine diseases
- Enzyme replacement
- Epilepsy/seizure disorders
- Gastrointestinal diseases
- Geriatrics
- Growth disorders
- Hepatitis C
- HIV/AIDS
- Hypertension
- Immunology
- Infectious diseases
- Migraine
- Men’s health
- Monoclonal antibodies
- Multiple sclerosis
- Nephrology
- Oncology/hematology
- Osteoporosis
- Pain management
- Parkinson’s disease
- Pharmacology/pharmacokinetics
- Psoriasis
- Psychiatry
- Pulmonology
- Rare diseases
- Rheumatoid diseases
- Schizophrenia
- Supportive care
- Urology
- Women’s health
MedVal and PharmaWrite Clients

- Agile
- Akcea
- Alexion
- Amgen
- Aralez
- Ariosa
- Avanir
- Bayer
- Becton Dickenson
- Biomarin
- Biopatch
- Biotime
- CARA
- Corcept
- Depomed
- Durect
- Evofem
- Ferring
- Impact BioSciences
- Innocoll
- Ipsen
- Karyopharm
- Kite
- Kyowa Kirin
- Mallinckrodt
- Mylan
- NAMSA
- Noven
- Pernix
- Pharmacyclics
- Portalix
- Puma
- Retrophin
- Roche
- Samumed
- Solvay
- Sunesis
- Tesaro
- Teva
- Therapeutic Proteins International
- Vertex
- vTv Therapeutics
- Zogenix
Ethical Guidelines for Professional Medical Writing

- AMWA: American Medical Writers Association
- CONSORT: Consolidated Standards of Reporting Trials
- COPE: Committee on Publication Ethics
- EMWA: European Medical Writers Association
- ICMJE: International Committee of Medical Journal Editors
- Institute of Medicine
- ISMPP: International Society for Medical Publication Professionals (GPP3)
- PRISMA: Preferred Reporting Items for Systematic Reviews & Meta-Analyses
- SPIRIT: Standard Protocol Items: Recommendations for Interventional Trials
- TIPPA: The International Publication Planning Association
- WAME: World Association of Medical Editors
- Individual journal requirements
Overview of the Fellowship Program

• MedVal Scientific Information Services and PharmaWrite Medical Communications are offering a 1-year, postdoctoral fellowship
  • Begins July 1, 2018
  • Affiliated with the Philadelphia College of Pharmacy (PCP) at the University of the Sciences in Philadelphia, PA
    • Offers teaching experience as an Adjunct Faculty
    • Teaching certificate
• The fellow will divide his or her time between MedVal, PharmaWrite, and PCP
Fellowship Program Goals

• Primary goal
  • To provide a foundation for a career in medical communications through training and exposure to various aspects of the industry
  • Educational and promotional programs/activities

• Academic component
  • Adjunct Clinical Instructor
  • Develop teaching skills through formal educational instruction of PharmD students
Academic Component
Philadelphia College of Pharmacy/USciences in Philadelphia

• Opportunity to acquire a teaching certificate

• Academic opportunities
  • Prepare and deliver lectures to students on drug information resources, applied literature evaluation, and/or disease states
  • Participate in Drug Information recitation
  • Serve as preceptor for P4 students
  • Lead a student discussion of a journal club article
  • Participate during in-class activities or workshops
  • Utilize and understand methods to teach effectively
  • Create and deliver a CE program for pharmacists
  • Develop a dynamic teaching portfolio
Additional Opportunities

• Optional rotation
  • Optional offsite rotation in an area of interest to the fellow
    • Drug information, Health Economic Outcomes Research, Clinical Research Organization
    • US Pharmacist-pharmacy journalism
    • Client company

• Attendance at national meetings
  • In addition to ASHP Midyear, MedVal and PharmaWrite will sponsor attendance of one national meeting of Fellow’s choice
Candidate Requirements and Application Deadline

• Fellow candidate qualifications:
  • PharmD or advanced academic degree
  • Must become licensed in NJ (and the Commonwealth of PA, if Fellow chooses to participate in direct patient care rotation at USciences) by the end of the second quarter
  • Possess good interpersonal and communication skills

• Application materials and deadline
  • Letter of intent
  • Official transcript
  • 3 letters of reference
  • Updated curriculum vitae

DEADLINE: December 13, 2017
Benefits

• Comprehensive benefits and health care package
  • Competitive annual stipend
  • Medical, dental, vision, and life insurance package
• Certification of completion of fellowship
• Optional teaching certificate
Examples of Our Work...
Extensive Experience in Publishing Message-Driven...

- Primary papers
- Secondary papers
- Reviews
- Abstracts and posters
- Case reports
- Short communications
- Letters to the editor
- Journal supplements
- Symposium reports

- Newsletters
- In-house publications
- Poster books
- Monographs
High-Tier Publications

Pituitary, 2017

Journal of Neurooncology, 2015

Hematology, 2011

Fertility and Sterility, 2013
Competitive Surveillance

Monthly report on competitive activity in:

Scientific Literature
- PubMed/Medline
- EMBASE
- BIOSIS
- CRISP

Meetings

Media/Internet
- Factiva
- Mediconf
- Pharmaceutical/product databases
Is This Fellowship for You?

• Do you have a strong interest in writing?
• Do you have an interest in doing something nontraditional?
• Do you have an interest in advancing patient care by delivering high quality information to HCPs?
• Do you have an interest in teaching?

Consider Becoming a Medical Communications Fellow!
Thank you on behalf of MedVal, PharmaWrite, and PCP

We look forward to meeting with you!