Fellowship Program in Medical Communications at MedVal & PharmaWrite

MedVal
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USciences
University of the Sciences

PharmaWrite®

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

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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 join sponsors of CE

Pharmacists have the appropriate scientific and clinical foundation for working in this arena

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About MedVal & PharmaWrite

- Sister medical communication companies in the Princeton, NJ area
- 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, IT & web specialists, and speaker bureau program coordinators

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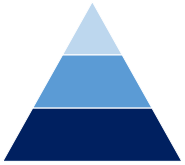
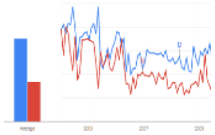
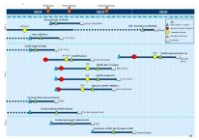
MedVal & PharmaWrite: Core Activities

CORE DEVELOPMENT


Scientific Platforms


Landscape/ Gap Analyses


Publication Planning

Medical Writing


Regulatory Writing


Strategic Communications


KOL Identification & Development

MEETING ACTIVITIES


Advisory Boards


Surveillance


Investigator Meetings


Roundtables


Speaker Training


Speakers Bureau

ENDURING MATERIALS


Abstracts & Posters


Publications

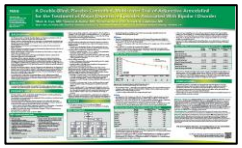

Slide Decks


Response Letters


AMCP Dossier/ Monograph

Newsletters

INTERACTIVE & DIGITAL


Digital Posters


Mobile Devices & Apps


Social Media Monitoring


Websites


eFeedback

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
- Speakers Bureau Management
  - Promotional speakers bureaus
  - Speaker training
  - Speaker websites
  - Webcasts
- Other
  - Drug information materials
  - Decision tree analyses
  - Comparison guides
  - PharmQD

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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 and 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

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MedVal and PharmaWrite Clients

- Amgen
- Arbor
- Auxilium
- CareFusion
- Cephalon
- Corcept
- Cubist
- Dara
- Lipocine
- Dendreon
- Eisai
- GI Dynamics
- GlaxoSmithKline
- Lipocine
- Mallinckroct
- Mesoblast
- Mylan
- NAMSA
- Novo Nordisk
- Nuvo Research
- Proximagen
- Sobi
- Solvay
- Sunesis
- Teva
- Upsher-Smith
- Zogenix

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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 (GPP2)
- 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
- WMA: World Medical Association Declaration of Helsinki (2008)
- Individual journal requirements

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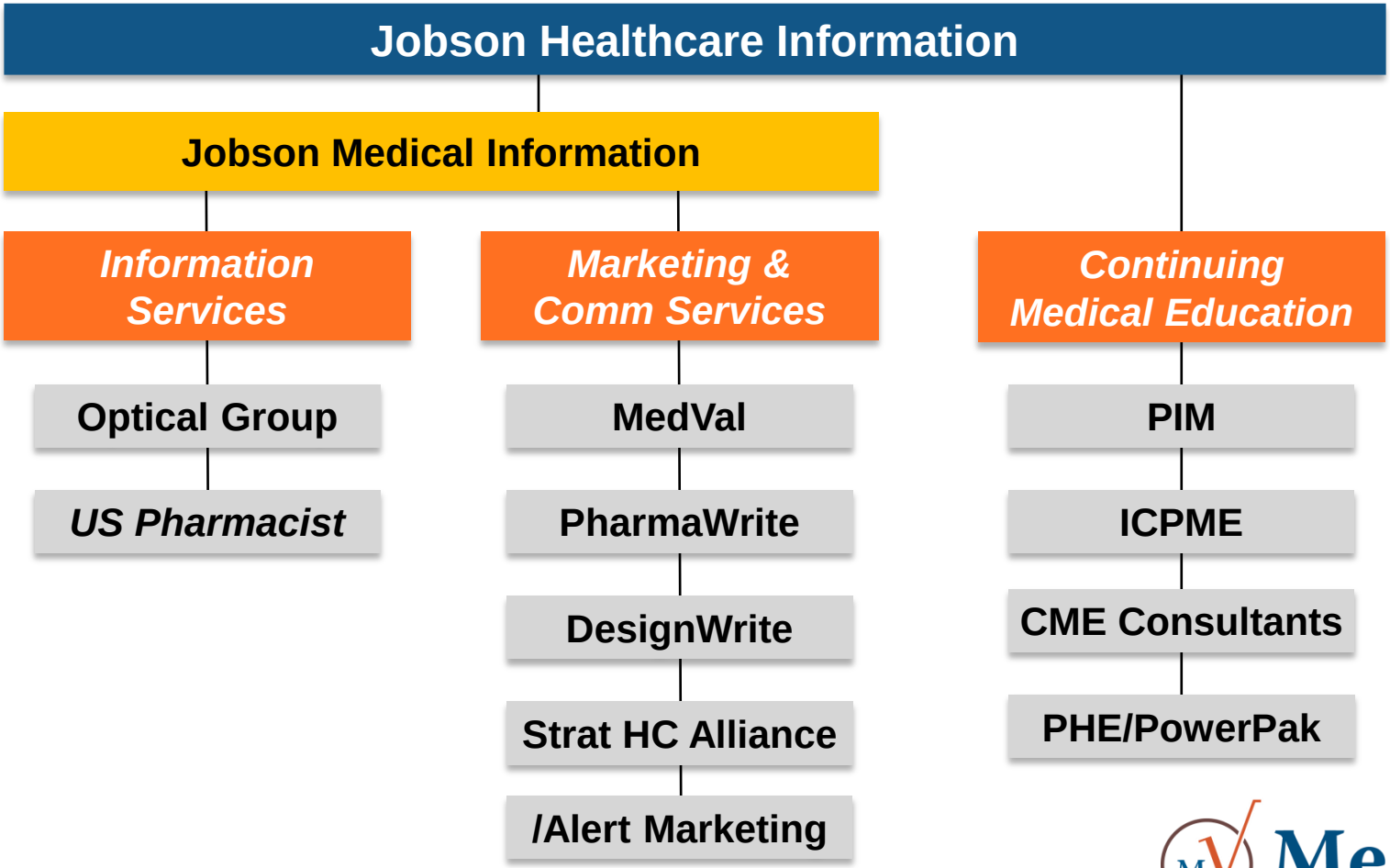
Jobson Medical Information Holdings, LLC



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Overview of the Fellowship Program

- MedVal Scientific Information Services and PharmaWrite Medical Communications are offering a 1-year, postdoctoral fellowship
  - Begins July 1, 2015
  - Affiliated with the Philadelphia College of Pharmacy at the University of the Sciences (USciences) in Philadelphia, PA
    - Offers teaching experience as an Adjunct Clinical Instructor
    - Includes an opportunity to acquire a teaching certificate
- The fellow will divide his or her time between MedVal, PharmaWrite, and USciences

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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

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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 USciences 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

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Additional Opportunities

- Optional rotation
  - Optional offsite rotation in an area of interest to the fellow
    - Drug information
    - Health Economic Outcomes Research
    - *US Pharmacist*-pharmacy journalism
    - Clinical Research Organization
- Attendance at national meetings
  - In addition to ASHP Midyear, MedVal and PharmaWrite will sponsor attendance of one national meeting of Fellow's choice
- Serve as a guest blogger on PharmQD

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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 16, 2014

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Benefits

- Comprehensive benefits and health care package
  - Annual stipend of $43,000
  - Medical, dental, vision, and life insurance package
- Certification of completion of fellowship
- Optional teaching certificate

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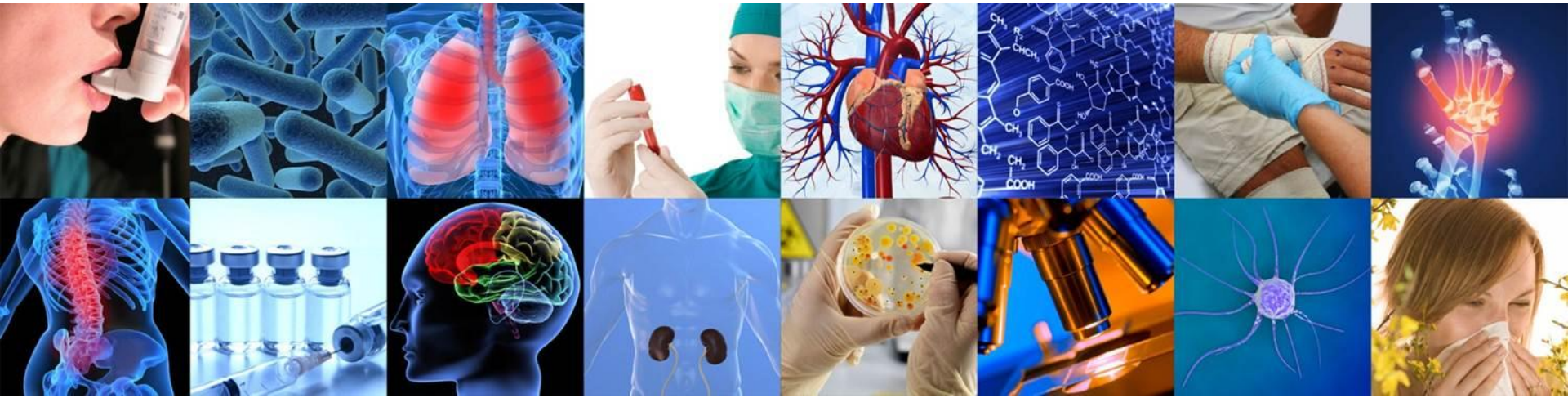
Examples of Our Work…



SCIENCE WELL TOLD

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

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High-Tier Publications

Power-Pak CE, *US Pharmacist*, and PharmQD

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Competitive Surveillance

Monthly report on competitive activity in

Scientific Literature

Meetings

Media/Internet

Databases searched for information

- PubMed/Medline
- EMBASE
- BIOSIS
- CRISP
- Factiva
- Mediconf
- Pharmaceutical/ product databases

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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!

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Thank you on behalf of MedVal, PharmaWrite, and USciences

We look forward to meeting with you