



PharmaWrite®
MEDICAL COMMUNICATIONS, LLC

**MEDICAL
COMMUNICATIONS
FELLOWSHIP
PROGRAM**

2018-2019

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 outcomes and patient care. 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, 2018. 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.

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, delivery of 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 Jessica Men, our 2017-2018 fellow, on Twitter (@Fellow_PWMV) for fellowship updates, event information, and deadline reminders!

<http://www.pwmvscifellowship.weebly.com>



THE MEDICAL COMMUNICATIONS COMPONENT

About MedVal and PharmaWrite

MedVal Scientific Information Services, LLC and PharmaWrite Medical Communications, LLC are 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
 - Cardiovascular disease
 - Collagen disorders
 - Diabetes
 - Epilepsy
 - Fabry disease
 - Growth disorders
 - Hepatitis
 - Hunter syndrome
 - Infectious disease
 - Men's health
 - Multiple sclerosis
 - Nephrology
 - Oncology/hematology
 - Pain management
 - Rheumatoid disease
 - Supportive care
 - Wound healing
 - 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)



MENTORING TEAM

WWW.MEDVALSCI.COM

WWW.PHARMAW.COM



Megan McEntire, PharmD, RPh, CMPP™

Associate Director, Scientific Communications, MedVal, LLC
Co-Director, Medical Communications Fellowship

Dr. Megan McEntire graduated from East Tennessee State University with a Bachelor of Science in Chemistry, concentration in Biochemistry and then 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's passion for helping people on a larger scale led her to the pharmaceutical industry, where she reaches more people by communicating medical information to doctors and patients.

Megan completed the 2011-2012 MedVal/PharmaWrite Medical Communications Postdoctoral fellowship program. During her fellowship she gained experience in publication planning, developing scientific manuscripts, planning and implementing logistics for advisory board meetings, project management, competitive surveillance reporting, conducting gap analyses and analyses of expert investigators in the therapeutic areas of pain management, women's health, bipolar disorder, rheumatoid arthritis, osteoporosis, and oncology. She was the first MedVal/PharmaWrite fellow to obtain her teaching certificate through the Resident and Industry Fellow Teaching Certificate Program at the Philadelphia College of Pharmacy (PCP), University of the Sciences in Philadelphia. During her time at PCP, Megan taught in small group settings and lectures, mentored students in the APPE rotations at MedVal, delivered a CE program for pharmacists at PCP and MedVal, and compiled a teaching portfolio. She joined MedVal in 2012 as an Associate Manager of Scientific Communications and was then promoted to a Manager of Scientific Communications in 2013. In 2013 she received her Certified Medical Publication Professional (CMPP) credential through ISMPP.

Megan'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 in multiple therapeutic areas. As the fellowship co-director, she ensures that the fellows receive a well-rounded education in medical publications with as much hands on experience as possible. She is a member of ASHP, APhA, AMWA, IPHO, and ISMPP and serves on the ISMPP Membership Committee.



Maryah Haidery, PharmD

Medical Writer, MedVal, LLC
Co-Director, Medical Communications Fellowship

Dr. Maryah Haidery's current responsibilities as a medical writer at MedVal/PharmaWrite include competitive surveillance reporting, project management, publication planning, clinical manuscript and regulatory writing, gap analyses, and slide deck development. Her areas of primary focus include oncology, pain management, and rare diseases.

As the Co-fellowship director, she ensures that the fellows are exposed to the many facets of the medical communications profession. She also serves as the primary preceptor for 6th-year PharmD students from Rutgers University, Temple University and the University of the Sciences in Philadelphia.

Maryah graduated from Rutgers University with a Bachelor of Science in Molecular Biology/Biochemistry. She spent nearly 8 years as a researcher in preclinical drug discovery at Johnson and Johnson and Caliper Life Sciences before deciding to pursue her doctorate in pharmacy at Temple University School of Pharmacy in Philadelphia. While at Temple, she conducted research and published articles in peer-reviewed journals as well as completing clinical clerkships in both medical information (at Janssen Pharmaceuticals) and medical writing (at Medidata Managed Markets).

After graduating from Temple, Maryah became the 2015-2016 Medical Communications Postdoctoral Fellow at MedVal/PharmaWrite. The fellowship program gave her experience in analyzing and presenting scientific data, working effectively on an interdisciplinary team, and tailoring medical knowledge to suit a variety of audiences. The academic teaching certification component of the fellowship allowed her to serve as an Adjunct Clinical Instructor at the University of the Sciences in Philadelphia where she developed lectures, lead discussion groups, precepted students, and presented CE programs for pharmacists. For her efforts, she was nominated for the Outstanding Adjunct Faculty of the Year Award. Maryah is a member of ISMPP, AMWA, IPHO, ASHP, and APhA.



Louis P. Greco, RPh, PharmD, CMPP™

President, PharmaWrite, LLC
Managing Director, MedVal, LLC

Dr. Louis Greco came to PharmaWrite with a strong background in pharmaceutical science and management from his tenure at Rutgers University College of Pharmacy and in retail pharmacy. Lou's primary responsibilities at PharmaWrite begin with providing clients with strategic direction and advocacy development (eg, recruiting and building relationships with opinion leaders). As well, he manages multiple teams of talented writers, researchers, project managers, editors, meeting planners, and artists in initiating and developing platforms, product publication plans, advisory board meetings, AMCP dossiers, product monographs, and several other types of meetings and publications. He also plays a key role in PharmaWrite's business development strategy and development of new offerings.

In 2011, Lou was also named Executive Vice President of Jobson Medical Information, the previous parent company of PharmaWrite. As such, Lou worked with the corporate executive team to develop and manage corporate strategy, objectives, and finances. In 2009, Lou assumed the role of Managing Director of PharmQD.com, a pharmacy social and professional network. His responsibilities included overseeing network launch, handling P&L, and coordinating marketing tactics, technology, and content development across the network.

Lou received his Bachelor of Science degree in Pharmacy from Rutgers University College of Pharmacy in Piscataway, New Jersey. 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 in New Jersey. Lou is a member of the International Society of Medical Publication Professionals (ISMPP), currently serving on the Membership Committee.



Rosie J. Lynch, RPh, CMPP™

President, MedVal, LLC
Managing Director, PharmaWrite, LLC

As President of MedVal, Rosie Lynch is in charge of expanding the organization's strategic vision, developing new business, maintaining thought leader relationships, managing strategic alliances, and expanding the organization's reach and strategic vision while remaining efficient and cost-effective in our current volatile economy. Rosie has over 20 years of medical communications experience developing educational, strategic, and tactical initiatives for the pharmaceutical industry. She was CEO and President at a Jobson Medical Information company for 8 years and Vice President of Scientific Affairs for 8 years, where she oversaw 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 was responsible for starting a pharmacy internship program at MedVal through Rutgers College of Pharmacy many years ago.

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 lifelong member of the Hematology Oncology Pharmacists Association (HOPA). She recently completed serving a 3-year term on the Board of Trustees of the International Society for Medical Publication Professionals (ISMPP) as Treasurer. Rosie is a Certified Medical Publications Professional (CMPP). Rosie began her career at Schering in Drug Information, where she handled all healthcare-related inquiries and provided training to the sales force on key medical components of their sales areas. She then moved into professional services in respiratory and allergy medicine. Rosie also worked in marketing development at Schering, where she was involved in the highly successful launch of Claritin.



Robert Gilbert, STL, CMPP™

Director, Scientific Communications, PharmaWrite, 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 management or development of 22 pub plans for 29 products (8 launch; 5 line extensions) for 16 pharmaceutical companies. This work has included successful publications in *JAMA*, *The Lancet*, *Annals of Internal Medicine*, and many other top-tier journals. Robert has also managed over 50 advisory board, speaker training, and regional consultant meetings. In addition, he has managed multidisciplinary summits with specialists, PCPs, nurses, NPs/PAs, claims processing/office managers, patients, and MCO 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 on creating presentations for medical liaisons. He has also directed the creation of clinical and caregiver websites for patient advocacy organizations and assisted them in the identification of thought leaders, 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 he has helped develop speakers bureau websites and facilitated live and archived speaker training webcasts.

Robert's academic experience enables him to establish an easy rapport with investigators and other members of the academic and scientific community, resulting in relationships that prove to be highly effective in meeting the needs of PharmaWrite's clients. 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 Certified Medical Publication Professional and member of the International Society for Medical Publication Professionals (ISMPP), the International Publication Planning Association (TIPPA), and an associate member of the Committee on Publication Ethics (COPE). Robert studied in Europe for 8 years and remains proficient in French, German, and Dutch. His academic expertise is in text hermeneutics, classical literary theory, and several ancient languages (Greek, Latin, Hebrew, Aramaic, Moabitic).



Sherri D. Jones, PharmD, CMPP™

Scientific Director/Senior Medical Writer, MedVal, LLC

Dr. Sherri Jones has over 15 years of industry experience. As a medical writer, she has extensive experience in the development of multiple publication formats (including primary research and review articles, abstracts, posters, and podium presentations), as well as scientific platforms, training materials, and slide presentations for physician education and other communication needs. Sherri also has experience in publication planning for products at all stages of development. She has worked in several therapeutic areas, including neuroscience, oncology (breast cancer, glioma, acute myeloid leukemia, adult T-cell leukemia/lymphoma, chronic lymphocytic leukemia, and chemotherapy-induced nausea and vomiting), multiple sclerosis, endocrinology, women's health, and dermatology.

Sherri received her Bachelor of Science and Doctor of Pharmacy degrees from the Philadelphia College of Pharmacy, University of the Sciences in Philadelphia (USP), Philadelphia, Pennsylvania. She began her career in the retail pharmacy setting, first as a staff pharmacist and then as a pharmacy team leader for CVS Pharmacy in the Ann Arbor, Michigan area. She then went on to practice in the long-term care setting at Foote Long Term Care Pharmacy, Jackson, Michigan, as a consultant pharmacist. In this position, Sherri regularly provided clinical information and educational in-services to physicians and nursing professionals. Prior to joining MedVal, Sherri served as a Scientific Director for a medical communications company, where she worked with clients to develop comprehensive plans for scientific publications and oversaw a team of several medical writers to successfully implement publication plans.

MENTORING TEAM



Jennifer Kent, PhD, CMPP™

Scientific Director/Senior Medical Writer, MedVal, 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 health care 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, and slides for major medical meetings; 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.



Sarah Mizne, RPh, PharmD, CMPP™

Senior Medical Writer, MedVal, LLC

As a senior medical writer, Dr. Sarah Mizne works closely with clients and authors to develop scientific content for publications and medical initiatives. These include original research articles, supplements, abstracts, and posters; slide decks for meeting presentations, training materials, and advisory boards; competitive surveillance reports; and executive summaries. She also has experience in publication planning and scientific publication platforms. During her time with MedVal, Sarah has developed extensive writing experience in endocrinology and oncology and has worked on publications in neuroendocrine tumors, Cushing's syndrome, and acromegaly. Other therapeutic areas she has worked in include psychiatry, sleep disorders, women's health, and pharmacokinetic drug-interactions.

Sarah received her Doctor of Pharmacy degree from the University of Tennessee College of Pharmacy and completed a postdoctoral industry fellowship in medical communications with PharmaWrite/MedVal. She also holds a Bachelor of Arts in Anthropology from the University of Tennessee. In addition, Sarah 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.

2017-2018 Fellow



Jessica Men, PharmD

Postdoctoral Fellow, MedVal, LLC/PharmaWrite, LLC

Dr. Jessica Men's responsibilities as the current Medical Communications Fellow at MedVal/PharmaWrite include competitive surveillance reporting, project management, publication planning, clinical and regulatory writing, slide deck development, gap analyses, graphic design, and social media communications. Additionally, she serves as an Adjunct Clinical Instructor at the University of the Sciences in Philadelphia.

Jessica received her Bachelor of Science degree in Biology from the University of Southern California in 2012 and her Doctorate in Pharmacy degree from California Northstate University (CNU) in 2017. During her undergraduate career, she pursued her dual interests in science and communications by declaring a minor in Health Communications, assisting on research in the Health Promotions field, and writing for two campus publications. In her leadership roles at CNU, she designed several award-winning reports and publications. Prior to pharmacy school, Jessica worked at *Tiger Beat Magazine* in Los Angeles and *COSMOS Science Magazine* in Australia, where she had the chance to attend conventions and interview experts and was featured in *Scientific American*. During her time in pharmacy school, Jessica worked part-time both in a retail pharmacy and as a freelancer for the *American Journal of Managed Care*, analyzing and summarizing studies that affected the field of managed care pharmacy.

Primary Training Sites



**175 Wall Street
Princeton, NJ 08540**



**152 Wall Street
Princeton, NJ 08540**

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

- ◆ Opportunity to obtain a teaching certificate from PCP. The teaching certificate requires activities 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
- ◆ Lead student discussions of a journal club article
- ◆ Participate during in-class activities or workshops on drug information resources and searching electronic databases
- ◆ Utilize and understand methods to teach effectively, such as active learning strategies, individual learning styles, and group learning
- ◆ Learn to use audiovisual resources, including Turning Point, PollEverywhere, Blackboard, and other standard resources.
- ◆ In addition to audiovisual services, the Fellow will have 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

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

Attendance at National Meetings

In addition to attending the ASHP Midyear Clinical Meeting, MedVal/PharmaWrite will also sponsor the fellow's attendance to one other national meeting of their choice (pending approval).

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 sick days, and one floating holiday

Certification

Upon approval by the primary preceptor(s) at MedVal/PharmaWrite, and 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 13, 2017**. Onsite interviews will be scheduled upon receipt of complete applications. Letters of reference should be individualized and not submitted using the standardized ASHP Residency Applicant Recommendation Request Form. Electronic submissions are encouraged. Please have letters of reference e-mailed directly and official transcripts sent electronically or through the mail. 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™

Co-Director, Medical Communications Fellowship, MedVal, LLC/PharmaWrite, LLC

175 Wall Street

Princeton, NJ 08540

(609) 945-8834

fellow@pwmvsci.com