



Fellowship Program in Medical Communications at MedVal & PharmaWrite



PharmaWrite®

<http://www.pwmedval.com>

 [@PharmaWrite](https://twitter.com/PharmaWrite)
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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.***

Our Mission

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

BEST-IN-CLASS



LIBRARY

Knowledge Services



*Opinion Leader
Development*



**Roundtables &
Ad Boards**



Strategic Communications

- Platform Development
- Publication Planning
- Medical Writing



**Regulatory
Writing**



E.G.

- Abstracts
- Posters
- Publications
- Slide Decks
- AMCP Dossiers
- Monographs
- Digital Posters
- Social Media
- App Development
- Website Strategy
- Newsletters
- Surveillance
- Meetings

**Landscape &
Gap Analyses**

**Digital
Expertise**



**MEDICAL
COMMUNICATIONS**

About MedVal & PharmaWrite

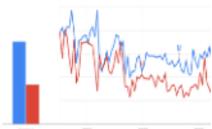
- Sister medical communication companies in Princeton, NJ
- Provide pharma/bio/device clients with scientific and strategic expertise
- Employ a number of pharmacists
- Use diverse scientific teams of professionals with advanced degrees, including medical writers, scientific managers, medical editors,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

Full Service Capabilities & Tactical Options

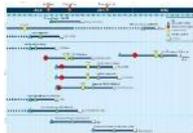
CORE DEVELOPMENT



Scientific Platforms



Landscape/
Gap Analyses



Publication Planning



Medical Writing



Regulatory Writing

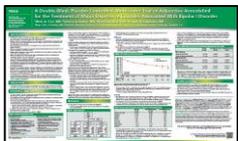


Strategic Communications



KOL Identification & Development

INTERACTIVE & DIGITAL



Digital Posters



Social Media Monitoring



Mobile Devices & Apps



Websites



eFeedback

MEETING ACTIVITIES



Advisory Boards



Surveillance

ENDURING MATERIALS



Abstracts & Posters



Publications



Slide Decks



Response Letters



AMCP Dossier/
Monograph



Newsletters



Investigator Meetings



Roundtables

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

- Biosimilars
- Diabetes
- Epilepsy/seizure disorders
- Fabry disease
- Hematology
- Infectious diseases
- Multiple sclerosis
- Nephrology
- Oncology
- Orthodontia
- Pain management
- Parkinson's disease
- Rare/orphan diseases
- Supportive care
- 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
- WMA: World Medical Association Declaration of Helsinki (2008)
- 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, 2019
 - 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, Healthcare marketing
 - 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

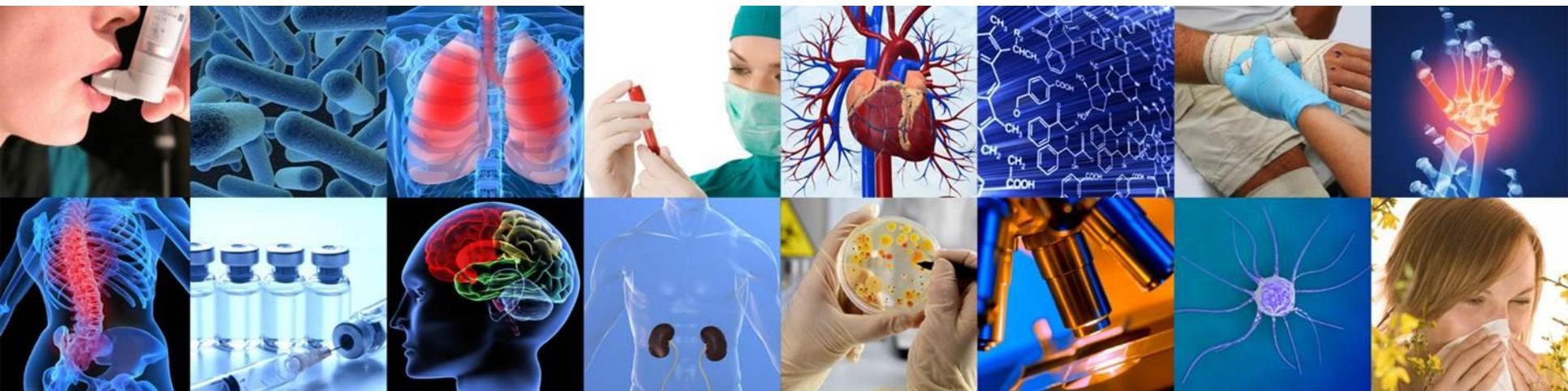
- Fellow candidate qualifications:
 - PharmD
 - Must become licensed in NJ (and the Commonwealth of PA, if Fellow chooses to participate in direct patient care rotation at USciences) by the end of the second quarter
 - Possess good interpersonal and communication skills
- Application materials and deadline
 - Letter of intent
 - Official transcript
 - 3 letters of reference
 - Updated curriculum vitae
 - Writing samples encouraged

DEADLINE: December 12, 2018

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

Articles

Mogamulizumab versus vorinostat in previously treated cutaneous T-cell lymphoma (MAVORIC): an international, open-label, randomised, controlled phase 3 trial



Youn H Kim, Martine Bagot, Lauren Pinter-Brown, Alain H Rook, Pierluigi Porcu, Steven M Horwitz, Sean Whittaker, Yoshiki Tokura, Maarten Vermeer, Pier Luigi Zinzani, Lubomir Sokol, Stephen Morris, Ellen J Kim, Pablo L Ortiz-Romero, Herbert Eradat, Julia Scarisbrick, Athanasios Tsianakas, Craig Elmets, Stephane Dalle, David C Fisher, Ahmad Halwani, Brian Poligone, John Greer, Maria Teresa Fierro, Amit Khot, Alison J Moskovitz, Amy Musiek, Andrei Shustov, Barbara Pro, Larisa J Geskin, Karen Dwyer, Junji Moriya, Mollie Leoni, Jeffrey S Humphrey, Stacie Hudgens, Dmitri O Grebennik, Kensi Tabinaj, Maddeine Duvic, for the MAVORIC Investigators*

Lancet Oncology, 2018

J Neurooncol (2015) 122:367–382
DOI 10.1007/s11060-015-1724-2

CLINICAL STUDY

Survival outcomes and safety of carmustine wafers in the treatment of high-grade gliomas: a meta-analysis

Sajeel A. Chowdhary · Timothy Ryken · Herbert B. Newton

Journal of Neurooncology, 2015

Pituitary
DOI 10.1007/s11102-017-0821-y



A multicenter, observational study of lanreotide depot/autogel (LAN) in patients with acromegaly in the United States: 2-year experience from the SODA registry

Roberto Salvatori¹ · Murray B. Gordon² · Whitney W. Woodmansee³ · Adriana G. Ioachimescu⁴ · Don W. Carver⁵ · Beloo Mirakhor⁶ · David Cox⁶ · Mark E. Molitch⁷

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Pituitary, 2017

SEMINAL CONTRIBUTION

Progesterone vaginal ring versus vaginal gel for luteal support with in vitro fertilization: a randomized comparative study

Laurel Stadtmayer, M.D., Ph.D.,^a Kaylen M. Silverberg, M.D.,^b Elizabeth S. Ginsburg, M.D.,^c Herman Weiss, M.D.,^d and Brandon Howard, Ph.D.^e

^a Jones Institute for Reproductive Medicine, Norfolk, Virginia; ^b Texas Fertility Center, Austin, Texas; ^c Brigham and Women's Hospital, Center for Reproductive Medicine, Boston, Massachusetts; and ^d Teva Women's Health, Petah Tikva, Israel; ^e Teva Women's Health, Frazer, Pennsylvania

Fertility and Sterility, 2013

Competitive Surveillance

Monthly report on competitive activity in:



Scientific Literature



Meetings



Media/Internet

Databases searched for information

- PubMed/Medline
- EMBASE
- BIOSIS Previews
- Northern Light
- ProQuest Dialog
- Sylogent
- Scopus
- PubsHub
- Clinicaltrials.gov
- UpToDate
- Pharmaceutical Marketers Directory (PMD)

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!



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