



# Fellowship Program in Medical Communications at MedVal & PharmaWrite



PharmaWrite®


<http://www.pwmedval.com>



# What Is Medical Communications?

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- 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?

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- 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*

<p><b>BEST-IN-CLASS</b></p> 	 <p><b>LIBRARY</b> Knowledge Services</p>		
 <p><i><b>Opinion Leader Development</b></i></p>	 <p><b>Roundtables &amp; Ad Boards</b></p>	<p><b>Regulatory Writing</b></p> 	<p><b>E.G.</b></p> <ul style="list-style-type: none"> <li>Abstracts</li> <li>Posters</li> <li>Publications</li> <li>Slide Decks</li> <li>AMCP Dossiers</li> <li>Monographs</li> <li>Digital Posters</li> <li>Social Media</li> <li>App Development</li> <li>Website Strategy</li> <li>Newsletters</li> <li>Surveillance Meetings</li> </ul>
<p><b>Landscape &amp; Gap Analyses</b></p>	<p><b>Digital Expertise</b></p> 	<p><b>MEDICAL COMMUNICATIONS</b></p>	

# About MedVal & PharmaWrite

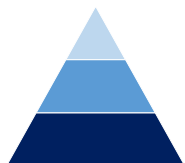
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- Sister medical communication companies in Princeton, NJ
- Provide pharma/bio/device clients with scientific and strategic expertise
- Employ a number of pharmacists
- Use diverse scientific teams of professionals with advanced degrees, including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



# Full Service Capabilities & Tactical Options

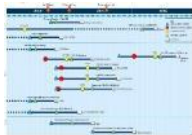
## CORE DEVELOPMENT



Scientific Platforms



Landscape/  
Gap Analyses



Publication Planning



Medical Writing



Regulatory Writing

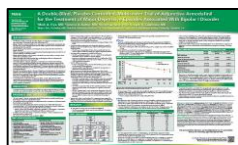


Strategic Communications



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

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- 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

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- Addiction medicine
- Endocrinology
- Epilepsy
- Hematology
- Infectious disease
- Men's health
- Nephrology
- Oncology
- Pain
- Parkinson's disease
- Rare/orphan diseases
- Schizophrenia
- Women's health

# MedVal and PharmaWrite Clients

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- 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

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- 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

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- MedVal Scientific Information Services and PharmaWrite Medical Communications are offering a 1-year, postdoctoral fellowship
  - Begins July 1, 2020
  - 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

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- 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

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- 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

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- 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

# Candidate Requirements and Application Deadline

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- 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 17, 2019**

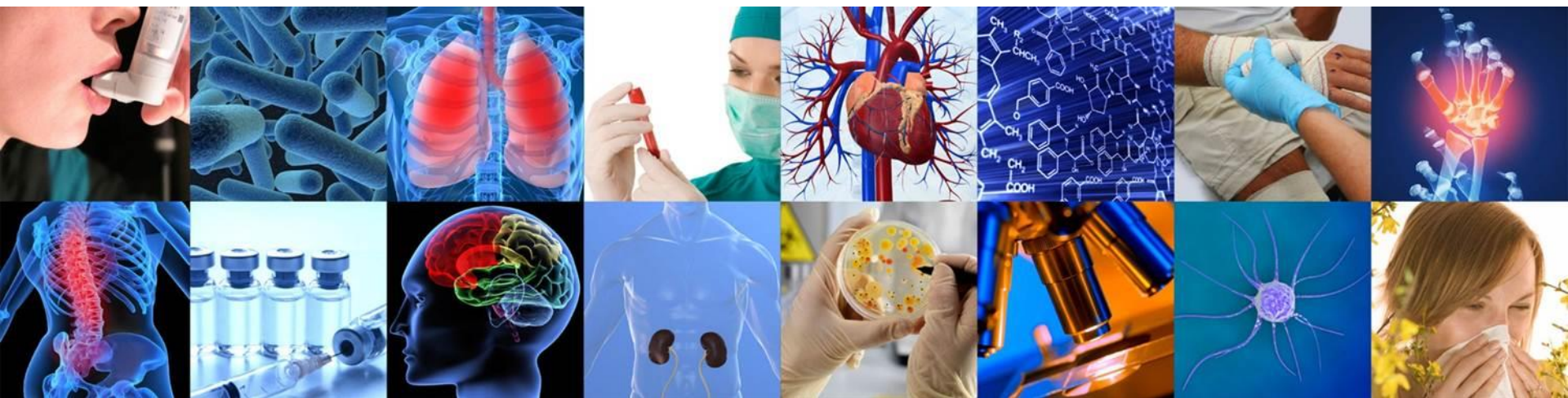
# Benefits

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- 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...

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# 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 Tsiannas, Craig Elmets, Stephane Dalle, David C Fisher, Ahmad Halwani, Brian Poligone, John Greer, Maria Teresa Fierro, Amit Khot, Alison J Moskowitz, Amy Musiek, Andrei Shustov, Barbara Pro, Larisa J Geskin, Karen Dwyer, Junji Moriya, Mollie Leoni, Jeffrey S Humphrey, Stacie Hudgens, Dmitri O Grebennik, Kensei Tobinai, Madeleine 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 Salvatori<sup>1</sup> · Murray B. Gordon<sup>2</sup> · Whitney W. Woodmansee<sup>3</sup> · Adriana G. Ioachimescu<sup>4</sup> · Don W. Carver<sup>5</sup> · Beloo Mirakhur<sup>6</sup> · David Cox<sup>6</sup> · Mark E. Molitch<sup>7</sup>

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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.,<sup>a</sup> Kaylen M. Silverberg, M.D.,<sup>b</sup> Elizabeth S. Ginsburg, M.D.,<sup>c</sup> Herman Weiss, M.D.,<sup>d</sup> and Brandon Howard, Ph.D.<sup>e</sup>

<sup>a</sup> Jones Institute for Reproductive Medicine, Norfolk, Virginia; <sup>b</sup> Texas Fertility Center, Austin, Texas; <sup>c</sup> Brigham and Women's Hospital, Center for Reproductive Medicine, Boston, Massachusetts; and <sup>d</sup> Teva Women's Health, Petah Tikva, Israel; <sup>e</sup> 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?

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- 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!



<http://www.pwmedval.com>

