

Scientific Expertise

PharmaWrite® supports clients' clinical or marketing strategies with work that is well founded in scientific and clinical data.

Strategic Leadership

We are focused on development and implementation of strategic publication plans, advocacy development, professional medical writing and core content development, regulatory writing, speaker training, and speakers bureaus.

Marketing Vision

Dedicated Teams

Experienced Professionals

Innovative Technology

Global Reach

Core Competencies

A successful medical communications program consists of integrated components working together to send a strong, targeted message supported by data and in the interests of good clinical practice. PharmaWrite's innovative and collaborative approach helps our clients meet their diverse prelaunch, launch, and postlaunch challenges. Our ability to combine scientific expertise with strategic thinking and marketing know-how leads to tangible results.

Strategic Publication Development

Competitive surveillance
Gap analysis
Audience identification

- Scientific meetings
- Journals

Advocacy Development

Thought leader identification
Advisory boards
Authorship metrics
Presentation metrics
Speaker training
Roundtables
Investigator meetings
Clinical trial surveillance
Regional consultant meetings

Speakers Bureaus

Speakers bureau management
Speaker identification
Speakers bureau training meetings
Teleconferences
Webcasts
Website development and maintenance

- Speaker resources
- Field management tool
- Customized financial and compliance reporting systems

Special Event Planning

Resident/fellow training seminars
Conventions
International congresses
International summits

Strategic Publication Implementation

Professional medical writing
Scientific reviews
Publication team coordination
Papers
Podium presentations
Abstracts
Posters
Short communications
Newsletters
White papers
Clinical study reports
Case reports
Symposium reports
Independent proceedings
Monographs
Advertorials
In-house communications/presentations

Additional Services

Regulatory writing
Competitive surveillance
Decision tree analyses
Full-service medical library
AMCP dossiers
Product monographs
Scientific liaison training
Scientific congress surveillance
Sales training materials
Compendium/reference management
Product information kits
Formulary kits

Therapeutic Areas and Disease State Expertise

Our clients depend on PharmaWrite as their medical communications partner to create scientifically based programs and publications that are relevant, memorable, and strategically positioned.

From small startups and biotech firms to large, international pharmaceutical companies, PharmaWrite's clients are all given premier service, and each project receives the full attention of our staff, no matter how small. Our clients' products run the gamut of therapeutic areas/disease states, including:

- Alcohol/stimulant dependence
- Allergy/asthma
- Anesthesiology
- Cardiovascular disease
- Critical care/emergency medicine
- Dermatology
- Diabetes
- Enzyme replacement therapy
- Epilepsy and related seizure disorders
- Geriatrics
- HIV/AIDS
- Immunology
- Infectious diseases
- Lysosomal storage diseases
- Microbiology
- Migraine
- Monoclonal antibodies
- Oncology/hematology
- Oncology supportive care
- Osteoarthritis
- Osteoporosis
- Pain management
- Psychiatry
- Pulmonology
- Quality initiatives
- Rheumatic diseases
- Urology
- Vaccines
- Women's health
- Wound management

PharmaWrite is not an accredited provider of continuing professional development but has worked extensively with international accrediting bodies, such as the Royal College of Physicians (UK), the Union of European Medical Specialties (UEMS), and the Spanish Accreditation Council for Continuing Medical Education. PharmaWrite also has worked with clients' global teams and international affiliates to provide nonaccredited educational and patient advocacy programming.

PharmaWrite has dedicated significant resources toward keeping abreast of the latest developments in the increasingly complex world of global continuing professional development. Questions of procedure and interpretation of guidelines can arise, since requirements vary in different geographic regions. For this reason, PharmaWrite actively participates in conferences and activities, such as those sponsored by the Global Alliance for Medical Education, along with other appropriate meetings to ensure that our staff is familiar with the most up-to-date changes in global professional education.

At PharmaWrite, compliance is a top priority. To responsibly protect the interests of all stakeholders, including patients, we have developed systems to track and document all of the steps necessary to ensure compliance. We take care to understand the guidelines that govern all of the major regulatory agencies:

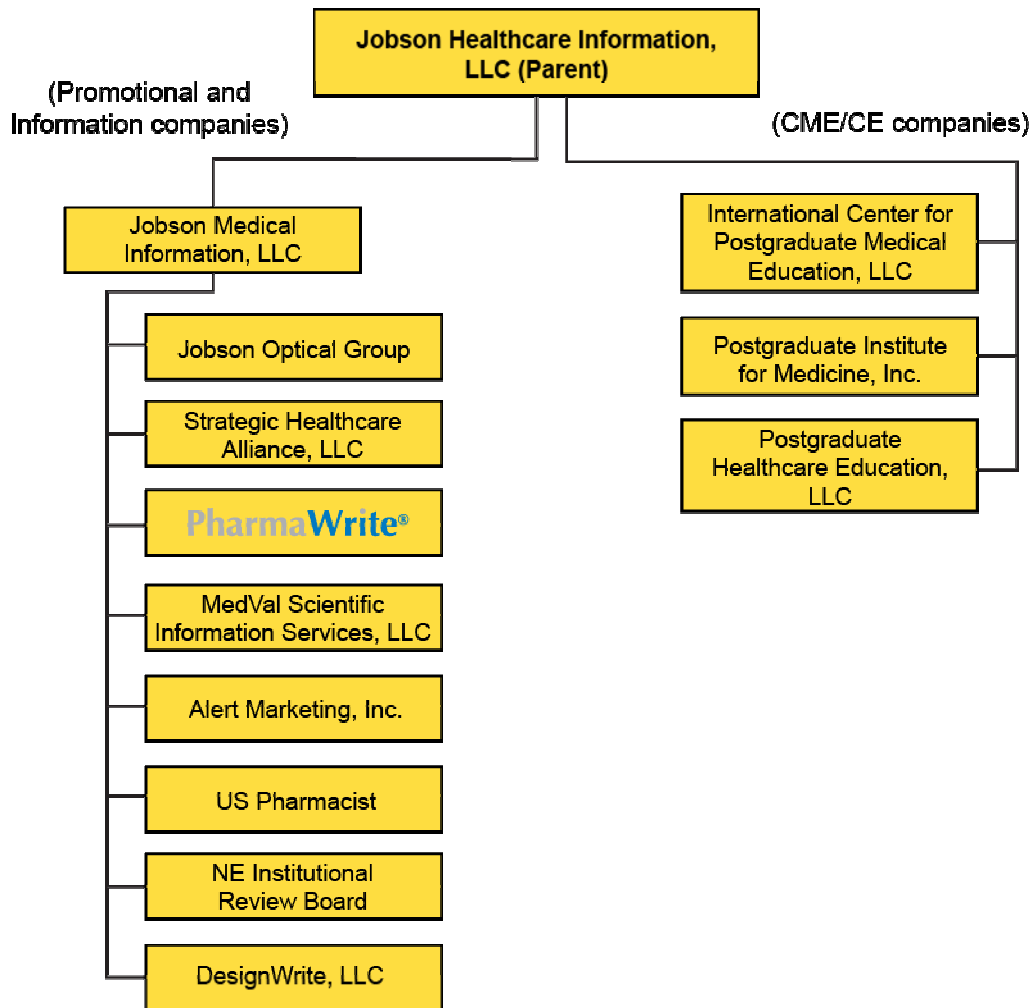
- PhRMA Code of Interactions with Healthcare Professionals
- HIPAA Requirements
- AMA-CEJA Ethical Opinions
- FDA Guidance for Industry
- Global Alliance for Medical Education
- HHS-OIG Compliance Program Guidance
- AdvaMed Code
- UEMS/EACCME Criteria for International Accreditation

The importance of compliance in an ever-changing environment underscores the importance of partnering with agencies that clearly understand the parameters and avoid the pitfalls.

PharmaWrite has successfully organized numerous educational and patient advocacy activities in Europe, Asia, and Latin America by paying close attention to all of the details inherent in producing effective educational programs. This ensures delivery of a high-quality program to the participants, resulting in increases in knowledge and improved patient care.



Corporate Structure



PharmaWrite is a division of Jobson Medical Information, LLC, which is owned by Jobson Healthcare Information, LLC, an affiliate of The Wicks Group of Companies, LLC. Jobson Medical Information, LLC is a leading specialty healthcare communications and publishing company.

Jobson Medical Information produces a broad range of publications, nonaccredited educational programs and enduring materials, live events, symposia, and websites that reach and teach more than one million healthcare professionals every month. The business is built upon an entrepreneurial spirit, and its history of successful growth can be attributed to the creativity, talent, and efforts of its experienced staff.

Corporate Structure

Jobson Medical Information operates in the medical information services market and is recognized as an innovative leader throughout the healthcare industry for consistently providing high-quality cutting edge products and services to its customers.

Jobson Medical Information's professional staff is ready to partner with your business to develop and deliver successful solutions for all of your publishing, nonaccredited education, and marketing needs.