What is Medical Communications?

- Medical communications—blends science, art, and writing to effectively develop and deliver content.
- The goal is to work with clients to educate health care professionals and ultimately improve patient care.
- Education is provided in the form of abstracts, posters, manuscripts, and presentations that are strategically disseminated.
Medical Education and Communications Companies

- Have been in practice for more than 3 decades
- Collaborate with the nation’s leading continuing education providers, pharmaceutical and biotech companies
- May be accredited providers of continuing education or unaccredited joint sponsors of CE
- Oftentimes driven by pharmacists, PhDs, and physicians

*Pharmacists have the appropriate scientific and clinical foundation for working in this arena*
About MedVal and PharmaWrite

- MedVal and PharmaWrite are sister medical communication companies with a passion for providing clients with scientific and strategic expertise.
- MedVal and PharmaWrite employ a number of pharmacists.
- MedVal and PharmaWrite perform similar services but for different clients.
- Diverse scientific teams of professionals with advanced degrees:
  - Medical Writers, Medical Directors, and Scientific Managers with PhDs/MDs/PharmDs in the Life Sciences.
  - Medical Editors with diverse advanced degrees.
  - Speakers Bureau Program Coordinators.
  - Website Strategists/Online Content Managers.
  - Meeting Planners and Meeting Assistants.
  - Graphic Designers and Presentation Specialists.
  - Information Technology Specialists.
  - Medical Librarians.
MedVal and PharmaWrite

Core Activities

- **Publication Planning**
  - Market surveillance
  - Abstracts and posters
  - Clinical trial papers/manuscripts
  - Reviews
  - Case reports
  - Letters
  - Supplements
  - Monographs and formulary kits

- **Speakers Bureau Management**
  - Promotional speakers bureaus
  - Speaker training
  - Speaker websites
  - Webcasts

- **Advocacy Development**
  - Advisory boards/roundtables
  - Consultant meetings
  - Satellite meetings
  - Newsletters
  - KOL websites

- **Special Event Planning**
  - Investigator meetings
  - Consultant meetings
  - Resident/Fellow training seminars
  - International congresses

- **Other**
  - Comparison guides
  - Decision tree analyses
  - Drug information materials
  - PharmQD
Experience in a Wide Array of Therapeutic Areas

- 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 Diseases
- Supportive Care
- Wound Healing
Current MedVal and PharmaWrite Clients

- Amgen
- APBI
- Auxilium Pharmaceuticals, Inc.
- Celgene Corporation
- Cephalon, Inc.
- Cubist Pharmaceuticals
- Delcath Systems, Inc.
- Eisai Co., Ltd.
- EMD Serono, Inc.
- EpiCpt Corporation
- Ethicon, Inc.
- EUSA Pharma
- Novartis Pharmaceuticals
- Novo Nordisk Inc.
- Nuvo Research Inc.
- Questcor Pharmaceuticals, Inc.
- Sanofi Oncology
- Shire HGT
- Three Rivers Pharma
- Upsher Smith Laboratories
- Vertex Pharmaceuticals
Overview of the Fellowship Program

- MedVal Scientific Information Services and PharmaWrite Medical Communications are offering a 1-year, postdoctoral Fellowship beginning July 2, 2012
  - A teaching component and opportunity to acquire a teaching certificate through the University of the Sciences in Philadelphia; Philadelphia College of Pharmacy (U Sciences) is also included
- The Fellow will divide his or her time between MedVal, PharmaWrite, and the University of the Sciences
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:
The University of the Sciences in Philadelphia, Philadelphia College of Pharmacy

- Opportunity to acquire teaching certificate
- Potential opportunities within the academic setting:
  - Prepare and deliver lectures to students on drug information resources, applied literature evaluation, or disease states
  - Participate in Drug Information recitation
  - Serve as preceptor for U Sciences 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
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 choice

- Serve as a guest blogger on PharmQD
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 U Sciences) by the end of the second quarter
  - Possess good interpersonal and communication skills

- Application Materials and Deadline
  - Letter of intent
  - 3 letters of reference
  - Updated curriculum vitae
  - DEADLINE: January 2, 2012
Benefits

- Comprehensive Benefits and Health Care Package:
  - Annual stipend of $42,000
  - Medical, dental, and vision package
- Certification of completion of fellowship
- Optional: Teaching certificate
Examples of Our Work...
Extensive Experience in Publishing Message-Driven...

- Primary Papers
- Derivative 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
Power-Pak C.E., U.S. Pharmacist, and PharmQD
Competitive Surveillance

Monthly report on competitive activity in

Scientific Literature
- PubMed/Medline
- EMBASE
- BIOSIS
- CRISP

Meetings

Media/Internet
- Factiva
- Mediconf
- Pharmaceutical/ product databases
Is this Fellowship for you?

- If you have a strong interest in writing
- If you have an interest in doing something nontraditional
- If you have an interest in advancing patient care by delivering high quality information to HCPs
- If you have an interest in teaching

*Then you should consider MedVal & PharmaWrite*
Thank you on behalf of MedVal, PharmaWrite, and U Sciences.

We look forward to meeting with you.