



MEDICAL
COMMUNICATIONS
FELLOWSHIP
PROGRAM

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 education industry beginning July 1, 2014. The program includes a teaching component and the opportunity to acquire a teaching certificate through the University of the Sciences in Philadelphia, Philadelphia College of Pharmacy.

The fellow will share his/her time between MedVal/PharmaWrite and the University of the Sciences in Philadelphia.

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 the University of the Sciences to develop his/her teaching skills through formal educational instruction to PharmD students. This educational instruction includes lecture participation, small group courses, and serving as a preceptor to clerkship students for an advanced experiential rotation in medical communications.



Follow Rozena Varghese, our 2013-2014 fellow, on Twitter (@MedValFellow) for fellowship updates, deadline reminders, and links to blog posts



<http://www.medvalsci.com/fellow.shtml>



THE MEDICAL COMMUNICATIONS COMPONENT

About MedVal and PharmaWrite

MedVal Scientific Information Services and PharmaWrite Medical Communications are medical communications companies with a passion for providing clients with unparalleled scientific expertise to help meet their marketing 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 media. Our ability to combine scientific expertise with tactical and strategic thinking in areas such as publication planning, audiovisual presentations, special event planning, and speakers bureaus has enabled us to develop and manage programs across the globe for top pharmaceutical companies in a wide array of therapeutic areas.

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, as well as 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, speakers bureaus, 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 connect and network with other colleagues by being a featured blogger on the PharmQD website (www.pharmqd.com)



MENTORING TEAM



Vaishali Soni, PharmD

Director, Scientific Communications, MedVal, LLC • Director, Medical Communications Fellowship

In her 8 years at MedVal, Vaishali Soni has worked with clients in a variety of therapeutic areas to develop publications and effective publication strategies, as well as content for live events such as advisory boards and roundtables. Additionally, her responsibilities include account and project management, scientific oversight, and liaising with clients and therapeutic experts.

Vaishali oversees the fellowship program as well as serves as the primary preceptor for 6th-year PharmD students for Rutgers University and the University of the Sciences in Philadelphia.

Vaishali received both her Bachelor of Science and Doctor of Pharmacy degrees from the Philadelphia College of Pharmacy and Science. After completing a general pharmacy practice residency, she was a clinical pharmacist for 2½ years. Prior to coming to MedVal, Vaishali was a medical information specialist at Celgene Corporation, which gave her insight into the various processes involved in disseminating medical information and client expectations for publications and medical/legal/regulatory review of documents.



Jeff Kuper, PharmD, BCPS, CMPP

Medical Director, PharmaWrite, LLC

Jeff's primary responsibilities at PharmaWrite include writing and advising clients on optimal venues for dissemination of their research. He holds licensure in South Dakota, and is a Board Certified Pharmacotherapy Specialist, with added qualifications in Infectious Diseases Pharmacotherapy. He previously was a Clinical Associate Professor in the Ernest Mario School of Pharmacy at Rutgers, The State University of New Jersey.

Jeff received his Bachelor of Science degree in Pharmacy at the South Dakota State University College of Pharmacy in Brookings, and his Doctor of Pharmacy degree from the Ohio State University College of Pharmacy in Columbus. He completed a postdoctoral residency in infectious diseases and pharmacokinetics in Buffalo at the Clinical Pharmacokinetics Laboratory, Millard Fillmore Hospital. He is also a Certified Medical Publications Professional (CMPP).

Jeff has given many presentations and published abstracts, posters, and articles on topics ranging from clinical pharmacy interactions with infectious diseases, to the treatment of *Mycobacterium avium* complex disease and *Escherichia coli* infections. Based on these and other topics, his work has appeared in journals such as *Clinical Pharmacokinetics*, *Drug Safety*, the *American Journal of Pharmaceutical Education*, and *Pharmacotherapy*.



Michael Platt, MS, CMPP

President, MedVal, LLC/PharmaWrite, LLC • Executive Vice President of Jobson Medical Information, LLC (JMI)

Prior to joining MedVal, Michael was Chief Executive Officer (CEO) of Fission Communications, a New York-based medical communications company he co-founded in 2001. He was also Director of Business Development at Ventiv Health Communications and has held positions at Genecom and QED International. Michael has more than 17 years of industry experience and a broad knowledge of the pharmaceutical, biotechnological, and healthcare fields. His background in pre-launch, launch, and post-launch activities include advisory boards, market surveillance, sales training, publication planning, internet initiatives, and live and enduring Continuing Education (CE) programs, including symposia. At MedVal, Michael is responsible for the day-to-day management of the company's budgets and staff, and works with Chief Operating Officer Rosie Lynch in building relationships with experts and investigators, developing the organization's strategic vision, and fostering strategic alliances with other Wicks/Jobson companies. Michael has a Masters degree in biology from Hofstra University, and in 2006 was named as one of *PharmaVOICE* magazine's "100 Most Inspiring People in the Life Sciences Industry."



Louis P. Greco, RPh, PharmD

President, DesignWrite, LLC/PharmaWrite, LLC Speakers Bureau Services • Executive Vice President of Jobson Medical Information, LLC (JMI)

Lou earned his Bachelor of Science and Doctor of Pharmacy degrees from the Rutgers University College of Pharmacy. His career includes more than 20 years in community pharmacy practice and management, 4 years in pharmacy education as the Director of Continuing Education and Adjunct Faculty at the Rutgers University College of Pharmacy, and 12 years in medical education. Lou's primary responsibilities include the management of speakers bureau development and implementation, marketing strategy, oversight of the division's Management and Internet Technology Teams, and new business development. As President, Lou works closely with the leaders of 15 other companies in the corporation to develop strategic alliances and leverage the entire spectrum of medical communication capabilities to coordinate successful initiatives for his clients.



Rosie J. Lynch, RPh, CMPP

Chief Operating Officer, MedVal, LLC • Managing Director, PharmaWrite, LLC

As Chief Operating Officer of MedVal and Managing Director of PharmaWrite, Rosie is in charge of developing new business, maintaining thought leader relationships, managing strategic alliances with other members of the Jobson family of companies, and expanding the organization's strategic vision. 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 another Jobson 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 the pharmacy internship program 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 belongs to several professional societies and associations, and 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.



Rob Gilbert, STL, CMPP

Senior Manager, Scientific Communications, PharmaWrite, LLC

Rob is a Senior Manager of Scientific Communications at PharmaWrite with an uncommon commitment to quality and client satisfaction. His role includes the management and development of a variety of scientific programs, such as publication planning and thought leader identification.

Rob's academic experience enables him to establish an easy rapport with investigators and other members of the scientific community, resulting in relationships that prove to be highly effective in meeting our clients' needs. Since joining the PharmaWrite team, Rob has worked in the areas of analgesia (adult and pediatric), drug abuse, low back pain, osteoarthritis, fibromyalgia, neuropathic pain, anti-infectives, metabolic disorders, and oncology.

Rob has lived for more than 8 years in Europe and remains proficient in French, German, and Dutch. His academic expertise includes the areas of text hermeneutics, classical literary theory, and several ancient languages (Greek, Latin, Hebrew, Aramaic, and Moabitic). Rob currently lives in Hunterdon County in New Jersey with his wife, Diane, and 2 children, Michael and Daniel.



Maryjo Dixon, RPh, MBA, CMPP

Director, Scientific Communications, MedVal, LLC

Maryjo has been with MedVal since 1997. Her primary task there is to ensure that medical communications programs meet the strategic needs of MedVal's clients. Maryjo's responsibilities include account management, team training, project management and oversight, advocacy development, strategic publication planning, and developing and coordinating new business proposals. She serves as a scientific liaison to healthcare professionals and pharmaceutical executives, often on publication programs ranging from clinical trial papers and protocols to posters, abstracts, slide decks, supplements, reviews, and guidelines. She has also developed programs for training internal staff on publication best practices, emphasizing GPP and International Committee of Medical Journal Editors guidelines. She worked closely with the Hematology Oncology Pharmacy Association (HOPA) Program, Education, and CE Accreditation Committees to develop and execute HOPA's Annual Conference and other oncology-related educational initiatives.

Prior to joining MedVal, Maryjo was a senior drug information specialist at Schering, where she was in charge of disseminating information to healthcare professionals, patients, and sales representatives. Maryjo has also worked as a retail pharmacist for Pathmark and as a medical sales representative for Searle in the cardiovascular area.

Maryjo holds a Masters in Business Administration from Rutgers University and received a Bachelor of Science degree from the Rutgers College of Pharmacy. She is a member of American Pharmacists Association (APhA), American Society of Health-System Pharmacists (ASHP), American Medical Writers Association (AMWA), and ISMPP. She has been trained on Accreditation Council for Continuing Medical Education and Accreditation Council for Pharmacy Education guidelines and standards and became a Certified Medical Publication Professional in 2011. Throughout her career, Maryjo has developed considerable expertise in the areas of growth disorders, pain management, allergy, asthma, anemia, oncology and supportive care, diabetes, and geriatrics.



Sherri D. Jones, PharmD, CMPP

Scientific Director, Senior Medical Writer, MedVal, LLC

Sherri has over 10 years of combined pharmacy practice and industry experience. As a medical writer, she has extensive experience in the development of multiple publication formats, including primary research and review articles, as well as 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/mental health, 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 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.



Kathryn Lucchesi, PhD, RPh

Senior Medical Writer, MedVal, LLC

Kathryn came to MedVal with extensive academic and industry experience that began with earning a Bachelor of Science in Pharmacy from the Massachusetts College of Pharmacy. After practicing as a staff pharmacist at Children's Hospital National Medical Center, she earned a Doctorate in Pharmacology from Dartmouth College, and completed a 3-year postdoctoral fellowship at Yale School of Medicine. Having published several research articles in peer-reviewed journals and while serving on the Institutional Review Board (IRB) for the University of Pennsylvania, Kathryn learned that writing was a special talent of hers. Now, as one of MedVal's senior medical writers, she specializes in writing review articles, clinical publications from original data, scientific proposals, and Continuing Medical Education (CME) and non-CME materials in manuscript or slide format. Whether it is about a new drug therapy, clinical approach, therapeutic interest, or format for conveying information, Kathryn enjoys the opportunity to learn something new every day.



Sarah Mizne, RPh, PharmD

Medical Writer, MedVal, LLC

Sarah received her Doctor of Pharmacy degree from the University of Tennessee College of Pharmacy in 2010, where she conducted student research in the use and monitoring of the cardiac drug amiodarone. Her commitment to quality was recognized through her receipt of the *Facts and Comparisons* 2010 award for Clinical Excellence in Communication.

Sarah continued to pursue her interest in research and medical writing by completing the 2010-2011 PharmaWrite/MedVal Medical Communications Fellowship. Her areas of expertise include competitive surveillance management and reporting, development of manuscripts and slide presentations, clinical abstract publications, and extensive advisory board contributions. In addition to her scientific pursuits, 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. Above all, Sarah is dedicated to the dissemination of pharmaceutical knowledge, whether it is through key collaborations with industry or one-on-one at the pharmacy counter.



Megan McEntire, PharmD

Associate Manager, Scientific Communications, MedVal, LLC

After graduating from East Tennessee State University with a Bachelor of Science in Chemistry, concentration in Biochemistry, Megan 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 PharmaWrite/MedVal 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, 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 from the University of the Sciences College of Pharmacy in Philadelphia.

She is a member of APhA, ASHP, AMWA, IPHO, and ISMPP and serves on the ISMPP Communications Committee. Megan's current role, as an Associate Manager of Scientific Communications, enables her to interact with clients and expert investigators on a personal basis to facilitate dissemination of medical knowledge.

2013-2014 Fellow



Rozena Varghese, PharmD

Postdoctoral Fellow, MedVal, LLC/PharmaWrite, LLC

During her time at the Earnest Mario School of Pharmacy at Rutgers University, Rozena was exposed to many of the diverse career paths available to pharmacists today. After completing advanced practice rotations at *Pharmacy Times* Medical Communications, the Drug Information Center at Robert Wood Johnson University Hospital, and Novartis Pharmaceuticals, she decided to pursue a career in medical communications. The field of pharmacy has been constantly changing and is continuing to grow increasingly complex as novel pharmaceutical products and therapies are introduced. Because of this, the challenges of interpreting data and educating healthcare professionals and patients have become especially crucial. Rozena's pharmacy education allows her to meet these challenges by understanding the principles behind the products and their associated disease states.

As the current Postdoctoral Fellow in Medical Communications at MedVal and PharmaWrite, Rozena's responsibilities will include competitive surveillance reporting, project management, publication planning, clinical and regulatory writing, slide deck development, presentation delivery, conducting analyses of expert investigators, conducting gap analyses, developing clinical and scientific manuscripts, and blogging for PharmQD, a social networking site for pharmacists. Rozena intends to pursue a career in medical writing and is confident that the knowledge gained from these experiences will ensure that she is well on her way.

Rozena will also be completing the Resident and Industry Fellow Teaching Certificate Program at the University of the Sciences in Philadelphia. The program is designed to train pharmacists to become better educators by exposing them to various educational settings. In the coming year, Rozena will have the opportunity to educate Philadelphia College of Pharmacy students in lectures and small group sessions, precept rotation students at MedVal, develop and deliver a CE program for pharmacists, and create a teaching portfolio. This program will complement Rozena's pharmacy education and provide her with valuable skills that she will be able to utilize in her interactions with students, healthcare professionals, and patients.

Primary Training Site Location

PharmaWrite®

152 Wall Street
Princeton, NJ 08540

MedVal

30 Vreeland Drive, Building 30, Suite 2
Skillman, NJ 08558

Primary Preceptors of the Fellowship Program

Jeff Kuper, PharmD, BCPS, CMPP

Medical Director
PharmaWrite, LLC
5416 S. Mariah Place, Unit 1
Sioux Falls, SD 57108
(605) 271-3989
jkuper@pharmaw.com

Vaishali Soni, PharmD

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(609) 945-8835
vaishali.soni@medvalsci.com

Secondary Preceptors of the Fellowship Program

Louis P. Greco, RPh, PharmD

President, DesignWrite, LLC/PharmaWrite, LLC
Speakers Bureau Services
Executive Vice President of
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Michael Platt, MS, CMPP

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Executive Vice President of
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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 2 centuries 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 the University of the Sciences. The teaching certificate requires activities such as giving a didactic lecture and CE program, precepting rotation students, participating in leadership lectures, and preparing a teaching portfolio
- ◆ Collaborate with a faculty mentor at the Philadelphia College of Pharmacy to develop skills related to the preparation and delivery of lectures to students on drug information resources, applied literature evaluation, or disease states
- ◆ Participate in recitations for seminar
- ◆ Lead a student discussion 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®, Sympodium®, 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 Department of Pharmacy Practice/Pharmacy Administration

Academic Training Site Location

Philadelphia College of Pharmacy

The University of the Sciences
600 South 43rd Street
Philadelphia, PA 19104

Primary Contact at The University of the Sciences

Bruce R. Canaday, PharmD, FASHP, FAPhA

Professor and Chair, Department of Pharmacy Practice and Administration
The University of the Sciences
600 South 43rd Street
Philadelphia, PA 19104
(215) 596-8744
b.canaday@usp.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 of the primary preceptor[s]). The fellow will receive travel support of \$1,300 for meeting attendance.

Salary and Benefits

The fellow will receive a comprehensive benefits and healthcare package from MedVal Scientific Information Services/PharmaWrite Medical Communications, including

- ◆ Annual stipend of \$43,000
- ◆ Medical, dental, vision, and life insurance package
- ◆ One week vacation
- ◆ At least 10 paid holidays during the year
- ◆ 3 sick days
- ◆ One floating holiday

Certification

Upon approval of the primary preceptor(s) at MedVal/PharmaWrite, and the primary preceptor, advisory committee, and Department Chair at The University of the Sciences, the fellow will be awarded a certificate of completion from MedVal/PharmaWrite and the option to obtain a teaching certificate from The University of the Sciences.

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 fellow chooses to participate in a direct patient care rotation through University of the Sciences) by the end of the second quarter
- ◆ Applicant should possess good communication and interpersonal skills

Application Materials and Deadlines

Applicants are required to submit a letter of intent, 3 letters of reference, an official transcript, and an updated curriculum vitae by **December 16, 2013**. Onsite interviews will be scheduled at that time. 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.

All application materials must be sent to

Vaishali Soni, PharmD

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Director, Medical Communications Fellowship

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