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 and PharmaWrite Medical Communications are offering a one-year postdoctoral fellowship in the medical education industry beginning July 1, 2013. The program includes a teaching component and 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.

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 Ed on Twitter (@MedValFellow) for fellowship updates, deadline reminders, and links to blog posts.

http://www.medvalsci.com/fellow.shtml
THE MEDICAL COMMUNICATIONS COMPONENT

About PharmaWrite and MedVal

MedVal Scientific Information Services and PharmaWrite Medical Communications are medical communications companies with a passion for providing clients with unparalleled scientific expertise to meet diverse 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 strategic thinking and marketing in areas such as publication planning, audiovisual presentations, special event planning, and speakers bureaus for some of the top pharmaceutical companies has allowed us to develop and manage programs across the globe 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, symposia, websites, speakers bureaus, PowerPoint presentations, clinical marketing strategies, and conference reports

◆ Develop publication plans for specific therapies and work closely with key opinion leaders (KOLs) 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

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. In her 6 years at MedVal, she has worked with clients in a variety of therapeutic areas to develop publications and effective publication strategies, as well as content for advisory boards and roundtables. Vaishali also serves as the preceptor for 6th-year PharmD students for Rutgers University and University of the Sciences in Philadelphia.

Jeff Kuper, PharmD, BCPS, CMPP
Medical Director, PharmaWrite, LLC

Jeff Kuper’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 • Executive Vice President of Jobson Medical Information, LLC (JMI)

Prior to joining MedVal, Michael Platt 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 Genetecom 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 KOLs, 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 Greco 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 11 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 Lynch is in charge of developing new business, maintaining thought leader relationships, managing strategic alliances with other members of the Jobson family of companies, and collaborating with Michael Platt, MedVal’s President, on 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.

Rosie earned her Bachelor of Science degree at Rutgers University College of Pharmacy and is licensed to practice pharmacy in New Jersey. She belongs to several professional societies and associations, and is currently serving a 3-year term on the Board of Trustees of the International Society for Medical Publication Professionals (ISMPP) as Treasurer. She recently earned a CMPP degree that certifies her as a Medical Publications Professional.

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.

Mary-Ellen Marx, CMPP
Senior Scientific Manager, PharmaWrite, LLC

With more than 25 years of experience in medical communications, 18 of them with PharmaWrite, Mary-Ellen engages in a wide scope of activities, such as account and project management, strategic/tactical development, publication planning, gap analyses, competitive surveillance, scientific roundtables, advisory boards, global summits, and development of commercial and informational websites. With a strong editorial background, Mary-Ellen is knowledgeable in the field of publication planning and publication best practices. She is an International Society for Medical Publication Professions (ISMPP) Certified Medical Publication Professional and a longstanding member of the Standards and Best Practices Committee. She coauthored ISMPP’s guidelines for good publication practice (“GPP2”), published in BMJ. Mary-Ellen is also a member of The International Publication Planning Association (TIPPA), an associate member of the Committee on Publication Ethics (COPE), and a member of the American Medical Writers Association.
**Rob Gilbert, STL**  
Senior Manager, Scientific Communications, PharmaWrite, LLC  
Robert Gilbert 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 products, such as publication plans, thought leader identification, and CE symposia.

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 Mizne 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 works 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 the masses.

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 KOL analyses in the therapeutic areas of pain management, women’s health, bipolar disorder, rheumatoid arthritis, osteoporosis, and oncology. She was the first 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 and ISMPP. Megan’s current role since the completion of her fellowship at PharmaWrite/MedVal is an Associate Manager of Scientific Communications. Her new role enables her to interact with clients on a more personal basis to truly engage her customers.

Edward Paiewonsky, PharmD  
Postdoctoral Fellow, MedVal, LLC/PharmaWrite, LLC  
Originally from Pennsylvania, Ed Paiewonsky graduated from the University of Pittsburgh School of Pharmacy where he was exposed to the important clinical role pharmacists have in contemporary medicine. After completing an internship that exposed him to managed care concepts and the pharmaceutical industry, Ed decided that he could improve patient outcomes on a much larger scale by pursuing a postdoctoral fellowship in the medical communications field. As pharmaceutical products become increasingly complex, and novel treatment modalities continue to emerge on the market, the need for information dissemination will increase dramatically. These advances, coupled with the plethora of medical information already available today, are proof that there has never been a greater need for accurately and effectively propagate information to clinicians in the field. Provider education can indirectly influence the care of many patients, and this is the goal of Ed’s pursuits.

Ed’s responsibilities as the Postdoctoral Fellow in Medical Communications this year will include competitive surveillance reporting, KOL identification, conducting gap analyses, publication planning, slide deck development, clinical regulatory writing, project management, presentation delivery, and blogging for PharmQD, a social networking site for pharmacists. Ed believes that these hands-on experiences will provide him with a solid foundation on which to build a successful career in the medical communications industry.

In addition to his responsibilities in New Jersey, Ed has elected to complete the teaching certificate component at the University of the Sciences in Philadelphia. The program will afford Ed the opportunity to develop and deliver a CE program for pharmacists, create a dynamic teaching portfolio, and educate pharmacy students on campus as well as on Advanced Pharmacy Practice Experience rotations at MedVal. Ed is confident that the teaching experiences will bolster his ability to effectively communicate medical information, regardless of whether he ends up in an academic or industry setting.

2012-2013 Fellow
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 $42,000
- Medical, dental, and vision package
- One week vacation
- At least 10 paid holidays during the year
- 3 sick days
- One personal day

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 20, 2012. 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 applications materials must be sent to

Vaishali Soni, PharmD
Director, Scientific Communications, MedVal, LLC
30 Vreeland Drive, Building 30, Suite 2
Skillman, NJ 08558
(609) 945-8835
vaishali.soni@medvalsci.com