

# Medical Communications Fellowship Program at MedVal & PharmaWrite

## Case Study

- A patient sees their physician regularly because they have a moderate heart condition
- At their last medical checkup, the physician diagnosed the patient with Type 2 diabetes
- In order to lower the patient's blood sugar and protect the patient from heart failure, the doctor prescribes Jardiance (Boehringer Ingelheim and Eli Lilly & Co)
- With all the medications on the market for diabetes and for heart failure, how did the physician know to prescribe Jardiance for this patient?

# The Dissemination of Data

- How did this physician (and thousands of others) learn about Jardiance?
- In July of 2020, Boehringer Ingelheim (BI) and Eli Lilly received positive top-line results from the EMPEROR-Reduced phase III trial in adults with heart failure, with and without diabetes
- BI, Lilly, and the primary study investigators wrote a 300-word abstract describing the study results and submitted it to the European Society of Cardiology (ESC) to be presented at their annual meeting in August of 2021
- ESC accepted the abstract for a poster presentation at the annual meeting
  - The pharma companies and investigators developed a poster that was presented at the annual meeting
- In February 2022, Nature Medicine published a peer-reviewed article describing the trial and the results
- Many times, the pharma company engages a publication planning and medical writing company to provide writing support for the abstract, poster, and article
- Enter MedVal and PharmaWrite

# Data Dissemination Path

Communicating new information about clinical trials and their results in a timely manner is often of critical importance to the medical profession, patients, and the public



Produce

Clinical Trials

- Trial in Progress
- Primary Data
- Post hoc Analyses



Present

Abstracts

- Posters &
- Podium Presentations
- Encores



Publish

- Journal Articles
- Plain Language Summary
- Publication Extenders

# What Is Medical Communications?

## 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
- 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 (CE) or unaccredited joint sponsors of CE

# The CM Family of Brands Offers a Range of Integrated Solutions



**CM**  
**ClinicalMind**

We offer a wide range of specialized services and solutions, while providing an exceptional and unified client experience

## TECHNOLOGY & INNOVATION



Technology, application development and AI/analytics arm of ClinicalMind



Online, cloud-based HCP engagement platform. Designed and managed by CMGather



Full-service Speaker Bureau management team, part of CM Gather

## MEDICAL COMMUNICATIONS



Full-service Medical Communications teams, focusing on prelaunch through product maturity



Scientific Communications, Publications Planning, & Medical Writing



Specialized communications & creative team, focusing on early-stage commercialization and startup biotechnology

## CORPORATE LEARNING & DEV



Innovative, science-driven corporate training & development for pharmaceutical and life-science companies

## MedVal & PharmaWrite

- Partners in providing best-in-class, full-service medical communications
  - Strategic communications development and execution
    - Platform planning/publication planning/medical writing
  - Medical and scientific writing
  - Regulatory writing
  - Content support
  - Advocacy/opinion leader development/advisory boards
  - Meeting and event management
  - Clinical surveillance/social listening
  - Library and knowledge services
  - Digital expertise

## Our Mission

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.**

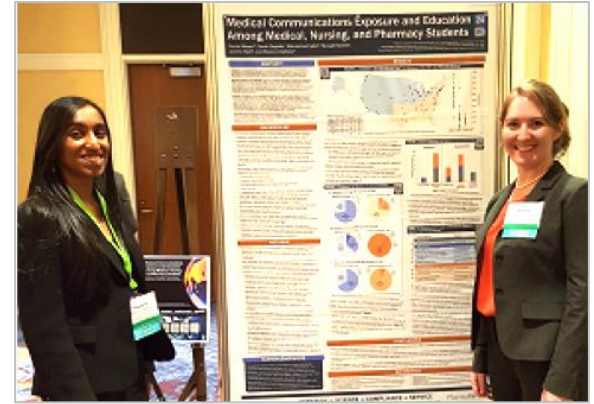




## Experienced Team of Professionals

- We have established full-time, in-house account teams specific to client needs
  - Medical Writers with PhDs/PharmDs
  - Scientific Directors and Managers with advanced degrees and extensive experience
  - Medical Editors with diverse advanced degrees
  - Professional Medical Librarians
  - Graphic Designers and Presentation Specialists
  - Meeting Planners and Meeting Assistants

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



# Full-Service Capabilities and Tactical Options

 <b>Strategy and Content</b>	Scientific Platforms	Landscape/ Gap Analyses	Publication Planning	Medical Writing	Regulatory Writing	Strategic Communications	KOL Identification & Development
 <b>Enduring Materials</b>	Abstracts & Posters	Publications	Slide Decks	Response Letters	AMCP Dossiers/ Monographs	Newsletters	
 <b>Med Affairs Support</b>	MSL Training	MSL External Presentations	FAQs	Med Info Letters	Journal Club		
 <b>Meeting Activities</b>	Advisory Boards	Surveillance	Investigator Meetings	Roundtables			

## Experience in a Wide Array of Therapeutic Areas

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

# Library and Knowledge Services

## Full-service information center

- Literature searches and analytics services
- Access to a large number of relevant medical and scientific databases
- Document delivery
- Congress and journal databases
- Manage database of PDFs and source documents (EndNote)

## Provides services directly to clients

- Document delivery with copyright compliance
- Scientific literature searching
- Journal and meeting research
- Training sessions on research methods or technology



## MedVal and PharmaWrite Clients

- Allay
- Annexon
- Angelini
- Antares
- Becton-Dickinson
- BeiGene
- Boston Scientific
- Chiesi
- Cidara
- CoA Therapeutics
- Corcept (2)
- Evofem
- Immunovant
- Kura (2)
- Kyowa Kirin (2)
- Mahana
- Marinus
- MMRF
- Neoleukin
- Neurocrine
- Noven (2)
- ObsEva
- Omeros
- Pharmacyclics (2)
- Protagonist
- ProventionBio
- Reneo
- Rigel
- Shionogi
- SK Life Science
- Spectrum
- Sunovion
- Theravance
- Travere (5)
- Vineti
- Zetagen
- UCB (2)

# Ethical Guidelines for Professional Medical Writing

- 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



# Examples of Our Work



## 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



- Chung SS, French JA, Kowalski J, et al. Randomized phase 2 study of adjunctive cenobamate in patients with uncontrolled focal seizures. *Neurology*. June 2 2020;94(22):e2311-e2322.
- Krauss GL, Klein P, Brandt C, et al. Safety and efficacy of adjunctive cenobamate (YKP3089) in patients with uncontrolled focal seizures: a multicentre, double-blind, randomised, placebo-controlled, dose-response trial. SK Life Science. *Lancet Neurol*. 2020;19(1):38-48.
- Sperling MR, Klein P, Aboumatar S, et al. Cenobamate (YKP3089) as adjunctive treatment for uncontrolled focal seizures in a large, phase 3, multicenter, open-label safety study. *Epilepsia*. May 12 2020;61(6):1099-1108.

# 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)

# Overview of the Fellowship Program

- MedVal and PharmaWrite are offering a 1-year, postdoctoral fellowship
  - Begins July 1, 2023
  - Affiliated with Industry Pharmacists Organization (IPhO)
    - The fellow can gain exposure to industry leadership, networking, and professional development opportunities
- The fellow will divide his or her time between MedVal, PharmaWrite, and IPhO
- The fellow may also be appointed primary preceptor and will precept advanced pharmacy practice experiences (APPE) students on an as needed basis

# 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
- Potential opportunity to gain precepting experience

## IPhO

- Gain exposure to networking and leadership opportunities for pharmacists in industry

# IPhO Partnership

## Optional industry opportunities

- Organizational Leadership: Fellows will be members of the IPhO National Fellows Council (NFC), with priority in holding leadership positions to develop and practice cross-functional leadership skills in the following committees: Fellows Development, Student Development, & Professional Programming
- Professional Development: As a part of the IPhO NFC, Fellows will have access to fellow-targeted career development programming, such as webinars and live events
- Publication Opportunities: Fellows can conduct research and/or publish a poster/paper/article in conjunction with an IPhO leadership team member
- Networking Opportunities: As a part of the IPhO NFC, Fellows will have the opportunity to network with over 70 fellows across the country in various programs and functional areas, along with exclusive access to a Fellows Directory of over 350 current fellows
- Teaching Experience: Fellows will have an opportunity to be an instructor for IPhO Institute for Pharmaceutical Industry Learning (webinars), as well as provide guidance to hundreds of student pharmacists at nearly 100 IPhO chapters
- Mentorship: Fellows will receive mentorship from IPhO leadership, including priority access to IPhO's network of advisors through Mentor Match, a system containing over 2,000 established industry pharmacists ready to assist with fellow career development

# Candidate Requirements and Application Deadline

## Fellow candidate qualifications

- PharmD
- Must become licensed by the end of the second quarter
- Possess good interpersonal and communication skills

**DEADLINE: December 16, 2022**

## Application requirements

- Letter of intent
- Updated curriculum vitae (CV)
- One writing sample (ie, research abstract, poster, presentation, article, drug monograph)
- Official transcript
- 3 letters of reference
- Additional writing sample(s)
- Applications will be reviewed on a first-come, first-served rolling basis
- Phone interviews will be offered upon receipt of letter of intent, CV, and writing sample

<https://www.medvalfellowship.com/>

# Benefits

- Comprehensive benefits and health care package
  - Competitive annual stipend
  - Medical, dental, vision, and life insurance package
- Certification of completion of fellowship
- IPhO industry networking and professional development opportunities
- Precepting experience

## Is This Fellowship for You?

- 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 healthcare professionals?
- Do you have an interest in industry and precepting?

***Consider Becoming a  
Medical Communications Fellow!***





**Thank you on behalf of MedVal,  
PharmaWrite, and IPhO**  
**We look forward to meeting with you!**