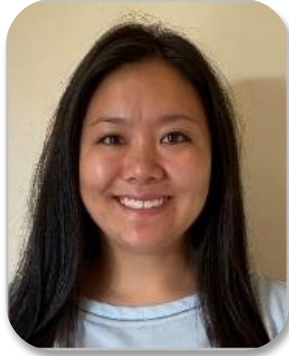


# MedVal and PharmaWrite Medical Communications 2025-2026 Fellowship

# Meet Our Team



**Jonathan Mitchell,**  
PharmD



**Elizabeth Schoelwer,**  
PharmD



**Elena Dang,**  
PharmD



**Samantha Mei,**  
PharmD

# 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
- 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?

**July 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

**August 2021:** 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) Annual Meeting that was accepted for a poster presentation

**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 like MedVal or PharmaWrite to provide writing support for the abstract, poster, and article

# What Is Medical Communications?

## Medical Communications Agencies

- Collaborate with pharmaceutical/biotech companies to develop and share disease and treatment information with healthcare professionals and patients
- Bridge the gap between research and public knowledge through print, live meetings, and digital media
- Track data throughout the product lifecycle, from study reports to clinical manuscripts

## Medical Communications Professionals

- Combine science, research, writing, and art to educate healthcare professionals on current treatment options and enhance patient care

# 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

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

## ClinicalMind: One Agency With Many Solutions

Headquartered in New York, NY, with additional corporate offices in Montreal, Canada; Raleigh, NC; and Atlanta, GA, but with fully remote staff spanning multiple time zones of North America



~330  
EMPLOYEES

100+  
CLIENT  
COMPANIES



**BEST PLACES  
TO WORK  
2023**

### MEDICAL COMMUNICATIONS

Publications and medical, regulatory writing, HCP and patient engagement, promotional, meetings, speaker bureau



PharmaWrite



### TECHNOLOGY & INNOVATION

Data & analytics, tech development, online, cloud-based engagement platform



### STRATEGY CONSULTING

Healthcare Innovation Ecosystem and strategy consulting firm that works with healthcare, life sciences, and digital health organizations to accelerate the launch of new products, therapeutics, and partnerships



### CORPORATE LEARNING & DEVELOPMENT

Award-winning training & development for life-science companies



## 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***

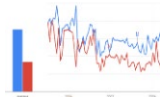


# Full-Service Capabilities & Tactical Options

## CORE DEVELOPMENT



Scientific Platforms



Landscape/  
Gap Analyses



Publication Planning



Medical Writing



Regulatory Writing



Strategic Communications



KOL Identification & Development

## ENDURING MATERIALS



Abstracts & Posters



Publications



Slide Decks



Response Letters



AMCP Dossier/  
Monograph



Newsletters

## MEETING ACTIVITIES



Advisory Boards



Surveillance

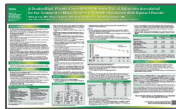


Investigator Meetings



Roundtables

## INTERACTIVE & DIGITAL



Digital Posters



Social Media Monitoring



Mobile Devices & Apps



Websites



eFeedback

# Experience in a Wide Array of Therapeutic Areas



# 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



**JAMA**  
The Journal of the American Medical Association

May 22/29, 2002

## Effect of Lower Doses of Conjugated Equine Estrogens With and Without Medroxyprogesterone Acetate on Bone in Early Postmenopausal Women

Robert Lindsay, MD, PhD, FRCP  
1 Catherine Gallagher, MD  
Michael Horowitz, MD  
James H. Pinkas, MD

**OBJECTIVE:** To evaluate the effect of lower doses of conjugated equine estrogens (CEE) with and without medroxyprogesterone acetate (MPA) on bone mineral density (BMD) in early postmenopausal women.

**DESIGN AND SETTING:** Two-year, randomized, double-blind, placebo-controlled trial conducted at the University of Pittsburgh Medical Center, Pittsburgh, Pa., from August 1999 and October 2000.

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## Tramadol and Acetaminophen Combination Tablets in the Treatment of Fibromyalgia Pain: A Double-Blind, Randomized, Placebo-Controlled Study

Robert M. Bennett, MD, Marc Karim, MD, Rezak Karim, PhD, Norman Rosenthal, MD

**PURPOSE:** To evaluate the efficacy and safety of a combination tablet (50 mg tramadol/500 mg acetaminophen) in the treatment of fibromyalgia pain.

**DESIGN AND SETTING:** Two-year, randomized, double-blind, placebo-controlled trial conducted at the University of Pittsburgh Medical Center, Pittsburgh, Pa., from August 1999 and October 2000.

**DESIGN AND SETTING:** Two-year, randomized, double-blind, placebo-controlled trial conducted at the University of Pittsburgh Medical Center, Pittsburgh, Pa., from August 1999 and October 2000.

## Double-blind randomized trial of tramadol for the treatment of the pain of diabetic neuropathy

V. Havasi, MD, C. Guok, MD, M. Bennett, MD, S. Robinson, MD, D. Greene, MD, P. Rankin, MD, P. Dundas, MD, D. Corbridge, MD, R. Sachdev, MD, C.O. Shi, PhD, and M. Karim, MD

**OBJECTIVE:** To evaluate the efficacy and safety of tramadol in treating the pain of diabetic neuropathy. **DESIGN AND SETTING:** Two-year, randomized, double-blind, placebo-controlled trial conducted at the University of Pittsburgh Medical Center, Pittsburgh, Pa., from August 1999 and October 2000.

**JAMA**  
The Journal of the American Medical Association

February 25, 2004

## Topiramate for Migraine Prevention: A Randomized Controlled Trial

Jon Levin, MD  
David Saper, MD  
C. Guok, MD, PhD  
M. Karim, MD  
M. Bennett, MD  
P. Rankin, MD  
P. Dundas, MD  
D. Corbridge, MD  
R. Sachdev, MD  
C.O. Shi, PhD  
M. Karim, MD

**OBJECTIVE:** To evaluate the efficacy and safety of topiramate for migraine prevention in a randomized controlled trial.

**DESIGN AND SETTING:** Two-year, randomized, double-blind, placebo-controlled trial conducted at the University of Pittsburgh Medical Center, Pittsburgh, Pa., from August 1999 and October 2000.

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# 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
- BioMedTracker
- TrialTrove
- Citeline

# Fellowship Program Overview

# Overview of the Fellowship Program

- MedVal and PharmaWrite are offering a fully remote, 1-year, postdoctoral fellowship
  - Begins July 2025
  - Affiliated with Industry Pharmacists Organization (IPhO)
    - The Fellow will gain exposure to industry leadership, networking, and professional development opportunities
- The Fellow will divide their 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
- Learn how to work in a team-based environment and consistently deliver projects on deadline and within budget
- Potential opportunity to gain precepting experience

## IPhO

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

# Poster Presentation at ISMPP

- Work closely with the team of executives, medical writers, editors, librarians, and graphic designers to select a research topic, generate a research protocol, and create an abstract and poster
- Present and answer questions during the ISMPP poster session
- Opportunity to network with clients, agencies, and colleagues
- Attend workshops and learn about the best practices in medical communications and publication standards
- Educate staff with key takeaways

## Improved Readability of Plain Language Summaries Using ChatGPT

Elena Dang, John Watson, Stephen Bublitz, Suzanne Lipman, Susan Croce, and Jeffrey Stump  
MedVal/PharmaWrite, Princeton, NJ

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WHY ARE PLAIN LANGUAGE SUMMARIES (PLS) IMPORTANT?

- PLS are an important tool to increase engagement in healthcare, by making research more understandable to nonexperts!
- Assessing the reading level of PLS gives insight into the accessibility for the target audience
- However, authors may not consider the appropriate reading level for the target audience when writing PLS!

WHAT READING GRADE LEVEL SHOULD AUTHORS TARGET?

Considering Accessibility and Precision in Targeting Various Reading Levels

6-8 <sup>th</sup>	9-12	13-16
READING GRADE LEVEL: Patients and caregivers including caregivers with lower literacy levels, language barriers, or decreased cognitive skills	READING GRADE LEVEL: Managed by accessibility groups (patients, caregivers, and providers) and clinicians	READING GRADE LEVEL: General healthcare professionals and experts in the commercial space of health
TARGET AUDIENCE: Patient handouts and educational materials	TARGET AUDIENCE: Clinical trial summaries and PLS	TARGET AUDIENCE: Review articles and white papers
EXAMPLE MATERIALS: [Image of patient handout]	EXAMPLE MATERIALS: [Image of clinical trial summary]	EXAMPLE MATERIALS: [Image of review article]

MORE ACCESSIBLE ←      → MORE PRECISE

WHAT DID WE EVALUATE?

190

articles were identified

153

abstracts with PLS available on PubMed were evaluated for the Flesch-Kincaid Grade Level\*

Then, using the published abstracts and 2 successive ChatGPT prompts, PLS were generated and evaluated!

	PUBLISHED ABSTRACTS	PUBLISHED PLS	ChatGPT-GENERATED PLS PROMPT 1	ChatGPT-GENERATED PLS PROMPT 2
Flesch-Kincaid Grade Level <sup>†</sup> , Mean±SD	15.5±2.7	16.0±4.7	10.9±2.7	9.5±2.4
Reading Grade Level %	2.6%	1.9%	38.6%	62.8%
Reading Grade Level Reduction of ≥2 Compared to Published Abstract, %	-	22.8%	73.2%	90.2%

\*This table was generated using ChatGPT. The ChatGPT model used was GPT-4o. The Flesch-Kincaid Grade Level (FKGL) is a readability metric that estimates the reading level of a document. It is calculated by taking the average number of characters per word and the average number of words per sentence. The FKGL is then converted to a grade level. The FKGL is a readability metric that estimates the reading level of a document. It is calculated by taking the average number of characters per word and the average number of words per sentence. The FKGL is then converted to a grade level.

Reading levels of ChatGPT-generated PLS were more consistently reduced than those of published PLS

\*This analysis was generated using ChatGPT. The ChatGPT model used was GPT-4o. The Flesch-Kincaid Grade Level (FKGL) is a readability metric that estimates the reading level of a document. It is calculated by taking the average number of characters per word and the average number of words per sentence. The FKGL is then converted to a grade level.

For 25 randomly selected ChatGPT-generated PLS:

88%

included nearly all key points from the abstract

84%

accurately described the key points

84%

were sufficient to understand the abstract

• 20% of the randomly selected ChatGPT-generated PLS did not include an acceptable amount of key points from the methods section of the abstract, compared with 12% for the background and 8% for the results

WHAT DID WE LEARN?

- Recently published PLS are not written at a reading level to accommodate wider audiences
- ChatGPT efficiently reduced reading levels of abstracts in generating PLS while sufficiently and accurately maintaining key points
- This research demonstrates the potential of AI to facilitate clear communication of medical information to wider audiences, thereby promoting scientific and medical literacy
  - However, human expertise and oversight is generally recommended to review AI-generated content due to the potential for misinterpretation or hallucinations

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POSTER PRESENTED AT THE 20TH ANNUAL MEETING OF ISMPP, APRIL 29-MAY 1, 2024, WASHINGTON, DC

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# Benefits

- Comprehensive benefits and health care package
  - Competitive annual stipend
  - Medical, dental, vision, and life insurance package
- Certification of completion of Fellowship

# IPhO Partnership | Optional Industry Opportunities

## Organizational Leadership:

Membership in the IPhO National Fellows Council (NFC), with priority in leadership positions to develop and practice cross-functional leadership skills

## Professional Development:

Access to fellow-targeted career development programming, such as webinars and live events

## Mentorship:

Priority access to IPhO's network of advisors

## Teaching Experience:

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

## Publication Opportunities:

Ability to conduct research and/or publish a poster/paper/article in conjunction with an IPhO leadership team member

## Networking Opportunities:

Opportunity to network with over 70 fellows across the country in various programs and functional areas

# Candidate Requirements and Application Deadline

## Fellow candidate qualifications

- Graduate with a PharmD
- Must become licensed
- Possess good interpersonal and communication skills

**DEADLINE: December 22, 2024**

## Application requirements

- 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

✓	All application materials must be submitted by <b>December 22, 2024</b>
✓	Curriculum Vitae
✓	Letter of Intent
✓	Official College of Pharmacy Transcript <ul style="list-style-type: none"><li>• Please submit electronic official transcripts at <a href="https://www.clinicalmind.com/cm-careers">https://www.clinicalmind.com/cm-careers</a></li></ul>
✓	Three (3) Letters of Reference <ul style="list-style-type: none"><li>• Letters should be individualized and submitted at <a href="https://www.clinicalmind.com/cm-careers">https://www.clinicalmind.com/cm-careers</a></li></ul>
✓	Writing Sample <ul style="list-style-type: none"><li>• Research abstract, poster presentation, article, drug monograph, etc. submitted at <a href="https://www.clinicalmind.com/cm-careers">https://www.clinicalmind.com/cm-careers</a></li></ul>

Application materials can be submitted at <https://www.clinicalmind.com/cm-careers> after the application goes live on October 1, 2024


- **For more information visit: <https://www.medvalfellowship.com/>**



# Is This Fellowship for You?

- Do you have a strong interest in writing?
- Do you have an interest in doing something non-traditional?
- 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!**