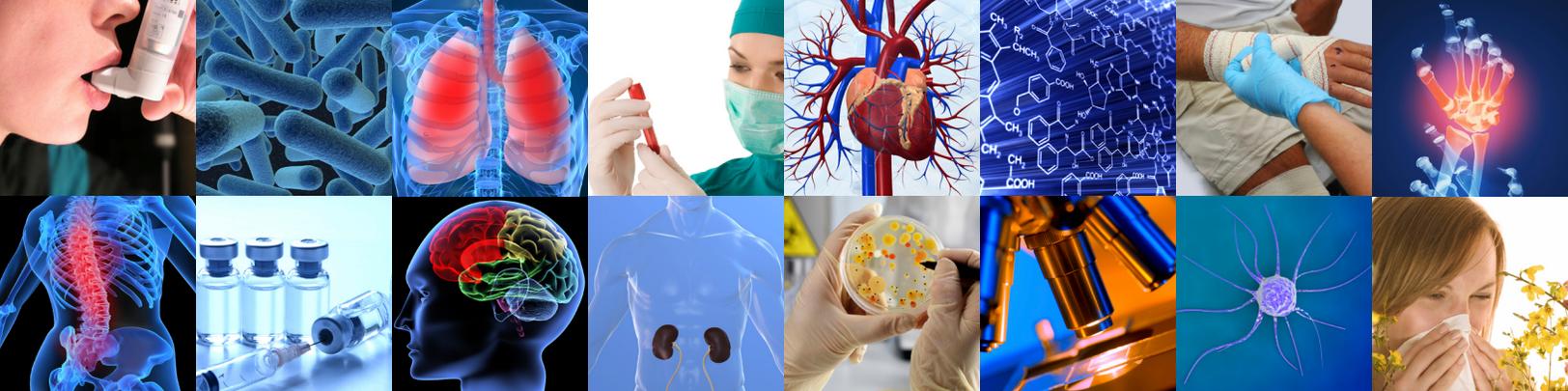


PharmaWrite[®]
MEDICAL COMMUNICATIONS

 **MedVal**
Scientific Information Services, LLC

**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 and PharmaWrite Medical Communications are offering a one-year postdoctoral fellowship in the medical education industry beginning July 2, 2012. 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.

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
- 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, speaker bureaus, PowerPoint presentations, clinical marketing strategies, and conference reports
- Develop publication plans for specific therapies and work closely with key opinion leaders 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
- Opportunity to connect and network with other colleagues by being a featured blogger on the PharmQD website (www.pharmqd.com)



MENTORING TEAM

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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 primary preceptor for 6th-year PharmD students for Rutgers University and University of the Sciences in Philadelphia.



Jeff Kuper, PharmD, BCPS

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 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.

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 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 15 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 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 COO 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, four years in pharmacy education as the Director of Continuing Education and Adjunct Faculty at the Rutgers University College of Pharmacy, and six years in medical education. Lou's primary responsibilities at PharmaWrite include the development of scientific and marketing strategy for more than 20 pharmaceutical clients, opinion leader development, implementation of continuing education programs, recruitment, and oversight of teams composed of scientific managers, medical writers, editors, meeting planners, graphic artists, and information technology specialists. As company 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 & 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 ROI.

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.

MENTORING TEAM

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Mary-Ellen Marx, CMPP

Senior Manager, Medical Education, PharmaWrite, LLC

With more than 25 years of experience in medical communications, 17 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 a member of the International Society for Medical Publication Professionals (ISMPP), serves on the ISMPP Standards and Best Practices Committee, and coauthored ISMPP's guidelines for good publication practice ("GPP2"). 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.

Prior to entering medical communications, Mary-Ellen worked for a state hospital association for 6 years and in a community hospital for 3 years. Her varied healthcare industry experience has enabled Mary-Ellen to build strong rapport with members of the academic, clinical, and hospital communities. Mary-Ellen is dedicated to providing clients with the highest level of service and partnership to help them achieve their goals.



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, CE symposia, and others.

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 two 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 ICMJE guidelines. She worked closely with the 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 APhA, ASHP, AMWA, and ISMPP. She has been trained on AACME and ACPE 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

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 CME and non-CME educational 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.

2011-2012 Fellow



Megan McEntire, PharmD

Postdoctoral Fellow, PharmaWrite, LLC/MedVal, LLC

Megan McEntire is currently the Postdoctoral Fellow in Medical Communications at PharmaWrite, LLC, and MedVal Scientific Information Services, LLC. Her responsibilities at PharmaWrite/MedVal include developing scientific manuscripts, planning and implementing logistics for advisory board meetings, competitive surveillance reporting, conducting gap analyses, and contributing to PharmQD, a social networking website for pharmacists. Working for a leading medical communications company has provided Megan with a broad perspective of pharmaceutical industry needs, since at PharmaWrite/MedVal she has done work for several pharmaceutical companies across various therapeutic areas.

After graduating from East Tennessee State University with a Bachelor of Science in Chemistry, concentration in Biochemistry, Megan worked for one year in the chemical industry. She wanted to pursue her passion of helping people in the healthcare field, however, and 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. Her first introduction to the pharmaceutical industry was through a lecture at the College of Pharmacy, which led to her pursuing experience within the pharmaceutical industry, with an additional outside shadowing experience in Medical Affairs. From there she chose to pursue a postdoctoral fellowship in medical communications, a key field in the dissemination of drug and other healthcare information. Drugs can only reach the patients who need them if prescribers are educated about current and evolving treatment options.

In addition to her role at PharmaWrite/MedVal, Megan serves as adjunct faculty at the University of the Sciences in Philadelphia, where she instructs pharmacy students in Drug Information and Literature Evaluation Recitation. Precepting University of the Sciences rotation students, which allows her to continue to stay current in pharmacy as well as give back to the pharmacy profession, is also part of her role as a Fellow. The opportunity to obtain a teaching certificate at University of Sciences will assist her in the transition to academia if she chooses to teach in a future career path. Megan is confident this fellowship will provide valuable experience to her future career path.

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

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

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

Secondary Preceptors of the Fellowship Program

Louis P. Greco, RPh, PharmD

President, DesignWrite, LLC/PharmaWrite, LLC
Speakers Bureau Services
Executive Vice President of
Jobson Medical Information, LLC (JMI)
152 Wall Street
Princeton, NJ 08540
(609) 524-2340
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Michael Platt, MS, CMPP

President, MedVal, LLC
Executive Vice President of
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michael.platt@medvalsci.com

THE ACADEMIC COMPONENT

The University of the Sciences in Philadelphia, Philadelphia College of Pharmacy

A Winning Partnership

As the first college of pharmacy in the United States, University of the Sciences has been dedicated to the professions of pharmacy practice, science, and healthcare for nearly two centuries and has educated the founders of six 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 University of the Sciences. The teaching certificate requires activities such as giving a didactic lecture and Continuing Education 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

The University of the Sciences in Philadelphia

Philadelphia College of Pharmacy

600 South 43rd Street

Philadelphia, PA 19104

Primary Contacts at University of the Sciences

Bruce R. Canaday, PharmD, FASHP, FAPhA

Professor and Chair, Department of Pharmacy Practice and Administration

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 University of the Sciences, the fellow will be awarded a certificate of completion from MedVal 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, three letters of reference, and an updated curriculum vitae by **January 2, 2012**. Onsite interviews will be scheduled at that time.

All applications materials must be sent to

Vaishali Soni, PharmD

Director, Scientific Communications, MedVal, LLC

30 Vreeland Drive, Building 30, Suite 2

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