Medical Education and Communication

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Jobson Healthcare Information (JHI)
Organizational Chart

JOBSON HEALTHCARE INFORMATION (JHI)

Jobson Medical Information (JMI)

Information Services
- Optical Group
- US Pharmacist

Marketing & Communications
- Alert Marketing
- PharmaWrite
- MedVal
- Strategic Healthcare Alliance

Continuing Medical Education
- PIM
- ICPME
- CME Consultants
- PHE/PowerPak
What Does a Medical Education Company do?

• Helps bridge the gap between education and marketing for pharmaceutical companies in a changing health care environment through print, live meetings, and electronic media
  • Publications
  • Promotional medical education programs
  • Continuing education programs
Experienced Team of Professionals

• We have established full-time, in-house account teams specific to client needs
  • Medical writers with PhDs/PharmDs in the life sciences
  • Scientific 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
  • Information technology specialists
  • Website strategists/online content managers
Medical Writing Experience

- Addiction medicine
- Alzheimer’s dementia
- Anesthesiology
- Antifungals
- Bone and joint health
- Cardiovascular disease
- Devices
- Diabetes
- Dyslipidemia
- Emergency medicine
- Endocrine disease
- Enzyme replacement
- Epilepsy
- Gastrointestinal disease
- Geriatrics
- Hematology/oncology
- Hepatitis C
- HIV/AIDS
- Hypertension
- Immunology
- Infectious diseases
- Migraine
- Monoclonal antibodies
- Nephrology
- Oncology
- Osteoporosis
- Pain management
- Parkinson’s disease
- Pharmacology/pharmacokinetics
- Psoriasis
- Psychiatry
- Pulmonology
- Rare diseases
- Rheumatoid diseases
- Schizophrenia
- Urology
- Women’s health
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
Full Service Capabilities

• Professional Medical Writing
  • Primary and secondary manuscripts
  • Preclinical manuscripts
  • Clinical study reports
  • Scientific reviews
  • Supplements
  • Case reports, short communications
  • Abstracts and posters
  • Podium presentations
  • Newsletters
  • Congress highlights, independent proceedings
  • White papers
  • In-house communications/presentations

• Strategic Communications
  • Scientific communication platform
  • Competitive landscape analysis
  • Data dissemination plan
  • Gap analyses
  • Competitive surveillance
  • Publication steering committees
  • AMCP dossiers
  • Audience identification
    • Scientific meetings, journals
  • Product life-cycle development
  • Communication plan management
  • Monographs
  • Product information materials
  • Slide kits
Full Service Capabilities (cont)

• Additional Services
  • Coordination of publication teams
  • Regulatory writing
  • Managed markets strategy and tactics
  • HEOR strategy and content
  • Competitive surveillance/website
  • Social media monitoring
  • Onsite congress surveillance/support
  • Decision tree analyses
  • Scientific liaison training
  • Sales training materials
  • Compendium/reference management
  • Scientific event planning

• Advocacy Development
  • Thought leader identification
    • Authorship metrics
    • Presentation metrics
  • Advisory boards
  • Roundtables
  • Investigator meetings
  • Clinical trial surveillance
  • Speaker training
  • Regional consultant meetings
Library and Knowledge Services

- Have employed professional librarians for >13 years
  - 3 full-time librarians, 2 with master of library science (MLS/MLIS) degrees
- Medical library with >150,000 references in database
  - 99% success rate for document delivery using our Publisher-Token subscription
  - Subscriptions to Dialog and other electronic databases
  - Electronic copies of every reference used in each manuscript saved in our database
- Proprietary databases of journals and congresses by therapeutic area (all publication and congress characteristics)
- Access to Northern Light medical abstract database
- Our annual license with Copyright Clearance Center allows us to obtain and share most articles with clients
Medical Writer vs Ghostwriter

• Professional Medical Writer
  • Writer *fully* acknowledged
  • Authors direct writer *before* writing begins
  • Authors contribute substantially, directing writer throughout manuscript development
  • Authors have final authority; approve final manuscript; take public responsibility for all content
  • *Legitimate practice*

• Ghostwriter/Guest Author
  • Writer is *not* acknowledged
  • Writer begins developing content independently
  • Writer prepares the manuscript without substantial contribution from the authors
  • “Guest author” approves final manuscript but has offered only minor changes and claims ownership
  • *Unethical practice*
Potential Job Responsibilities

• Research emerging therapies across multiple disease states
• Develop and publish abstracts and posters for national meetings and congresses
• Collaborate with leading researchers and clinicians on publications of clinical trial data, manuscripts, reviews, and journal supplements
• Participate in the development of a strategic scientific communications plan for pipeline products
• Engage nationally and internationally-recognized researchers and clinicians at advisory meetings and national scientific and medical congresses
Career Opportunities in Medical Education

• Medical Writer
• Senior Medical Writer
• Manager, Scientific Communications
• Director, Scientific Communications
• Account Executive
  • Oversees multiple managers/projects
• Medical Director
• Vice President
  • Oversees multiple therapeutic areas and support departments
• President
  • Oversees company, multiple therapeutic areas and support departments
Medical Education Pharmacy Fellowship Program

• One year program
• Objectives include:
  • Develop skill sets necessary for future skills in pharma and medical communications
  • Refine ability to analyze clinical trial data
  • Enhance teamwork and leadership skills
  • Offer accelerated career path
• Additional components
  • Optional off-site rotation
  • Academic responsibilities
  • Attendance at national meetings
Career in Medical Communications

- Work with an experienced, interesting, and highly educated staff of MDs, PhDs, and PharmDs
- Option to be a scientist, writer, manager, executive, or combination
  - See where science and writing meet
- In-depth knowledge of multiple therapeutic areas
- Work with nationally renowned academics and clinicians in medicine, pharmacy, nursing, etc
- Opportunity to work on exciting products
  - Understand that “marketing” materials can be scientific materials (e.g., formulary kit, sales training)
  - See “behind the scenes: how materials are created by a med ed company"
Career in Medical Communications

- Diversity in the projects and therapeutic areas
- Network with leaders in marketing, clinical, regulatory, and medical information at major pharma companies
- Work with upcoming pharma and biotechs
- Travel
- Multiple career path opportunities
- Growth potential
- Financially rewarding
Thank You