

Medical Communications Postdoctoral Fellowship

2023 – 2024



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Medical Communications



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What Is Medical Communications?

What?

“The development and production of materials that deal specifically with medicine or health care.”¹

Publications

- Conference abstracts, posters, and presentations
- Journal articles
- Patient lay summaries
- Continuing education materials
- Regulatory documents

Medical Affairs

- Strategic analyses (eg, competitive landscape and gap analyses)
- Scientific communication platforms
- Publication planning
- Internal or external training materials (eg, slide decks and standard operating procedures)
- Congress initiatives (eg, video recordings, digital/virtual congress booths, industry symposia)
- Advisory boards
- Websites
- Mechanism of action videos

Who?

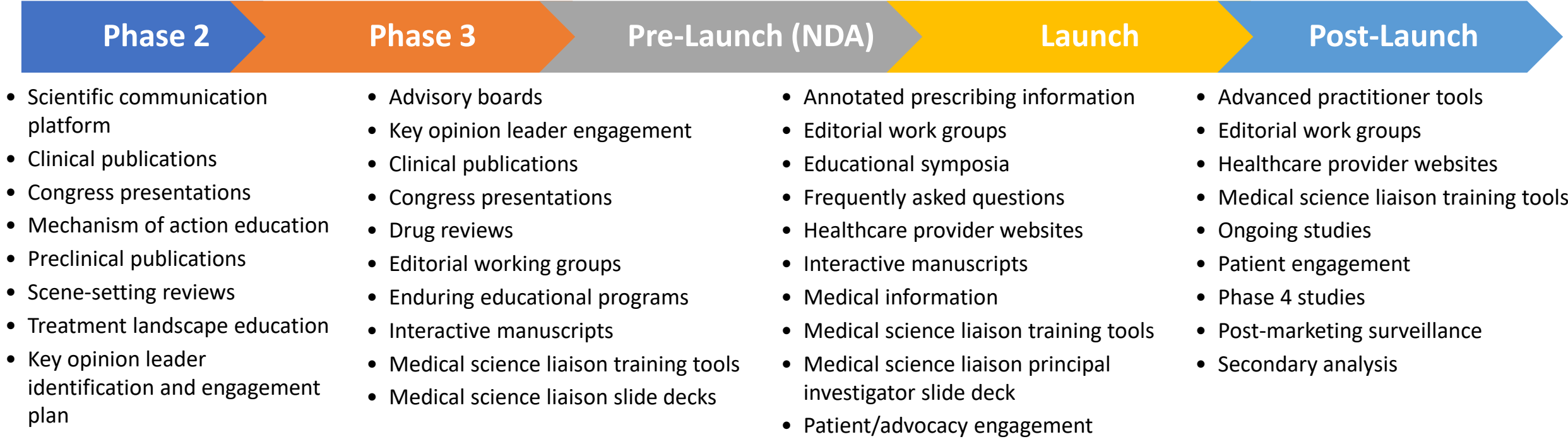
- Medical writers
- Medical publication professionals
- Medical affairs professionals

Where?

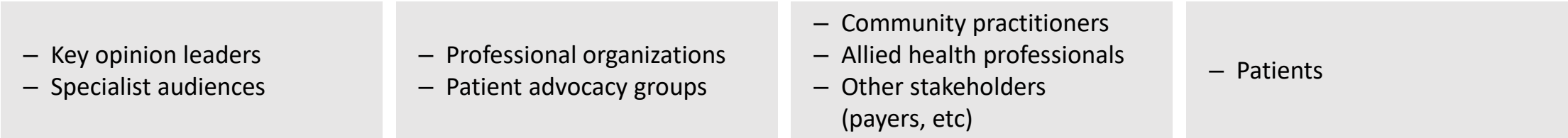
- Pharmaceutical, biotechnology, and device companies
- Medical publication and communication agencies
- Medical journal publishing groups

¹The American Medical Writers Association. https://www.amwa.org/page/Med_Communication. Accessed July 27, 2022.

Contribute to Projects Across All Phases of a Product's Life Cycle



Audiences



NDA, New Drug Approval.



Medical Writing



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Alignment of Skills With a Career in Medical Writing



Transferable Skills

Useful whether you pursue a career in academic science, in industry, at a communications agency, or as a freelance writer



Public Speaking

Lab meetings, journal clubs, departmental seminars, national/international meetings (posters/talks)



Data Analyses

Not necessarily field-specific



Interpersonal Skills

Working effectively and reliably within a group, collaborating on manuscripts with other authors



Critical Thought

Do the data support the conclusions?



Organization

Ability to keep track of details related to multiple projects (lab notebooks)



Graphics Skills

Excel, PowerPoint, GraphPad Prism



Time Management

Ability to work on multiple projects concurrently; reprioritization

A Day in the Life of a Medical Writer

- **Writing**

- Time management essential (reprioritization)
- Journal- or conference-specific guidelines must be followed
- Reference annotations
- EndNote

- **Email**

- Primary mode of communication
- Frequent follow-up with authors for input

- **Client/author teleconferences**

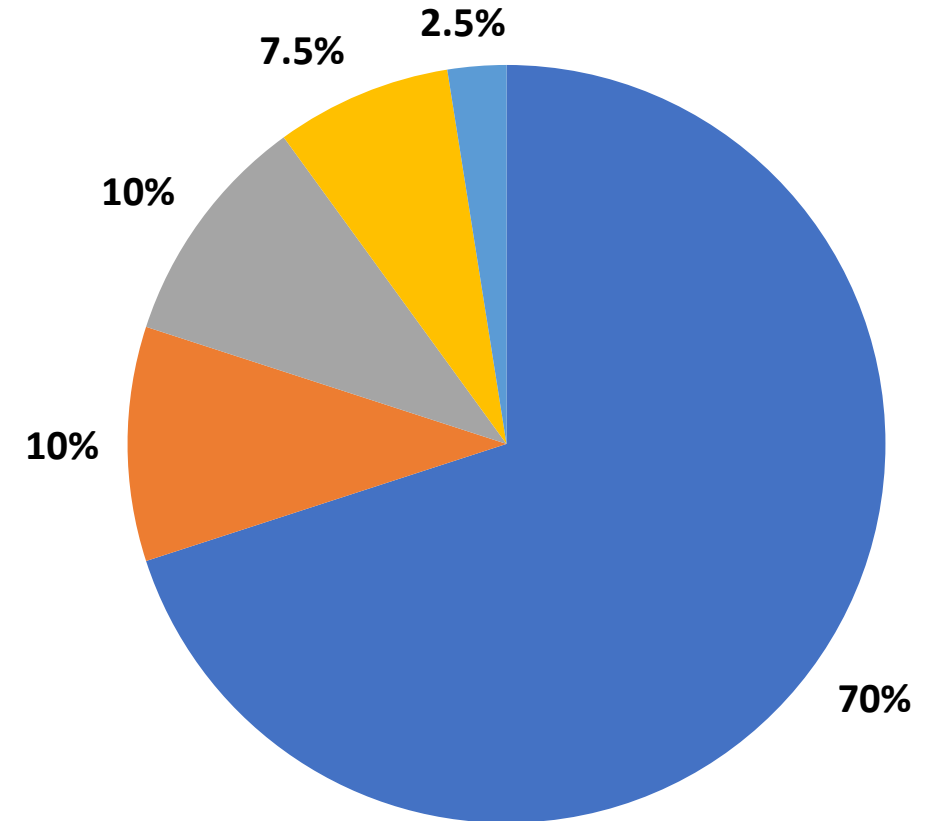
- Face-to-face meetings are rare, but do happen
- Kickoff calls scheduled to discuss plans for manuscripts, follow-up calls conducted as needed for each draft

- **Documentation of activities and compliance steps**

- **Conferences/travel**

- Congress coverage (team or individual)

■ Writing ■ Email ■ Meetings ■ Documentation ■ Travel



The Curry Rockefeller Group, LLC



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Full-Service Medical Communications Agency

Founded in 2001, CRG is a **passionately independent** agency that effectively creates and communicates scientific information to improve patients' lives.

CRG's highly **experienced team** of professionals form a true **strategic partnership** with clients to achieve their most critical objectives — **communicating the value** of their products to key stakeholders — throughout the product's life cycle, while **maintaining compliance** with the latest industry standards

Quality

Providing best-in-class products and services to our clients

Will to Win

Striving to attract, mentor, and retain industry-leading talent

Respect

Valuing diverse opinions and fostering an environment in which everyone can do their best work

Our Commitment

Teamwork

Working together — internally and with our clients — to meet key objectives

Accountability

Honoring our commitments to ourselves and our clients

Integrity

Upholding scientific, professional, and personal ethical standards in all interactions

Long-Standing Excellence in Medical Communications



CRG adheres to the highest standards of compliance and ethics

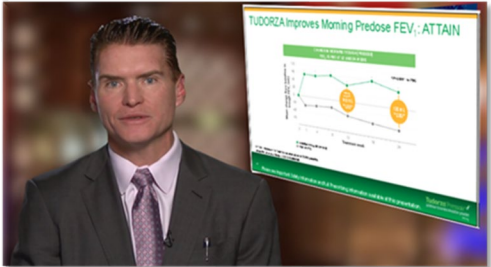
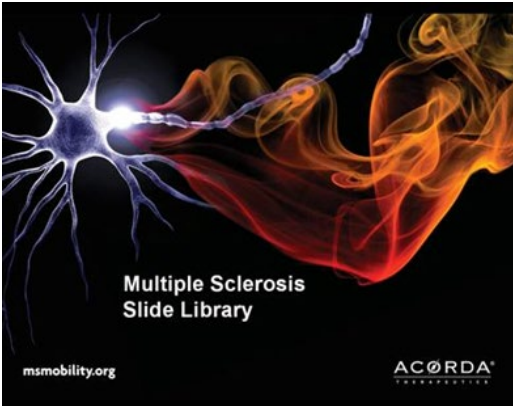
- Our staff are active members of ISMPP
 - ISMPP Certified Medical Publication Professional—credentialed individuals
 - Oral and poster presentations at annual meetings
 - Lead roundtables and workshops and participate in committees
 - Involved with development of Good Publication Practice (GPP) guidelines

- EcoVadis: in 2021, CRG was awarded a silver medal
 - CRG placed in the top 11% of all companies surveyed in ethics



ISMPP, International Society for Medical Publication Professionals.

Digital Innovation: Extending the Reach



Migraine by the Numbers
Targeting migraine relief

WHO

~33 MILLION AMERICANS SUFFER (12%) FROM MIGRAINES

13 MILLION migraine sufferers are candidates for prevention & MIGRAINE IS **3x** more common in women than men ♀♀♀♂

91% MISS WORK or can't function normally during a migraine **\$13B** lost productivity in the US alone as a result of 113 million lost workdays

MEDICAL NEED
Few therapeutic options for prevention of migraine

SAFETY **EFFICACY** **SPEED OF PREVENTION** **INFREQUENT DOSING**

Every 10 seconds someone in the US goes to the ER with a migraine or headache

Migraine ranks among the world's **TOP 20** most-disabling medical diseases (according to the World Health Organization)

ALD403
New treatment, new hope, new approach

ALD403 is Alder's transformative monoclonal antibody that targets CGRP for prevention of migraine

100% SUPPRESSION IN THE FIRST MONTH achieved by **27% OF PATIENTS**

27-41% of patients experienced complete migraine-free relief; that is 100% suppression of migraine occurrence in any given month

ALD403: Designed to meet unmet medical need

SAFETY Well tolerated with no major side-effects

EFFICACY 1 of 3 treated 100% migraine free after the first month

SPEED OF ACTION Migraine free in days

INFREQUENT QUARTERLY DOSING Compliance: Better disease management! Convenience: Durability of single dose lasting for 6 months

ALDER BIOPHARMACEUTICALS

Migraine Statistics: American Migraine Foundation, The Migraine Trust, Migraine Research Foundation, www.migrainefoundation.org

ALD403: Data as of Latest Technology Session 2014, Study as of ALD-403, June 2014, Study as of ALD-403, May 2013



ALEXION **Refractory Myasthenia Gravis**
? HELP LIST OF AUTHORS KEYWORDS LIST CAS/OL-1403/1670001

Ultrastructural localization of the terminal and lytic ninth complement component (C9) at the motor end-plate in myasthenia gravis

Schmidt K, Engel AG, Lambert EH, Howard PM. *J Neuropathol Exp Neurol.* 1980;29(2):160-172.

Clinical characteristics of refractory myasthenia gravis patients



Suh J, Goldstein JM, Nowak RJ. *Yale J Biol Med.* 2013;118(2):255-260.

MG-ADL: still a relevant outcome measure

Muppidi S, Wolfe GL, Conway M, Burns TM, MG Composite and MG-QOL15 Study Group. *Muscle Nerve.* 2011;44(5):727-731.



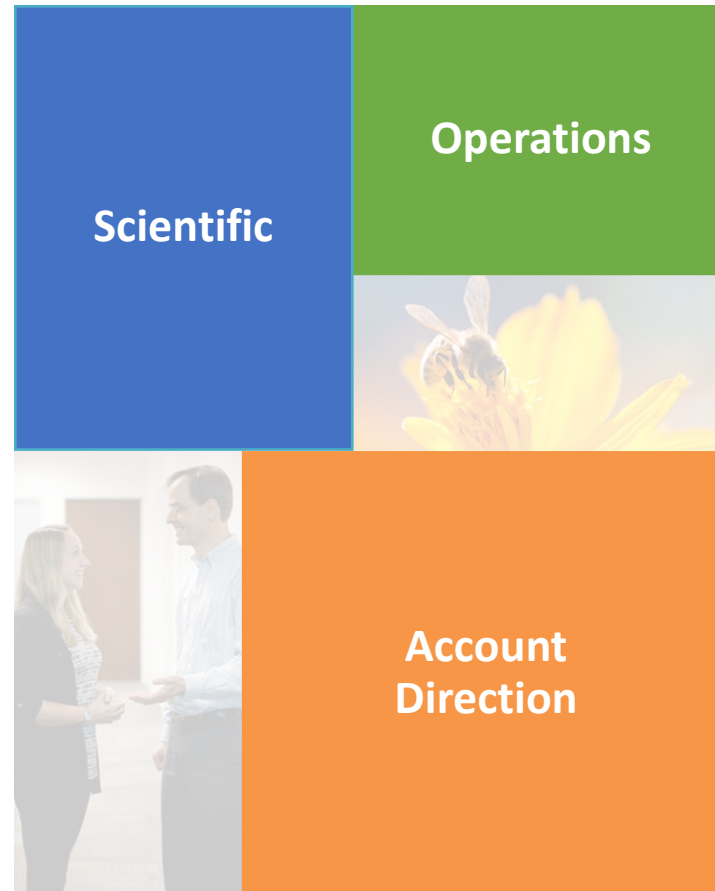
Therapeutic Areas of Expertise

- Allergy 
- Anesthesiology/pain management
- Biosimilars 
- Cardiology
- Dermatology
- Endocrinology
- Gastroenterology 
- Gene therapy
- Hematology
- Immunology
- Infectious disease
- Medical devices
- Metabolic disease
- Musculoskeletal disease
- Nephrology 
- Neurology
- Oncology
- Ophthalmology 
- Orthopedics
- Otolaryngology
- Psychiatry/CNS
- Pulmonology 
- Radiology
- Rare diseases
- Rheumatology
- Surgery 
- Toxicology
- Urology
- Women's health

CNS, central nervous system.

Dedicated Team and Team Structure

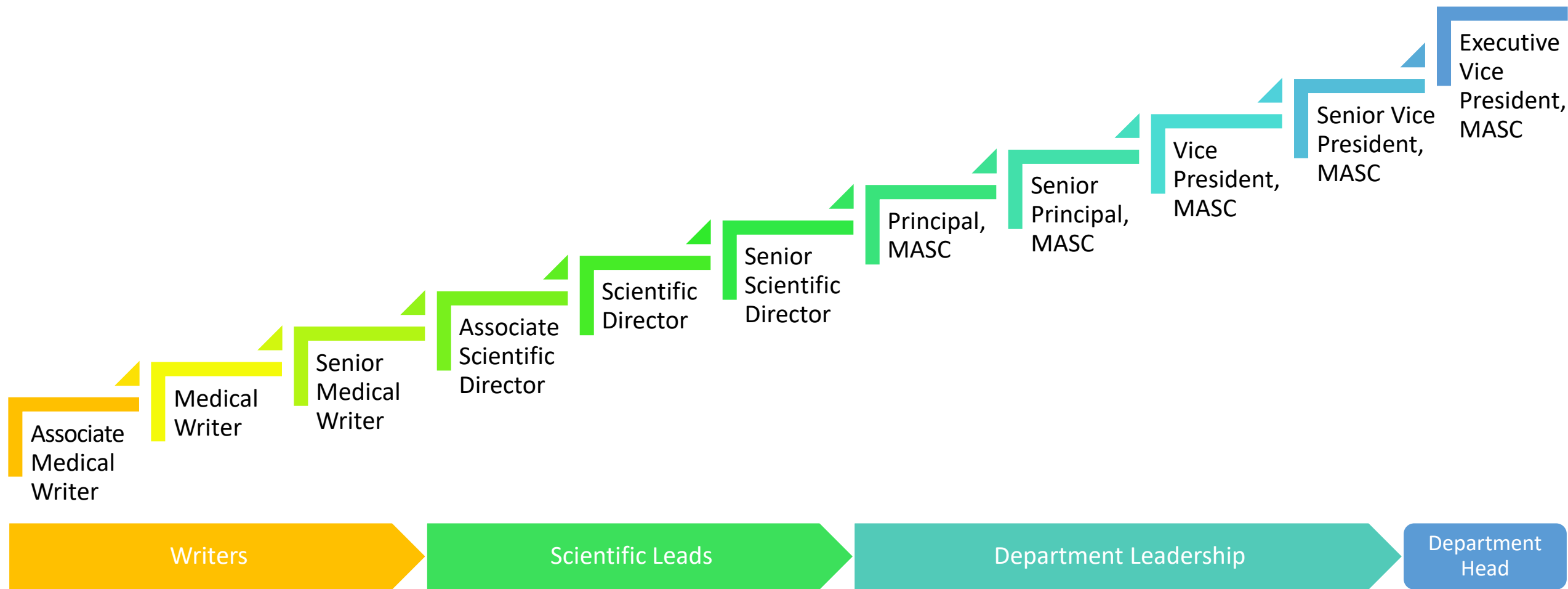
- Scientific strategy development and planning
- Scientific content expertise
- Editorial consistency & quality assurance
- Content deliverables
 - Publications
 - Medical affairs projects

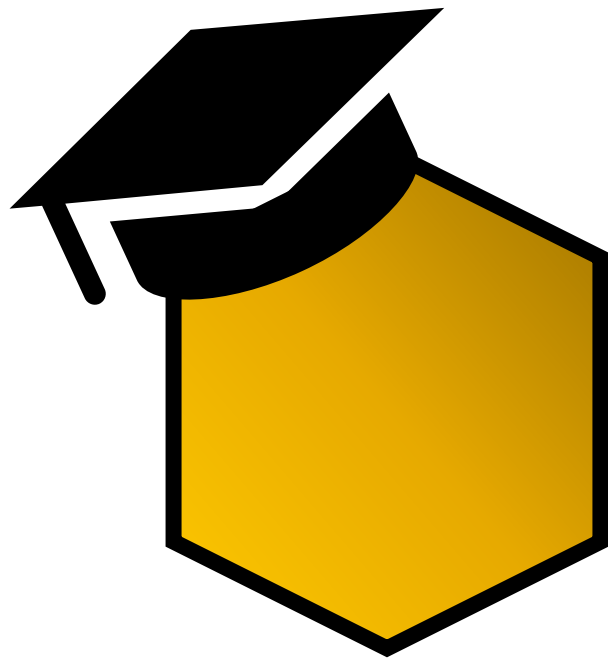


- Project specifications
- Timelines/status
- Process management
- Business and financial management
- Strategic direction
- Communication planning
- Resource management
- Budgets

Scientific Team Career Ladder

Medical Affairs & Scientific Communications (MASC) Team





**The Curry Rockefeller Group
Medical Communications
Postdoctoral Fellowship**



Program Overview

- **12-month postdoctoral (PhD, PharmD, MD, DVM) training program**

- Intended for candidates with minimal or no prior medical communications experience
- Fellow will serve as an Associate Medical Writer at CRG
- Day-to-day work will be fully remote

- **Objectives**

- To develop an understanding of the medical communications industry and the types of services provided by an agency to pharmaceutical and biotech client teams
- To gain familiarity with industry guidelines and to learn how to apply good publications practice while developing medical writing skills
- To understand the Medical Writer and Scientific Director roles within a medical communications agency and acquire the necessary skills of a Medical Writer
- To observe and participate in the partnership between the medical communications agency and pharmaceutical/biotech industry team members working toward a common goal

Level of competency for key performance indicators will be evaluated quarterly

Program Activities – Within MASC Team

- Receive didactic and real-world training by a dedicated editorial leadership team
- Gain exposure to multiple therapeutic areas and project types
- Develop publication-quality deliverables as part of a highly interactive editorial/operational team within CRG
- Research, analyze, and interpret literature to create scientifically rigorous, strategically insightful, and medically accurate manuscripts and presentations
- Learn fundamentals of Good Publication Practice and industry standards for developing clear, concise, and compliant publications
- Collaborate with pharmaceutical industry medical affairs/publications team members to provide strategic and tactical recommendations for building a robust scientific evidence base for a product or portfolio of products
- Foster strong working relationships with some of the most prestigious thought leaders in the assigned therapeutic area

Expanded Opportunities Beyond CRG/MASC Team

- Student outreach, recruitment, and mentorship
 - Sponsored attendance at career fairs
 - Guest lectures to PharmD/PhD students
 - Mentorship of students at CRG (PharmDs can also serve as APPE preceptors)
 - School & social media outreach
 - Participation in new fellow hiring process
- Professional organizations
 - Exposure to ISMPP and MAPS resources and webinars
- Optional 1-month rotation to site of choice
 - Digital Innovation & Engagement at CRG
 - Business Development at CRG
 - Others depending on interest and availability
- Optional research project on medical communications-related research topic
 - To be presented at an ISMPP meeting and published if feasible
- **...And more as the program grows!**

APPE, advanced pharmacy practice experience; ISMPP, International Society for Medical Publication Professionals; MAPS, Medical Affairs Professional Society; MASC, Medical Affairs & Scientific Communications.

Program Benefits

- Competitive annual salary
 - Medical, dental, and vision benefits
 - Employer-sponsored health reimbursement account (HRA)
 - 401(k)
 - Employer-sponsored life and disability insurance
 - Paid time off & holidays
 - No daily commute (day-to-day work will be fully remote)
-
- **Upon successful completion of the fellowship program**
 - Fellow will receive a certificate of completion, declaring competence in medical communications
 - Fellow may be promoted to Medical Writer with commensurate increase in salary and dedicated team assignment as business needs allow



Application Process

Eligible candidates (PhD, PharmD, MD, DVM)

- Email letter of intent and CV to AMWFellowship@curryrockefellergroup.com
 - Unofficial transcripts, recommendation letters, and writing samples (eg, research abstracts or posters, presentations, or scientific articles) welcome
- Qualified applicants will be contacted to complete a writing assessment
- Virtual interviews will be scheduled with selected candidates

Application Deadlines

- For February to January annual program cycle
 - Deadline: last business day in October
- For July to June annual program cycle
 - Deadline: end of first full week in December

Fellowship Team Leaders



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Rozena Varghese, Scientific Director, Fellowship Director



Rozena Varghese, PharmD, CMPP™

Scientific Director

Student & Postdoctoral Fellowship

Program Director

rvarghese@curryrockefellergroup.com

Direct: 914-703-3248

Rozena has been working in medical communications since 2013. She earned her PharmD from the Ernest Mario School of Pharmacy at Rutgers, The State University of New Jersey. Rozena has experience with publication planning, competitive surveillance, gap analyses, advisory boards, key opinion leader identification, scientific communication platforms, slide decks, medical response letters, medical science liaison training materials, clinical trial recruitment advertising, abstracts, posters, presentations, manuscripts, review articles, plain language summaries, white papers, blogs, and regulatory documents for clinical and preclinical studies.

Rozena's therapeutic areas of expertise include oncology, rare diseases, connective tissue disorders, women's health, cardiology, metabolic disorders, immunology, musculoskeletal diseases, ophthalmology, and respiratory disorders.

As a Scientific Director with CRG, Rozena currently provides scientific oversight for client accounts in substance use disorders.

Judy Fallon, Senior Vice President



Judy Fallon, PharmD, RPh

SVP, Medical Affairs & Scientific
Communications

jfallon@curryrockefellergroup.com

Office: 914-703-3290

Judy has 20+ years of experience and leadership in the publication planning and medical communications industry. She has led workshops and delivered presentations at industry conferences (International Society for Medical Publication Professionals and Medical Affairs Professional Society). She has in-depth experience developing and delivering strategic communication plans, scientific communication messaging and platforms, lexicons, publication plan tactics, value communications, symposia and advisory board meetings, and innovative medical affairs initiatives and field-training media for single products and across franchises both globally and regionally.

Her experience extends across multiple therapeutic areas, with key areas of expertise including rare diseases, sleep medicine, substance use disorders, neurology, oncology, endocrinology/diabetes, hematology, gastroenterology, and urology.

At CRG, Judy oversees a team of scientific staff, provides strategic and scientific content direction on assigned accounts, and ensures quality and accuracy of project deliverables. She is responsible for development, training, and management of her team to ensure all work is conducted in accordance with industry best practices and current regulatory guidelines, client needs are met, and expectations are exceeded.

Rhonda Croxton, Executive Vice President



Rhonda Croxton, PhD

EVP, Medical Affairs & Scientific
Communications

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Office: 914-703-3258

Cell: 610-733-2875

Rhonda has worked in the medical communications industry for the past 15+ years, with both agency and pharmaceutical industry experience in her background. She has provided strategic insights and performed tactical content development across a variety of therapeutic areas and project types. After honing her skills on the agency side of the industry, she joined AstraZeneca as a Clinical Publications Lead for 4+ years to acquire the pharmaceutical industry perspective.

Before joining CRG in 2019, she spent 7+ years as SVP of Clinical Content & Editorial Services with CHC/ICON. Rhonda oversaw a team of >70 Scientific Directors, Medical Writers, and Medical Editors and ensured client satisfaction with editorial quality, efficient resourcing to manage workloads, and adherence to the highest ethical standards for medical communications in the industry.

In her current role as EVP, Medical Affairs & Scientific Communications with CRG, Rhonda leads and mentors our scientific group and is focused on building strong teams who work collaboratively in a compliant manner to exceed the expectations of our clients.

Erica Wehner, Senior Principal and Scientific Strategy Lead



Erica Wehner, RPh

Sr Principal and Scientific Strategy

Lead, Medical Affairs &

Scientific Communications

ewehner@curryrockefellergroup.com

Direct: 484-985-5112

Bringing more than 20 years of experience in medical publishing and education, Erica joined CRG as Senior Principal in 2021. She provides strategic oversight and scientific input for accounts across a range of therapeutic areas, ensuring all projects meet or exceed client expectations and all work is conducted in accordance with current industry guidelines and best practices. Her experience encompasses the development and operationalization of franchise-wide scientific communication platforms, development of global and regional strategic and tactical medical communications plans, product-specific scientific communication platforms, lexicons, symposia, videos, interactive PDFs, training slides, and publications (primary papers, review articles, abstracts, posters, product monographs, meeting reports).

Prior to joining CRG, Erica was responsible for the development of eLearning programs for internal training, strategic support for scientific leader engagement, and the creation of engaging virtual programs for marketing and commercial teams. In addition, she has provided medical affairs and competitive intelligence support for multiple sclerosis, oncology, immunology, and transplant.

We can't wait for you to join our team!



See
yourself
here!

