

**Medical Communications
New York University
Syllabus
04/06/17-05/25/17**

Course Directors: Christina Hughes, PhD and Sloka Iyengar, PhD

Introduction

The Medical Communications Course is intended for graduate students and postdoctoral fellows who are curious about a non-academic career trajectory after their graduate or postdoctoral work. Participants will have an opportunity to evaluate their interest as they take this course and participate in several medical writing assignments, including a typical writing test.

Maximum number of participants

25

Objectives

1. To familiarize participants with medical communications (med comm) as a viable alternative career path
2. To understand basics of clinical trials
3. To learn how to make the switch from academia to med comm
4. To get experience with hands-on assignments
5. To understand what skills participants have that might make a career in med comm a good fit

The course will meet for 60 minutes once a week for 8 weeks.

Sessions will be held in MSB 390 on Thursdays from 04/06/17 to 05/25/17 from 5:30 pm-6:30 pm

Week 1- April 6th

An Introduction to Medical Communications

- The types of agencies involved in med comm
- The interaction between a med comm professional and the pharmaceutical company
- Types of projects and a typical work day
- What does the job search look like?
- Career trajectory
- Making the transition from academia, including relevant skills

Week 2- April 13th

An Introduction to Clinical Trials

- The importance of understanding clinical trial design and results in med comm
- Basics of clinical trials
- Why are they so highly regulated?
- How does a hospital or a clinic go about doing clinical trials?
- Primary vs. secondary endpoints; adverse events and serious adverse events
- What are medical science liaisons and what do they do?
- Discuss a clinical paper

Week 3- April 20th

Hands on Medical Writing Part 1

- Various med comm projects with examples, focusing on promotional medical education
- Understanding your project and your audience
- The editorial department
- Citing your work
- What are agencies looking for?
- **First assignment to take home:** Writing speaker's notes for an already developed slide
 - o Short take-home writing test example, in order to introduce concepts such as medical content creation, referencing and annotation, and copy editing
 - o Students will have 3 days to complete assignment, and it will be graded and critiqued next class

Week 4- April 27th

Hands on Medical Writing Part 2

- First assignment handed back and grading criteria explained, with examples
- **Second assignment to take home:** Developing slides and speaker's notes for a publication
 - o Longer take-home writing test example, based on writing tests the participants will be most likely to see if they apply for jobs in med comm
 - o Student will have 1 week to turn assignment around, and it will be graded and critiqued during the week 7 class

Week 5- May 4th

Jobs in Medical Communications: Publications Panel

- Moderator-led discussion with 2 outside panelists who work in med comm in publications, either on the agency side or the pharma/medical device side, including what 'publications' is, their path into med comm, and a question and answer session
 - o **Panelists:** Dr. Chelsea Higgins (IMPRINT Publication Science); Dr. Jennifer Lee (Greyhealth Group)
- Participants will be encouraged to ask questions and network with panelists

Week 6- May 11th

Jobs in Medical Communications: Strategy Panel

- Moderator-led discussion with 2 outside panelists who work in medical comm in strategy, including what 'strategy' is, their path into med comm, and a question and answer session
 - o **Panelists:** Dr. Leighland Feinman (Lucid Group); Dr. Lashon Pringle (Healthcare Consultancy Group); Dr. Josh Ziel (Greyhealth Group)
- Participants will be encouraged to ask questions and network with panelists

Week 7- May 18th

Hands on Medical Writing Part 3

- Second assignment handed back and grading criteria explained, with examples
- Resume writing for the med comm industry

Week 8- May 25th

Jobs in Medical Communications: Making the Transition Panel

- Moderator-led discussion with 3 outside panelists who have transitioned to med comm within the past year, with an emphasis on how they made the shift from academics
 - o **Panelists:** Dr. Max Bernstein (BGB Group), Dr. Allison Norsworthy (Flywheel Partners), Denver Sheridan (Meet)

- Participants will be encouraged to ask questions and network with panelists