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# 2023-2024 Medical Promotional Review Fellowship



## About Govise, Inc.

Founded in 2021, Govise, Inc., aims to be the premier partner for medical promotional review services supporting pharmaceutical and medical device companies. With our unique focus, we are committed to the delivery of high-quality reviews while driving strategic solutions that are both compelling and compliant.

Our company is committed to a culture that drives employee growth and opportunity in a supportive environment. We encourage professional development, work-life balance and focus on the long-term goals of each employee.

## About University of Southern California

The USC School of Pharmacy is the only private pharmacy school on a major health sciences campus, which includes the Keck School of Medicine, Keck Hospital of USC and the USC Norris Comprehensive Cancer Center and is immediately adjacent to the LAC+USC Medical Center, one of the largest public hospitals in the country.

Ranked by US News and World Report as a top ten pharmacy school nationwide and #1 among private schools, the USC School of Pharmacy is recognized for its century-old reputation for innovation in pharmaceutical education, clinical practice, and research.

With a history of “firsts” that includes the nation’s first Pharm.D. program (1950), first clinical clerkship program (1968), first Ph.D. in pharmaceutical economics (1990), and first professional doctorate in regulatory science (2008), the school holds an essential leadership role in the safe, efficient, and optimal use of medication therapy that can save lives and improve the human condition.



## About Our Fellowship Program

**William C. Gong,  
Pharm.D., FASHP, FCSHP**

*Director, Residency and Fellowship Programs  
Associate Professor of Clinical Pharmacy  
USC School of Pharmacy*

The USC-Govise Pharmaceutical Industry Fellowship Program is designed to prepare postdoctoral scholars for rewarding careers supporting the pharmaceutical industry. Fellows work with mentors to participate in activities that enhance the skills required to excel in their field. Graduate-level coursework and seminars at USC may be included in the program, in addition to hands-on project activities.

Upon completion of the program, fellows will be prepared for the challenges of a career in the pharmaceutical industry. Past fellows have been placed into rewarding positions in industry, pharmacy practice, and research. USC Pharmacy's fellowship programs adhere to the guidelines of the American Association of Colleges of Pharmacy and the American College of Clinical Pharmacy. The fellowships begin on July 1 and end on June 30 (some positions may vary).

### Key Highlights:

- Access to USC Regulatory Science courses and tuition remission, up to 4 units per semester towards a graduate certificate
- Networking with USC students and alumni
- Participating in professional leadership workshops
- Financial relocation assistance for out-of-state fellows
- Financial support to attend professional conferences and events
- Delivering lectures to pharmacy students
- Recruiting prospective graduate and professional students to the Fellowship Program



# About Our Fellowship Program

## Description:

This one-year fellowship program focuses on providing exposure to promotional review where you will gain experience in providing medical review of promotional and advertising materials. In addition, you will have the unique opportunity to learn from experienced industry mentors as they grow a consulting company that supports both medical and device pharmaceutical companies. Govise, Inc., is in Santa Ana, California.

## Objectives:

- Master The Office of Prescription Drug Promotion guidelines and understanding of the promotional review process
- Learn to review claims within promotional materials for medical accuracy and completeness
- Gain experience with content management platforms (Veeva Vault)
- Interpret and understand how references are used to support promotional materials
- Learn to understand and interpret clinical data
- Gain understanding of statistical analyses utilized in clinical trials
- Learn to work in a dynamic team environment

## Application Requirements:

- Pharm.D., M.D. or Ph.D. from an accredited university or equivalent
- Excellent oral and written communication skills, ethics, professionalism, leadership, and an interest in the pharmaceutical industry are required

## How to Apply:

- The application process will open on October 1, 2022
- The USC Postdoctoral Fellowship Portal can be accessed online at <https://provost.sma.usc.edu/prog/fellowship>
- You will need to submit the following to USC:
  - Email addresses of three references
  - Curriculum Vitae (CV)
  - Letter of intent
  - Official professional or graduate school transcripts
- In addition to applying through USC, please submit a Curriculum Vitae and Letter of Intent through American Society of Health-System Pharmacists' (ASHP)
  - Personal Placement Service (PPS) to request a first-round interview
  - Application materials are due to PPS by November 30, 2022
- PPS portal opens September 21<sup>st</sup>
- Final interviews will be conducted at the ASHP Midyear Clinical Meeting, which will take place the week of December 4-6
- Final due date for all application documents to USC is December 9, 2022
- Program starts on July 1, 2023

## Who We Are

**Jimmie L. Overton,  
Pharm.D.**

*Co-Founder and Managing  
Partner, Govise, Inc.*

Dr. Jimmie Overton has over 25 years of experience in the healthcare industry and is a recognized medical affairs subject matter expert. He has experience and proven results across all facets of the function holding key leadership roles in:

- US and International Medical Promotional Review
- Global Medical Information
- Global Operations and Training
- Medical Excellence/Field Scientific Communications
- MSL Leadership
- Medical Education (CME) and as Medical Director

His unique expertise spans product launches, integrations, acquisitions/divestitures, harmonization, globalization, and centralizing/decentralizing functions to align with the needs of the business.

He most recently served as the Vice President of Global Medical Information and Medical Promotional review at Allergan and as the Vice President of Global Medical Information for Allergan/AbbVie before co-founding Govise, Inc.

Dr. Overton is a registered pharmacist and holds a Doctor of Pharmacy degree from the University of Kentucky.



## Who We Are

Janet Gottlieb, Ph.D.

*Co-Founder and Managing Partner, Govise, Inc.*

Dr. Janet Gottlieb's experience in research, diagnostics, medical devices, and pharmaceuticals in a career spanning over two decades provides critical insight into promotional review.

At Allergan, she led the Medical Promotional Review team as Executive Director, where she was responsible for providing guidance on promotional materials and marketing campaigns as well as educating her team and colleagues on latest FDA regulations, warning letters, and other relevant topics related to ensuring compliance and consistency in promotional materials.

Dr. Gottlieb had a direct role in the formation, expansion, and training of the centralized Medical Promotional Review team, which resulted in greater efficiencies via improved turnaround times, consistency in guidance, enhanced communication, and successful commercial launches. She is a recognized subject matter expert in the field, presenting as an invited speaker at multiple industry conferences.

Dr. Gottlieb holds an undergraduate degree in Biological Sciences and Ph.D. in Medical Microbiology and Molecular Virology from the University of California, Irvine.

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