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SCHOOL OF PHARMACY & RESEARCH

No: SOP&R/Conf./21/173(A)

Date: 30/06/2021

REPORT OF THE EVENT

AICTE SPONSORED National E- Conference

On

“Prospects in Medical Writing”

26th June 2021

School of Pharmacy and Research, People’s University, Bhopal, successfully organized National E- Conference sponsored by All India Council for Technical Education (AICTE), New Delhi on **“PROSPECTS IN MEDICAL WRITING”** on 26th June 2021 at virtually on Zoom platform.

As per the theme, program was focused on deconstructing Medical and Scientific writing, and job opportunities in this field.

This E-conference was inaugurated by chief guest Dr. Shailendra Saraf sir, Vice President Pharmacy Council of India, New Delhi, Professor at Pt. Ravi Shankar Shukla University Raipur, Director, IQAC and Ex-Vice Chancellor, Durg University, C.G. He enlightened the virtual gathering through his kind thoughts on challenges and ethical issue in medical writing and significance of education 4.0 in current scenario.

Guest of honour, Dr. Rajesh Kapur, Vice-Chancellor, People’s University, congratulated the school of Pharmacy and Research for organizing the E-conference on most relevant topic with medical field. Dr. Neerja Mallick, Registrar Peoples University and Prof. Akhilesh Mittal, Dean Academic Affairs, Peoples University motivated the students for participation in more such activities. Dr. Neeraj Upmanyu, Principal, School of Pharmacy & Research, Bhopal (M.P.) and Coordinator of E-conference heartily welcomed chief guest, dignitaries, speakers and participants



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in his speech. Dr Neeraj also explain the aim and objectives of this AICTE sponsored E-Conference to all the delegates

First speaker of this event was **Ms. Archana Rai** (Expert Scientific Writer), Medical hub SANOFI, Hyderabad. She delivered her talk on “**Prospect in medical writing & making yourself industry ready**”. She discussed on the concept of deconstructing Medical/ Scientific writing, writing skills/aptitude, prospects in medical writing/industry readiness covering pharmaceutical companies, medical writing agencies, journals, media, healthcare websites & portals and briefed about Go digital by suitable examples in the field of medical writing. The session was moderated by SOP& R faculty members Dr. Jitendra Bajaj, Mr. Surendra Dangi and Dr. Asher Johan Mohan.

Second lecture was taken by **Mr. Krunal S. Raval** (OJT lead Advantmed LLP,) Ahmadabad. He delivered his talk on “**US healthcare and medical coding**” He enlightened the students with various aspects of Medical Writing with suitable examples. He discussed about the types of insurances with video graphics health plan and sensitize about medical coding and its importance and how pharmacy student may opt it as career. The session was moderated by SOP& R faculty members Mr. Anand Shrivastava and Mrs. Eisha Ganju.

After lunch break, in the afternoon session third lecture was delivered by **Dr. Krishna Undela** Assistant Professor, Department of Pharmacy Practice, NIPER, Guwahati. He delivered a talk on “**Important of literature search and critical appraisal skills for medical writing**”. He mainly focused on literature search, use of various databases and search in techniques. He has also discussed that how to read a scientific paper and how to critically appraise the scientific content. The session was moderated by SOP& R faculty members Dr. Bhaskar Kumar Gupta, Dr. Rupal Dubey and Mr. Sumit Chourasia.



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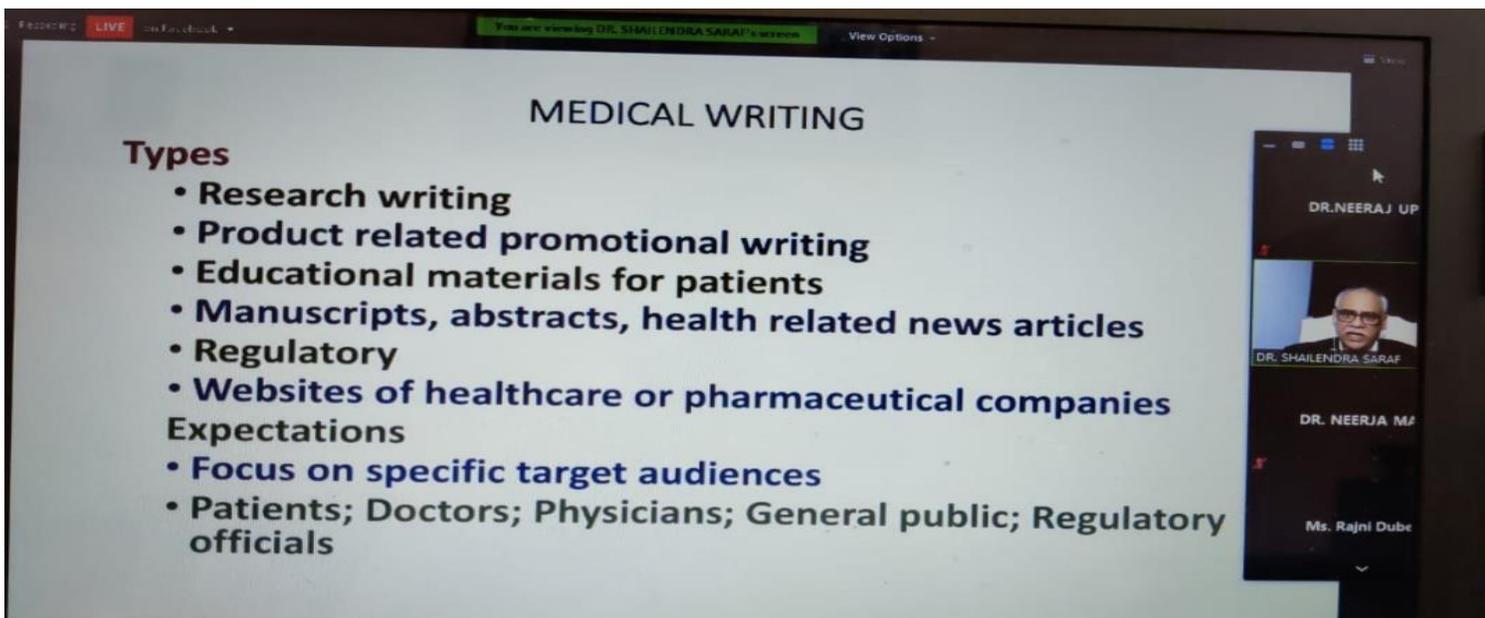
Students, Faculty members, Research Scholar from various institutes across India actively participated and benefitted through this event and provided their feedback about usefulness and successful conduction of the conference. This event was important because it covered all the topics relevant to the pursuit of emerging trends and technologies in “Prospects in Medical Writing”.

At the end of the program, vote of thanks was proposed by Mrs. Rajni Dubey, Co-coordinator of AICTE sponsored National E-conference and Associate Professor at SOP&R, People’s University. She extended his gratitude towards AICTE, New Delhi for sponsoring the e-conference and the members of organizing committee for their untiring efforts and support for successful completion of the event. She expressed her heartfelt gratitude to Hon’ble Management for providing facility and encouragement for successful conduction of the event.



Principal

IMAGES OF EVENT:



REC'D LIVE on Facebook

You are viewing DR. SHAILENDRA SARAF's screen

View Options

Spectrum of medical Writing

Lightly regulated & creative (Left side)

Regulatory Medical Writing (Bottom Left)

Regulated & structured (Bottom Right)

Medical Communications (Top Right)

Participants: DR. NEERAJ UP, DR. SHAILENDRA SARAF, DR. NEERJA MA, Ms. Rajni Dube

MS. ARCHANA RAI

National e-Conference on "Prospects in Medical Writing"

A joint effort of the **School of Pharmacy & Research, People's University, Bhopal (M.P)** and the **All India Council for Technical Education (AICTE), New Delhi**

6-051602-Recording_2844x1778

Co-organizer: School of Pharmacy & Research, People's University, Medical Activities Hub, Sanofi Healthcare India Private Limited), June 26, 2021

The views expressed by the presenter (Archana Rai) are presenter's only and not of the organization (Sanofi Healthcare India Pvt. Ltd.)



Agenda and Discussion

- Deconstructing medical / scientific writing
- Writing skills / aptitude
- Prospects in medical writing / Industry readiness

6-051602_Recording_2844x1778

2 The views expressed by the presenter (Archana Rai) are presenter's only and not of the organization (Sanofi Healthcare India Pvt. Ltd.)

You are viewing MR. KRUNAL S. RAVAL's screen

Ms. Rajni Dubey DR. NEERAJ UP... Mrs. Eisha Ganju Dr. Rupal Dubey

MR. KRUNAL S. ... MS. ARCHANA...

Recording... LIVE on Facebook

Part C

Activate Windows
Go to PC settings to activate Windows

End

Participants 113 Q&A 10 Chat 10 Share Screen Pause/Stop Recording More

12:25 AM 6/26/2021



You are viewing MR. KRUNAL S. RAVAL's screen

View Options

Ms. Rajni Du... MR. KRUNAL S. ... DR. NEERAJ UP... MS. ARCHAN... Mrs. Eisha Ganju Dr. Rupal Dubey

Parts of Medicare Plans

PART A Hospital coverage	PART B Doctor coverage	PART C Medicare Advantage	PART D Rx drug coverage
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Recording... LIVE on Facebook

Participants: 110 Q&A: 10 Chat: 11 Share Screen Pause/Stop Recording More

12:28 AM 6/26/2021

You are viewing MR. KRUNAL S. RAVAL's screen

View Options

Ms. Rajni Dubey MR. KRUNAL S. ... DR. NEERAJ UP... MS. ARCHAN... Mrs. Eisha Ganju Dr. Rupal Dubey

MEDICARE Advantage

Part A Part B Part D

Recording... LIVE on Facebook

Participants: 107 Q&A: 8 Chat: 11 Share Screen Pause/Stop Recording More

12:31 AM 6/26/2021





Importance of Literature Search and Critical Appraisal Skills for the Medical Writing



0210626-090407_Recording_2316x1448

Dr Krishna Undela
Assistant Professor
Department of Pharmacy Practice
NIPER Guwahati

26th June 2021

Recording **LIVE** on Facebook

Methods

2-week, single-blind, placebo run-in period and were eligible for randomization if they had received at least 80% of single-blind placebo during the run-in period.

The patients were randomly assigned in a double-blind fashion (1:1) to receive either canagliflozin (100 mg orally once daily) or matching placebo with the use of randomly permuted blocks, with stratification according to the category of

After randomization, trial visits were conducted at weeks 3, 13, and 26 and then alternated between telephone calls and in-clinic visits at 13-week intervals. Additional testing of blood at

Randomization & Follow-up

OUTCOMES

The primary outcome was a composite of end-stage kidney disease (dialysis for at least 30 days, kidney transplantation, or an estimated GFR of <15 ml per minute per 1.73 m² sustained for at least 30 days according to central laboratory assessment), doubling of the serum creatinine level from baseline (average of randomization and prerandomization value) sustained for at least 30 days according to central laboratory assessment, or death from renal or cardiovascular disease.

Secondary outcomes that were planned for sequential hierarchical testing were specified in the following order: first, a composite of cardiovascular death or hospitalization for heart failure; second, a composite of cardiovascular death, myocardial infarction, or stroke; third, hospital-

Safety evaluations included laboratory testing and assessments of adverse events. All renal and

Outcomes



DR. KRISHNA UNDELA

Activate Windows
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MEDICAL WRITING

Types

- Research writing
- Product related promotional writing
- Educational materials for patients
- Manuscripts, abstracts, health related news articles
- Regulatory
- Websites of healthcare or pharmaceutical companies

Expectations

- Focus on specific target audiences
- Patients; Doctors; Physicians; General public; Regulatory officials

The Structure of ICD 10 Code

- Minimum character of any code will be 3. (e.g. I20 hypertension)
- Maximum character of any code will be 7. (e.g. A02.1212 Primary open angle glaucoma, right eye, mild)

H 4 0 . 1 1 1 1

Alpha (Category) Numeric (Decimal) Category anatomy (here 11 is for primary open angle)

Numeric (here 1 is for anterior eye, right eye) Severity (here severity is mild)

Spectrum of Medical Writing

Deconstructing Medical / Scientific Writing

Knowledge dissemination

What is Literature Search?

Literature search is a systematic and well-organised search from the already published data to identify a breadth of good quality references on a specific topic

Zoom Webinar

Recording **LIVE** on Facebook

DR. KRISHNA UNDELA

Ms. Rajni Dubey

MS. ARCHANA RAI

Dr. Rupal Dubey

Mr. Sumit Chourasia

Dr. Jitendra Bajaj

Mr. Surendra Dangi

Mr. Atul Tripathi

N
DR. NEERAJ UPMANYU

Mrs. Eisha Ganju

Mute Stop Video

Participants 90 Q&A Chat Share Screen Record

Activate Windows
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3:19 AM
6/26/2021





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SCHOOL OF PHARMACY AND RESEARCH

People's Campus, Bhopal (M.P.)-462037 India

0755-4005028,4005238

26th June 2021, Saturday
10:00 AM Onwards

AICTE SPONSORED NATIONAL E- CONFERENCE
ON

PROSPECTS IN MEDICAL WRITING

HONORABLE CHIEF GUEST

SPEAKERS



DR. ARCHANA RAI
Expert Scientific Writer,
Medical hub SANOFI Hyderabad

Coordinator
Dr. Neeraj Upmanyu



MR. KRUNAL S. RAVAL
OJT lead Advantmed LLP,
Ahmedabad

Co-Coordinator
Mrs. Rajni Dubey



DR. KRISHNA UNDELA
Assistant Professor,
Department of Pharmacy Practice,
NIPER, Guwahati

Zoom meeting & YouTube link



PROF. SHAILENDRA SARAF
Vice - President,
Pharmacy Council of India, New Delhi
&
Professor,
Pt. Ravishankar Shukla University
Raipur (C.G.)

Register by filling the link given below

6/29/2021

page11 - भोपाल सिटी - पीपुल्स समाचार - पीपुल्स समाचार ई-पेपर

बदलते जमाने का अखबार
पीपुल्स समाचार

पीपुल्स यूनिवर्सिटी के स्कूल ऑफ फार्मेसी रिसर्च में नेशनल ई-कॉन्फ्रेंस का आयोजन

रिपोर्टर • **IamBhopal**
Mobile no. 9582826011

स्कूल ऑफ फार्मेसी एंड रिसर्च, पीपुल्स विश्वविद्यालय के द्वारा में 'प्रोस्पेक्ट्स इन मेडिकल राइटिंग' विषय पर ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन, नई दिल्ली, द्वारा प्रायोजित राष्ट्रीय ई-कॉन्फ्रेंस का आयोजन किया गया। इसका मुख्य उद्देश्य मेडिकल राइटिंग एवं रिसर्च के उपयोग एवं भविष्य से संबंधित जानकारी का विस्तार से उल्लेख तथा मेडिकल राइटिंग में अच्छी तरह से संरचित वैज्ञानिक दस्तावेज बनाना शामिल है। जिसमें नैदानिक अनुसंधान दस्तावेज एवं स्वास्थ्य संबंधित वेबसाइट्स के लिए सामग्री एवं

स्वास्थ्य पत्रिका और समाचार संबंधित नीतियों पर चर्चा की गई। यह राष्ट्रीय ई-कॉन्फ्रेंस ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन और स्कूल ऑफ फार्मेसी एंड रिसर्च के द्वारा संयुक्त रूप से आयोजित की गई। और इसमें देशभर के विभिन्न शैक्षणिक संस्थानों के स्टूडेंट्स और टीचर्स ने भाग लिया। राष्ट्रीय ई-कॉन्फ्रेंस में मुख्य अतिथि के रूप में डॉ. शैलेन्द्र सराफ, वाइस प्रेसिडेंट, फार्मेसी काउंसिल ऑफ इंडिया ने उपस्थित होकर चर्चुअल माध्यम से ई-कॉन्फ्रेंस का शुभारंभ किया। इस अवसर पर उन्होंने शोध एवं इससे जुड़ी उपयोगिता के बारे में फार्मेसी स्टूडेंट्स से विस्तार से बात की।

तीन सत्रों में हुआ कार्यक्रम

इस अवसर पर कुलपति डॉ. राजेश कपूर, रजिस्ट्रार, डॉ. नीरजा मलिक द्वारा मुख्य वक्ताओं का स्वागत और शुभकामनाएं प्रेषित की। प्रथम सत्र में मिस अर्चना राय, एक्सपर्ट साइंटिफिक राइटर मेडिकल हब सनोफी, हैदराबाद, ने 'प्रोस्पेक्ट इन मेडिकल राइटिंग एंड मेकिंग इन योरसेल्फ इन इंडस्ट्री रेडी' विषय पर अपना उद्घोषण प्रस्तुत किया और उन्होंने इसकी उपयोगिता के बारे में चर्चा की। उन्होंने अपने प्रस्तुतीकरण में कंटेंट की उपयोगिता पर भी जोर दिया। इसके बाद दूसरे सत्र में द्रुगाल एस. रावल, ओजेटी लीड एडवांसमेंट, एलएलपी, अहमदाबाद ने

'यूएस हेल्थकेयर एंड मेडिकल कोडिंग' विषय पर अपने विचार प्रस्तुत किए। तीसरे सत्र में डॉ. कुष्णा उन्डेला, असिस्टेंट प्रोफेसर, डिपार्टमेंट ऑफ फार्मेसी प्रैक्टिस, नायपर गुवाहाटी ने 'इम्पोर्टेंट ऑफ लिटरेचर सर्व एंड क्रिटिकल एपरयसल रिकल्स फॉर मेडिकल राइटिंग' विषय पर अपने व्याख्यान प्रस्तुत किए। इस अवसर पर पीपुल्स यूनिवर्सिटी के डायरेक्टर एवं ट्रस्टी मेधा विजयवर्गीय ने अपनी शुभकामनाएं प्रेषित की। अंत में प्रिंसिपल डॉ. नीरज उपमन्यु और कार्यक्रम संयोजक रजनी दुबे द्वारा आए हुए सभी अतिथिगण को धन्यवाद दिया।

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CHIEF GUEST



PROF. SHAILENDRA SARAF

Vice – President,
Pharmacy Council of India, New Delhi &
Professor,
Pt. Ravi Shankar Shukla University
Raipur (C.G.)

SPEAKERS



Ms. ARCHANA RAI

Expert Scientific Writer,
Medical hub SANOFI, Hyderabad

Topic-Prospect in medical writing & making yourself
industry ready



MR. KRUNAL S. RAVAL

OJT lead Advantmed LLP, Ahmedabad

Topic-US healthcare and Medical coding



DR. KRISHNA UNDELA

Assistant Professor,

Department of Pharmacy Practice, NIPER, Guwahati

Topic- Important of Literature search and critical

Appraisal skills for Medical Writing

PROGRAM SCHEDULE

Inauguration Address	10:00 am
Welcome Of Guest Of Honor	10:00 to 10:15am
Keynote Address	10:15 to 10:30am
Lecture 1	10:30 to 11:30 am
Lecture 2	11:45 to 12:45 pm
Lunch Break	12:45 to 1:45pm
Lecture 3	2:00 to 3:00 pm
Feedback By Participants & Valedictory Keynotes Address	3:00 to 3:30pm

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Principal, SOP&R

Co-Coordinator

Mrs. Rajni Dubey
Associate Professor, SOP&R

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AICTE Sponsored



NATIONAL E- CONFERENCE

On

**PROSPECTS IN MEDICAL
WRITING**



**JUNE 26, 2021
SATURDAY**

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