



## **iJOBS Career Panel: Medical Communications and Scientific Writing**

Wednesday March 31, 2020 4:30-6pm

By Zoom



**Ina Nikolaeva, Ph.D.**  
**Scientific Director**  
**ProEd Communications, Inc.**  
**Email: [ina.k.nikolaeva@gmail.com](mailto:ina.k.nikolaeva@gmail.com)**  
**Phone: 732-822-9831**

I graduated with my PhD in Molecular Biology from Rutgers University in 2016. I set my sights on medical communications because, while I enjoyed bench work, I found that I enjoy scientific writing even more! I

immediately joined ClinicalThinking, a subsidiary of Nucleus-Global as a medical writer, where I stayed for 3 years, rising to Lead Medical Writer. I am currently a Scientific Director at ProEd Communications, Inc. My roles include creating scientific content (manuscripts, conference presentations, training slide decks, medical education events, etc), mentoring other medical writers, and liaising with clients, statisticians and doctors to ensure the quality of the scientific materials I oversee. On the side, I have volunteered for multiple organizations focused on teaching accurate and effective research communication to aspiring scientists and I love sharing my knowledge of the medical communications field with PhD candidates.



**Apoorva Halikere, PhD**  
**Associate Medical Director**  
***p*-value communications**  
**Mobile: (732)-439-5282**  
**E-mail: [apoorva.halikere@gmail.com](mailto:apoorva.halikere@gmail.com)**  
**LinkedIn: <http://linkedin.com/in/apoorva4>**

Apoorva Halikere, PhD received her doctorate in May 2018 in neuroscience from Rutgers, the State University of New Jersey within the neuroscience department of the Robert Wood Johnson Medical School. She has over 6 years of experience in translational neuroscience research, spanning fields of addiction biology, Parkinson's disease, and nerve regeneration using human patient-derived stem cells and human neuron differentiation. She has also authored a number of poster abstracts and publications and presented at national and global neuroscience congresses. Dr. Halikere entered the industry of medical communications in June 2018 as a medical writer with HealthLogiX in Parsippany, NJ. Her work focused on development of branded and

disease state medical content, ensuring that it maintained stringent scientific accuracy in accordance with FDA regulations. She worked cross-functionally with both medical and commercial teams of pharmaceutical clients to provide clinical direction in brand strategy for a number of neurology brands in the areas of migraine, Parkinson's disease, tardive dyskinesia, and epilepsy. Dr. Halikere joined *p*-value communications as Associate Medical Director in August 2019 and has been extensively involved in publication writing as well as in the creation of scientific content to educate general neurologists, pulmonologists, and other HCPs. She has a strong interest in continuing to develop her scientific and medical knowledge and continue to contribute to the field of healthcare communications.



**Lorenz Loyola, PhD**  
**Medical Writer**  
**lrnzmloyola@gmail.com**

Lorenz Loyola joined Wedgewood Communications as a medical writer for Science and Strategy in 2019. He received his PhD in Biochemistry from Rutgers University in May 2019. His dissertation focused on next generation sequencing studies on retargeting retroviral integration in a mice model. He was also an

iJOBS trainee from 2015-2019 with an area of interest in medical communications. He held positions in student organizations, including Molecular Biosciences Graduate Student Association (MBGSO) and Graduate Research Organizations in Biotechnology (GRO-Biotech).



**Brendon Fussnecker, PhD**  
**Senior Director**  
**Flywheel**  
**Direct: 646-350-4948**  
**Mobile: 201-937-6383**

Brendon joined Flywheel in 2009, after earning his Ph.D. in genetics from North Carolina State University. Initially brought on as a Medical Writer – a role that allowed him to apply his considerable life science

knowledge and sharp critical thinking skills – Brendon has since risen to the position of Senior Director and currently leads a multi-disciplinary team of over 20 full-time Flywheel Partners employees. He currently leads a range of specialty sales training and HCP marketing projects with a practical approach to project development, clear communication, a focus on client needs, and uncompromising quality standards.