



Pharmaceutical & Healthcare Marketing Newsletter

Spring 2018

PILOT's 2018 Spring Networking Night

By: Michael Zwaan '18

PILOT's spring Networking Night took place on Thursday, March 1st in the Mandeville Dining Room. Networking Night is a semiannual event supporting PILOT's organizational objective: to prepare students for success by exposing them to the healthcare industry through networking and leadership opportunities so that they will have a competitive advantage upon graduation. In the past, Networking Night typically hosted four or five companies, which is something the 2017-2018 executive board wanted to expand. We grew the industry attendance to fifteen healthcare-focused companies in the fall and fourteen in the spring. Each company has a great relationship with the Pharmaceutical Marketing department through our alumni network.

Companies at Networking Night ranged from manufacturers and wholesalers to creative and market research agencies. Some of the companies, who have attended both events this year, include GSK, Olympus, W2O Group, and IQVIA (see complete list below). The overwhelming feedback from both students and alumni is that the more industry exposure one has during college, the better candidate they are upon graduation. Gaining internship experience also allows students to apply what they are learning in the classroom and gain insight about what interests them.

Networking Night is complimentary to Saint Joseph's career fair focusing specifically on the healthcare industry. This is a great opportunity for Pharmaceutical & Healthcare Marketing majors and minors to meet industry professionals and explore the internships and full-time employment opportunities available in the industry. Moving forward our goal is to grow by including other majors such as IHS, Finance, Business Intelligence & Analytics, and many others. In order to continue expanding, we are partnering with the Career Development Center and the SJU Alumni Association. We hope to encourage graduates to represent their companies at Networking Night or speaker events throughout the upcoming semesters.



NEW YORK



See page 5 for details on how to double major or minor in PMK!
For any company that may want to attend Networking Night in the future, please email contact information to sjupilot1@gmail.com!

Pharmaceutical & Healthcare Marketing Department
sites.sju.edu/pharmaceuticalmarketing



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Our Semester with IQVIA

By: Stephanie Saggiomo '18 and Olivia Adams '19

In the fall of our junior and senior year, we both were enrolled in Dr. Thani's Market Research class. Never did we think that our guest speaker would become our internship manager. Dr. Thani and IQVIA, formally QuintilesIMS, gave the students the opportunity to interview with IQVIA for a spring semester internship.

The both of us were offered internships under our supervisor, Sue, to work in the Marketing Department. IQVIA has a large range of opportunities and different fields within their business. As three other students were given opportunities in other departments, such as brand management, we had a passion for marketing and communications.

Although we both work under the same supervisor, we each have our own individual projects. Stephanie has been working on an email campaign with IQVIA's whitepapers to showcase our expertise to our clients, creating an intranet community for those within the company interested in Emerging Bio Pharma, and distributing a Qualtrics survey for IQVIA to benchmark traits in pharmaceutical companies. Olivia has been organizing and designing sell sheets and sales decks for the marketing team. She works with both onshore and offshore employees to ensure the marketing materials are up to date with the new IQVIA branding. She also works with google analytics for monthly reporting and salesforce.com to track information from different campaigns and events within IQVIA.

IQVIA has taught us great transferrable skills in marketing and promotional strategy, as well as an opportunity to network within the healthcare industry. Our manager, Scott, has connected us with SJU alumni at IQVIA to discuss their experience and offer career guidance. Courtney McKenna and Elizabeth Parker are both recent graduates of SJU that we were able to meet with. It was great to hear their advice as we begin our early careers.

This internship has given us an expertise that differentiates us from other candidates as we soon begin our professional careers. It has also opened doors as Steph approaches graduation and Olivia enters her senior year, and last but not least, the chance for us to build a friendship.

Publicis Health Resume Workshop

By: Jennifer Jacobs '19

We had the pleasure to welcome Laurie Mellon, VP of Early Careers at Publicis Health, this semester for a resume and professional tips workshop. Laurie was able to go in depth about the internships and job opportunities that are available for this upcoming summer and fall. She shared videos that the company had made for their clients to portray the scope of work Publicis takes part in. Laurie also distributed sample resumes for us to inspect in a resume workshop. We focused on how to explain our accomplishments and lessons versus listing a job description and how to improve word choice such as "planned", "managed", and "owned" instead of "helped" or "assisted". We reviewed formatting and delivery of information within these resumes. Laurie stressed that we should include our other experiences besides a job such as volunteer work, relevant coursework and projects, and awards we have received! We collaborated in groups to recognize what the strengths and weakness are within a resume and used that information to improve our own! Laurie also was able to give us tips for PILOT's Spring Networking Night on how to navigate a conversation with an employer. She provided us with discussion starters and probing questions to ask. She also told us to be straightforward with the company if we have an interest in the role and what the company has to offer. Thank you Laurie for coming and sharing your knowledge! It has been beneficial to all PILOT members as we continue to network and expand our resumes!



SJU Summer Scholars

Kayla Herbert '19



This past year I was an active Summer Scholar participant within the Pharmaceutical & Healthcare Marketing department under Drs. George Sillup and Stephen Porth. I will also be returning to the Summer Scholar program this upcoming summer. The research we conduct is focused on healthcare and pharmaceutical ethics. It was in my sophomore year Finance 200 class that I found my interest of ethics leading me to Dr. Sillup's office. He explained what the previous pharmaceutical research consisted of and how I could become apart of it. As a rising senior, I will use my prior research to further analyze which direction the pharmaceutical industry is headed and see what changes have occurred in the past year.

The goal of this pharmaceutical and healthcare research is to understand whether the tone of the articles has changed compared to the previous research I have conducted, as well as the past 13 years of summer scholars' research. Another important part of the research that my fellow scholars and I conduct is to understand the role politics plays in this industry. We will analyze how the Trump administration is effecting the healthcare industry and if it is different than the research conclusions of last summer. We use a fixed method when compiling media sources: read and analyze the four elements of the relevant newspaper articles, determine which issues each article focuses on, the headlines of those articles, and the article's tone. This information is collected and filed into the EthicsTrak™ database, which has been used to house all research conducted over the past 14 years of this study. The Summer Scholars Program has taught me useful analytical skills and the importance of determining truth in the media for myself. This study has also helped me define the direction I want to take my career. For anyone interested in the Summer Scholar Program, please to talk to Dr. Sillup or Dr. Porth to help continue our ongoing research study.

Claudia Barbiero '18

My role in the Summer Scholars program in the Pharmaceutical & Healthcare Marketing department involves facilitating the process of article distribution from Dr. Sillup to the summer scholars, ensuring each reviewer receives equal exposure to articles from all top five U.S. newspapers. Once the scholars have analyzed each article using a premade excel template, they return those files to me where I then input them into Microsoft Access, our EthicsTrak™ Database. This database is utilized to easily and quickly pull important information about any article such as the ethical issue identified in an article or a brief summary of an article. This database is also used for when I construct tables and graphs for our end-of-year review, highlighting changing trends in the pharmaceutical and healthcare industries year after year.

On April 17th, Dr. Sillup and I traveled to Harrisburg and attended Undergraduate Research Day at the Capitol where we presented our findings to state legislators. This day is for undergraduates from Pennsylvania colleges and universities to showcase a topic of their interest on a poster board. I enjoyed speaking with individuals who expressed interest in our research as well as insights they had for me about the healthcare system. I was also very impressed with the research presented from other students and enjoyed engaging in discussion about their research topics.



For more information about the Summer Scholars Program...

Please visit www.sju.edu/ssp

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Graduating Seniors

After college, I have been offered a position with a healthcare technology company called Medasource in Hoboken, New Jersey. I will join the technical youth program this June, and complete 6 months of sales training at the Indianapolis headquarters. There, I will start in recruiting, and eventually move into sales. I applied for this position through SJU careers and had my initial interview via phone call. The interview process then went on to consist of a three-hour long in-person interview, and two more follow-up phone calls with Account Executives.

I think previous internship experience has played a really important factor in finding a job post-graduation. The summer before my junior year, I was a project management intern for a company called Healthcare Alliance Group. There, I worked with internal teams such as creative, editorial, regulatory and accounting to deliver various types of projects to our pharmaceutical clients. This experience gave me many important talking points to mention in interviews for post-graduation jobs, such as time management, client-facing interactions and networking skills!

Alyssa Gettel '18



Mary Wydro '18



I will be graduating in May and working at W2O Group starting in July, as a Research Analyst in their New Hope office. W2O is an agency network, which follows data to build advantages for brands. I will be working for W2O's Marketeching agency, where the focus is on analyzing social media and turning it into insights that can drive brand strategy. As a research analyst on the rare disease team, I will be sifting through tweets, blog posts, and forums, to gather information about what patients' thoughts are about their disease along with thinking about the best way for the pharmaceutical company to reach these patients. PILOT has helped me tremendously with its incredible network. I met W2O Group at the Fall networking night, where I instantly connected with the team. I kept in touch with them, and reached out in January to start the interview process. I got to talk to them again at this past networking night, and I received an offer the next day! PILOT has taught me how to network professionally, and I would not be in the position I am today without the organization.

I will be working at AstraZeneca after graduation, as a member of the Global Graduate program in Operations IT. I will get the opportunity to rotate and work in 3 AZ locations 9 months each. After this, I will hopefully be able to find something I'd like to work in best, and commit to one location full time. I had interned for AZ last summer and heard about this position while I was there. I applied for this job separate from the career development center, as well as the internship, but I would say just having Pharmaceutical & Healthcare Marketing as my major on my resume was very appealing to many pharmaceutical companies. My advice is to leave your options open, and create as many connections as possible. My first internship was at a small company that created training programs for pharmaceutical companies. It was one of the best places I could have started, and I got the position by talking to an alumni I met at a rowing event. It was very unexpected, but in the best way possible. Looking in places you might not normally look is what really kick started my career.

Jennifer Reynolds '18



Why Should You Double Major or Minor in Pharmaceutical & Healthcare Marketing?

By: Christina Vasquez '18

This program is designed for students in the Haub School of Business as well as the College of Arts and Sciences. Pharmaceutical & Healthcare Marketing (PMK) has an elite reputation within the pharmaceutical and medical device industry, giving our students a competitive advantage when looking for employment opportunities. In the PMK classes, you will be constantly exposed to industry executives, who are employed by pharmaceutical giants, creative agencies, market research firms, clinical organizations, biologic companies and many more! This provides our students with networking opportunities, which leads to internships and full-time employment. Being such a tight knit major allows us to keep in direct contact with alumni who continuously offer our students scholarships and promising career paths. Our engaging curriculum leaves students with a thorough understanding of the dynamic, global healthcare industry, while expanding their business skills. Students in the CAS, like Biology or Chemistry majors, could apply their lab-based knowledge to pharmaceutical companies or Interdisciplinary Health Service majors looking to open their own practices will need to understand how to run a business. All HSB students, especially Business Intelligence, Finance, Accounting, and International Business majors have found that minoring or double majoring in PMK has given them a competitive edge in the business world. Healthcare is a permanent staple in society and an industry with no end in sight, so why miss out on the opportunity to learn invaluable information?

The following are the **6 required courses**:

211 Pharm Marketing Environment, **221** Pharm Marketing Research, **331** Pharm Sales Management, **341** Supply Chain Mgt. & Pricing, **351** Pharm Promotions, **461** Pharm Mkt Strategy & Pricing

*The six required courses are the same for double majoring or minoring. Double majors pick up all of the additional core business courses.

Plan to Attend PILOT's Fall General Meeting

To kickoff the Fall 2018 semester we will be holding a welcome back information session for returning and newly interested members. We will cover upcoming events that PILOT will be hosting, ways to get involved, and many more updates to come.



PILOT General Meeting
September 2018, Date TBD
PHARMACEUTICAL INDUSTRY LEADERS OF TOMORROW

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Meet the New PILOT Executive Board

President

Jennifer Jacobs '19

Summer Plan: Marketing and Sales intern for Michael J Hennessy Associates



Vice President

Matthew Francisci '20

Summer Plan: Working at the second oldest restaurant in the country and playing lots of tennis



VP of Marketing

Alexis Yurgin '19

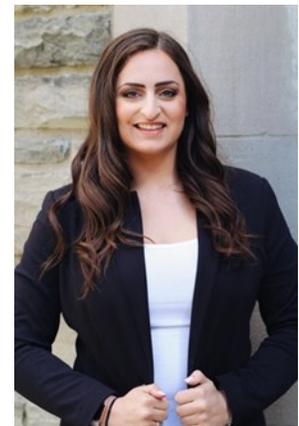
Summer Plan: Account Management intern for Langland at Publicis Health



VP of Operations

Tyler Pham '20

Summer Plan: SJU Summer Scholar Program



VP of Communications

Olivia Adams '19

Summer Plan: Marketing Intern at Publicis Touchpoint Solutions

VP of Philanthropy

Meredith Colt '20

Summer Plan: Working at Amwell Valley Diner and awaiting news on internships



VP of Student Relations

Eddie Blackburn '20

Summer Plan: Working at Siros Restaurant and awaiting news on internships

