



## ***Pharmaceutical Marketing Alumni Panel***

*By: Bethany Zaccaria '19*

My name is Bethany Zaccaria and I'm a current senior majoring in Pharmaceutical and Healthcare Marketing and minor-ing in Art (with a focus in photography). On November 7th, PILOT hosted an Alumni Panel where we had the oppor-tunity to listen to representatives from GSK, AstraZeneca, Saatchi & Saatchi Wellness, and Eli Lilly.

The event was very casual in the sense that we got to hear each representative speak for a few minutes and then the audi-ence got to ask more specific questions. It was really interesting to hear about each of their journeys of how they got to where they are today, considering they were all in our exact shoes as SJU students at one point in time. Every individual from the companies gave incredibly helpful advice about interviews, resumes, job searches, and what they do in their specific role. I was personally most interested in hearing from Erica Graziosi, who is a sales representative for Eli Lilly. Listen-ing to Erica was really beneficial for me because I am also interested in going into pharma sales. I have been having a lot of trouble looking for entry level sales jobs and I felt a little stuck. After hearing Erica speak about the steps she took to get where she is I feel a lot better and now have some guidance about how to look for jobs/enter into pharma sales as a young women just graduating.

Overall, I think the event was very successful and helpful. I would love to see PILOT do this again in the future. I would like to thank the members of PILOT for all the hard work they put into it, as well as the representatives from each com-pany who took time to talk to all of us!



# ***Post-Graduate Experience***

*By: Stephanie Saggiomo '18*



My name is Stephanie Saggiomo and I just graduated from SJU in May 2018 and began working with Publicis Health the following August. I am with Touchpoint Solutions, in which I have a co-employment with Merck as an Inside Sales Representative for their products. Because I am considered a Merck Representative, I am always making trips to one of their larger offices in order to go to their training center so that I may learn more about different selling and conversational methods that are practiced by the highest performers in business. Many of these methods echo what I have learned in my promotions and sales classes. With this, I have to be an expert on their products, in which I have to take exams about prescribing information to become product certified, as well as be aware of FDA and CDC guidelines. I am so

fortunate to have this experience because I get to work with people that have been in the industry for over twenty years, as well as help to promote public health to the healthcare providers that I get to speak with every day in my role.

PILOT and the Pharmaceutical & Healthcare Marketing department have made a huge impact on the few months that I have been with Publicis Touchpoint Solutions. The culture of a company really mattered to me when I was first looking for a job. A company that had left a lasting impression on me from Networking Nights and guest speakers was Publicis Health. Remembering this, I had used my LinkedIn networking skills to find a Human Resources Representative through the search bar. I sent her a brief message outlining what I was looking for, and within hours she had called me and set up an interview with a position at Touchpoint Solutions that she thought would be a good fit for me. She was right. I've already made friends with ambitious people at my office, as well as use my networking skills when meeting with representatives from Merck who work across the country – both near and far. At many of our training sessions, we are often asked to stand up and introduce ourselves. I'm usually the youngest in the room, without any previous job history to discuss. When I tell the group that I majored in Pharmaceutical and Healthcare Marketing, it truly leaves a lasting impression on them. They always have questions about what types of things I was able to learn while still in college, along with letting me know how amazing it was to have the privilege to study a major that was so specific and valuable and exposure to the industry during college. I definitely agree with them. I have a natural understanding of how the industry already operates, which has helped to ease myself into my position so quickly. I'm extremely thankful for everything I have learned and all the people I have met at SJU, and glad to still use my networking skills within my company and continue my passion in healthcare.

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# HighPoint Solutions Presentation

Meredith Paterson '19

My name is Meredith Paterson and I am a senior Pharmaceutical and Healthcare Marketing major here at Saint Joe's. I have been involved in the major and the programs that are connected with the major since my freshman year of college and have found immense amount of opportunities and retribution since becoming apart of the Pharmaceutical Marketing community here on campus.

One opportunity in particular is my involvement with the Pharmaceutical Industry Leaders of Tomorrow Club, an on-campus organization that provides students within the major countless opportunities to learn industry tips from experienced professionals. Recently, PILOT hosted a presentation and networking opportunity with HighPoint Solutions, an industry specific solution consulting company, during free period here on campus. The presentation was open, and encouraged every member of the PILOT organization to attend.



The presentation was given by Michelle Spector, Director of Learning &, Development in Delivery Excellence, and Paul McConnell Senior Director in Delivery Excellence at HighPoint Solutions. Michelle and Paul took us through a step by step exploration of HighPoint Solutions, highlighting key responsibilities and opportunities the company provides as leaders in the healthcare consulting industry. They emphasized what would be our roles, as potential new hires of HighPoint Solutions, beginning with our placement into a particular HighPoint "solution," one that best highlighted our talents and supported us in making the greatest impact possible within the company.

Once your specific solution has been declared, as a new hire you are required to undergo a 3-week training program, LaunchPoint, during which you would become acquainted with the aspects of the consulting business such as; industry knowledge, project management, technical skills development, and finally how to succeed as a consultant of HighPoint. It is HighPoint's intention that once you graduate the LaunchPoint program, that you have enough knowledge to jump start your career as one of their Analyst Consultants.

I was fortunate enough to speak to Michelle personally once the presentation had been completed on campus, and create a connection with her that provided me the opportunity to move forward in the hiring process. I was invited to a first and second round interview in which I spoke to members of the Commercial Excellence solution team, and provided my insight on how I would make a personal impact within the company and industry.



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# ***IQVIA Visits SJU***

*By: Gianna Biancaniello '21*



My name is Gianna Biancaniello and I'm a sophomore at SJU. I'm a pharmaceutical and healthcare marketing major and I've been a member of PILOT for the past year and a half. On Thursday, October 25, PILOT held a meeting and representatives from IQVIA came to discuss internships and full-time positions for graduating seniors. IQVIA, formally known as IMS Health and Quintiles, is a human data science company who creates solutions to help drive healthcare forward. For the presentation, three representatives from the company came and two out of the three were recent SJU graduates. Justine Wetzel who is an Early Talent Acquisition Manager for the company, spends most of her time doing HR and recruitment by partnering with local colleges to attract top early talent for internships. The other two representatives, Maggie Volk and Matt Piratzky, are recent graduates and are both working as analysts for the company.

Volk focuses her work in Primary Intelligence and is also a part of the IQVIA Academy. The Academy is a "leadership development program at the forefront of IQVIA's top strategic initiatives and new business offerings". When someone is offered a position in the academy, they are given the opportunity to work with senior leaders, directly manage client relationships, and address diverse and challenging problems in a multi-cultural relationship. Throughout this program, the candidates go through a variety of roles starting as an Analyst and ending as an Engagement Manager. The program lasts for about two years and during this time, the candidates can be relocated throughout different areas of the United States after they complete their first three months at the Plymouth Meeting office. During their time in The Academy, two of the main ideas that they focus on are consistent support and growth; Piratzky also addressed these ideas during his part of the presentation. Piratzky is also an analyst who focuses on commercial services and real-world insights. During the presentation, he talked about the core of IQVIA. Domain Expertise is part of the core and in order to spread the knowledge that IQVIA collects, they have over 55,000 experts serving clients in 100+ countries. Transformative Technology is also a part of the core and it refers to the ability of technology to provide real-time access to operations-critical information. The other two parts of the core are Unparalleled Data and Advanced Analytics. IQVIA has the largest curated healthcare data source which allows them to have advanced analytics for decision making. Wetzel emphasized how important these cores are especially in their summer internship program. The program is 10-12 weeks and it is a paid internship that is held at their various locations. It seems like a great opportunity for current undergraduate students as the program offers a real-world experience working with current business leaders in this industry. In addition to getting a hands-on experience, about 50% of internships at IQVIA turn into full-time offers.

Overall, this company really had a lot to offer during the presentation. I really enjoyed how this company was able to gear their presentation to not only graduating seniors, but also to underclassmen who are looking to get into the pharmaceutical industry. The representatives did a great job explaining what IQVIA does and what they have to offer and I look forward to hearing more about this company at future PILOT events such as the Networking Night.



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# Summer 2018 Internship

By: Eddie Blackburn '20

This past summer will go down as very memorable for myself, because it was the first summer that I got to have real world work experience in the healthcare industry. I earned the opportunity to intern at a healthcare advertising agency this past summer after meeting with one of the company's employees at PILOT's spring networking night last year.

The company's representative was one of the former presidents of PILOT named Lily, and after hitting it off at the networking night, I was given the opportunity to interview for a position. I ended up being offered a position in the company's brand strategy department, and worked for them for 10 weeks this summer, 40 hours a week.



The company, precisioneffect, is a healthcare advertising agency with offices in Boston, Massachusetts, Costa Mesa, California, and recently expanding through an acquisition to London, England. precisioneffect is a subsidiary to the much larger Precision Medicine Group: a team of multiple companies that can provide end to end assistance in bringing a new product to market. They are aspiring to be a fully integrated system that can serve a client from pre-clinical, clinical development, supply chain, managed markets, sales and marketing and commercial operations with their new pharmaceutical or biologic product or medical device, and they have been successful in such aspirations.

As an advertising agency, precisioneffect worked in the marketing and commercialization section of the process in bringing a product to market. Companies would contact us with their product and ask for tasks like creating packaging art, tv commercials, patient and hcp pamphlet/key visual aid creation and many more tasks. There are multiple departments within the agency that help create the work precisioneffect produces.

As a brand strategist, my role in the agency is focused more towards the front half of work needed to service our clients. Brand strategy works heavily with market research and critical analysis of perceptions in order to formulate the structure and position the agency should take when creating their ads, artwork, and conveyed information about the clients product. Therefore, much of my work was through qualitative research such as phone interviews with healthcare providers, social listening of the segment of patients the product targets, competitor audits to see what our opponents are doing, and critical analysis of our products key features in how they serve our target audience. This is all summed up in one PowerPoint document known as the creative brief, which I created to give to the account management and creative teams to take and develop amazing work with.

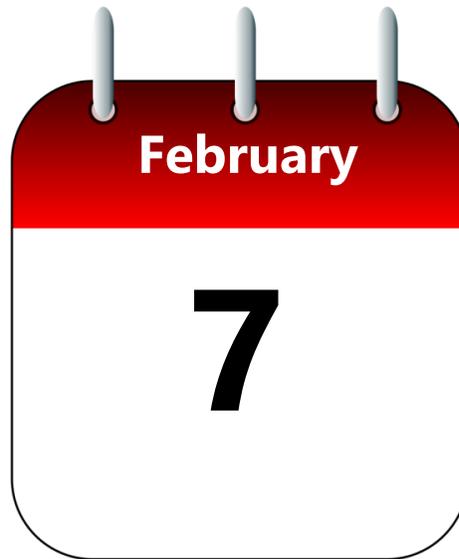
The role of a brand strategist did involve a lot of solo work, but it was very engaging and rewarding work, as it was the structural backbone of everything the creative team assembled. It also did involve much teamwork through many meetings with all the departments collaborating on the work. One thing I also enjoyed was that the head brand strategist on an account would also attend sales pitches and meetings with the client, so there is engagement constantly despite assembling the creative brief and doing the research on your own.

Overall, my summer as an intern was amazing and unforgettable. Being treated as a contributing adult at a successful company such as precisioneffect was a very satisfying feeling, and I knew all of my work was purposeful. I would recommend precisioneffect to any PMK student interested in trying out agency life, and if you see a compelling tv advertisement for a product called Cologuard and use it, you're welcome.



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