

Pharmaceutical & Healthcare Marketing Newsletter



Spring 2019 Edition

Pharmaceutical Marketing Networking Night

By: Mary Kiefner '20

My name is Mary Kiefner and I am a current junior Pharmaceutical Marketing and Healthcare major at Saint Joseph's University. On February 13th, PILOT hosted a networking night, in which representatives from different Pharmaceutical and Healthcare companies came to network with students and discuss potential jobs and internships. Of the fifteen companies, some that were present at the event were AstraZeneca, IQVIA, MJH Associates, and Pfizer.

During this event, students were able to share their resumes with the representatives and apply for jobs and internships in person. As a junior, I am looking for an internship for the upcoming summer. I benefited tremendously from this event because I got the chance to present myself in person and get more information about the internship programs the companies had to offer. I was also able to expand my network by making connections with the representatives. Most of the representatives were alumni from SJU, which made talking to them a lot more comfortable. I found the advice I received incredibly helpful and was especially appreciative of the guidance they gave me in my search for a summer internship.

Overall, I found the Networking Night event to be a valuable experience. This event was definitely a success and very helpful in my search for a summer internship. The PILOT executive board did a fantastic job in making this night a great experience for all present. It was a pleasure to be a part of this event!

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Inside the Interview

By: Bailey Ramirez '20



The process of earning an internship can be time consuming and stressful. Networking, preparing your resumes and materials, getting your foot in the door and finally going through the interview process. You take time to research the respective company, put on your best professional attire and prepare yourself to not just speak about the company and the industry but also plenty about yourself and why you are the person for the job. Interviewing is your chance to shine and show your potential employer who you are and what you can bring to the table. However, not all interview processes are the same, but they all seek to do the same thing.

Earlier in the spring semester I found myself pursuing an internship position in New York City with a behavioral healthcare company called AbleTo in their Enterprise Growth sector. Prior to this, my point of contact at the company had been in touch with me about “coming in for an interview,” so for some time I assumed I would be interviewing with one single recruiter. After we scheduled a day for me to come into the office, I began to receive google calendar meeting notifications. Turns out I would not be interviewing with just one person, but seven different people in the company. In my past experience, I had

not interviewed with more than two people for one single position. I knew this was going to be very different but I was excited to see just how it was going to work.

Fast forward to interview day and I am waiting on a couch near reception. I was not sure if I was going to be moving from room to room or office to office to meet with each of these different interviewers. Turns out, I was going to be in one conference room and the interviewers were going to cycle in and out to see me. I ended up interviewing with three people individually and two duos of interviewers. Each one held a different position within the company, so along with questions about myself and my resume, they each asked questions that pertained to their own area of work within the company. They wanted to know where my interests lied and what I could potentially bring to their space. This gave me the opportunity to ask follow up questions regarding their space and learn about different on goings within the company.

I would be lying if I said I was not a little tired by the end of the final interview, but I put my best foot forward for each one and learned more and more about the company by the conclusion of the interviews. The whole process took about three hours, but by the end of it all, I knew a great deal of information about various branches within the company and had made real one on one connections with at least 8 different people that worked there. They were incredibly kind throughout the day and thanked me for coming in to interview. My main point of contact told me I would be hearing from them regarding a decision within the next two weeks after a few other candidates had been interviewed. I felt great leaving the office knowing that regardless of this decision, I was as prepared as I could have been and had a very positive experience.

Once I got home I sent follow up emails to each individual that I met with that day for an interview. I thanked them for their time and expressed how great an experience I had. I also connected with most of them on LinkedIn, as most of them insisted I did. I knew I would simply be playing the waiting game for the next two weeks, which can be stressful, but I was very excited. Ten days later, I was offered the position as an Enterprise Growth intern. The position entails working with a team on various projects throughout the summer specialized in sales, account management, and marketing. I accepted the offer not too long after and since then have been preparing for the work that will be coming my way in the summer. It was as a whole a great experience which the interview process played a major role.



Cresen Solutions Presentation

By: Gianna Biancaniello '21

On Thursday, April 11, PILOT hosted Rob Zelinsky and Emil Saladik from Cresen Solutions to speak about commercial compliance. This area is a topic that is not heavily covered in pharmaceutical marketing classes at Saint Joseph's University, so the information that these two representatives delivered was very new and valuable to the students in attendance. Cresen Solutions is a new startup located in Berwyn, PA and Zelinsky and his team are currently seeking a summer intern to create a marketing platform for this company, which could therefore lead to a full-time job post-graduation. Despite his team being small at the moment, each member brings something unique to the table and he is hoping his future intern will do the same. Zelinsky, the head of the company, is the VP of Customer Engagement and has been working in the compliance industry since 2008. Saladik on the other hand came from a slightly different background before joining the Cresen Solutions team. He initially worked in IT at pharmaceutical companies like Merck and Shire before getting into commercial compliance.

There are many different things that commercial compliance works on, but one of the biggest areas is determining how money flows from pharma to healthcare providers (HCP). Pharmaceutical representatives play a big role in this because they are the ones who are often contacting and meeting with HCPs. A common way they do this is by doing things such as Lunch & Learns or Speaker Bureaus. During this situation, a rep might bring a doctor lunch or some sort of gift in order to get them to prescribe their drug or speak at an event, but this all comes at a cost. In 2013, the Sunshine Act was passed which requires pharma and other medical device companies to report to the federal government exactly how much they spent on HCPs. With this being said, it does not just include lunch and gifts for the doctors, but it includes things such as research and development, medical education conferences, and grants that may be charitable, educational, or supportive of R&D. All of these payments are due at the end of March each year and become public on cms.gov in July. Having this on documentation is not only important for pharma companies and HCPs, but also for taxpayers in terms of Medicare. Putting this act into place means that any money spent on HCPs must be for educational purposes because in the years leading up to the passing of this act, pharma was spending way too much money on gifts that were not necessary. With this being said, providing an HCP with lunch or with a gift is still allowed, but there must be an education meaning behind it.

Due to this act, pharma companies are now looking to work with companies like Cresen Solutions to be proactive and strategic about how they spend their money. Zelinsky was actually able to launch one of the first reporting tools after the Sunshine Act was passed. One of the solutions he uses now is called Data Ez (DEZ) which cleans and normalizes all the data from pharma, which can be a laborious task without this solution. Something else they use is Monitor Mask, so they may choose a company who sends out 10,000 speakers a year and they will monitor 1,000 to see if there are any abnormalities that could be illegal. Using the solutions that are mentioned above is allowing this industry to become very popular as many pharma companies think they can bend the rules slightly without getting in trouble, but usually, it makes the problem worse. With this being said, Zelinsky and Saladik presented the students with a lot of new information and we look forward to hearing from them more in the future.



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What Is Pharmaceutical Marketing Strategy?

By: Alexis Lobaina '20

I am Alexis Lobaina, a junior pharmaceutical and healthcare marketing major and healthcare ethics minor. I was fortunate enough to take pharmaceutical strategy during my junior year. In my freshman year, I took my seminar with Professor Thani and was lucky enough to have him again for arguably, the most crucial class of this major. Pharmaceutical Strategy and Planning is a way of bringing everything from Promotions to Market Research into one concise class.

Overall, the course was focused on how to execute a strategic and tactical marketing plan for a product. We were able to understand complex strategy plans and explore specific internal and external analyses. We also established a SWOT, identified critical success factors, and forecasted & developed contingency plans. Strategy class taught me so much about this profession and I gained so much knowledge on its intricacies, but what I found most valuable is the real-world experience that was afforded to me. Ultimately, it is the hands-on experience that I think will set me apart from the crowd in Pharmaceutical Marketing.

Professor Thani challenged us to really bring everything he taught us to life by creating a marketing plan for a real pharmaceutical product! Teams were tasked to propose strategic marketing campaigns to Leo Pharma for their product, Enstilar. Throughout the course, we developed marketing strategies to promote how Enstilar is the best product to treat mild to moderate Plaque Psoriasis. The brand team from Enstilar even paid our class a visit! They were able to answer any questions that we had to fuel our marketing plans even further.

At the end of the semester, each team had to prepare a written report of their action plan and present them to, not only our class, but also to the Enstilar brand team. This unique, valuable experience truly prepared me to showcase my creativity, organizational skills, and communication acumen. I feel confident moving forward in my future endeavors with these invaluable tools that I can utilize to become a more well-rounded student and effective employee.



Where Are They Going Next?

Senior Executive Board Members



My name is Jenn Jacobs and after graduation I will be moving to Milwaukee to work for GE Healthcare as an Inside Account Manager. I will be working for the Diagnostic Imaging part of the organization, which partners with the commercial sales and marketing teams to develop sales opportunities and grow their funnel. I also will assist their account communities in developing strong customer relationships, as well as meet and exceed order targets, and provide world-class customer support.



My name is Olivia Adams and I have accepted a position at BioPharm Communications in New Hope, PA for after graduation. BioPharm is a marketing agency that works with the biggest names we all know, but also smaller pharmaceutical companies. I will be an assistant account executive and I will be responsible for many different things including scheduling, meeting notes, and communicating with KOLs and clients. I look forward to this opportunity and I have Saint Joseph's University and PILOT to thank for my success!



My name is Alexis Yurgin and I am currently looking for entry-level pharmaceutical sales representative and account coordinator jobs in the healthcare marketing space! I am in the process of interviewing with Merck and Allergan for a pharmaceutical sales representative position in NJ. PILOT has helped me so much in building my resume and my experience, and I hope did the same for others!



Meet the New Executive Board

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