



# STRATEGIC MARKETING FELLOWSHIP



Dear Prospective Fellow,

On behalf of McCann Health and the Ernest Mario School of Pharmacy at Rutgers University, I thank you for your interest in the Rutgers Pharmaceutical Industry Fellowship Program and our Strategic Marketing Fellowship.

As the world's most connected network of healthcare marketing and communications experts, McCann Health is a strategic partner for pharmaceutical and biotechnology companies in building brands that play a meaningful role in people's lives. As an organization, we constantly challenge the norm. Our core belief, "Truth Well Told," enables us to transform "Evidence Into Action" and change stakeholder behavior across the healthcare ecosystem. We accomplish this by leveraging our organization's 3 core pillars: Strategy, Creativity, and Science. These pillars have helped us win coveted industry recognitions, including the prestigious Cannes Lions "Health Network of the Year" award an unprecedented 2 consecutive years (2016 and 2017).

McCann Health's Strategic Marketing Fellowship offers a unique learning opportunity. You will be exposed to a wide array of companies, therapies, and disease states as you rotate through 3 agencies, focusing on a different discipline at each: Scientific Strategy, Strategic Planning, and Managed Markets Strategy. Through these rotations, you will get hands-on experience as a member of our Strategy team—contributing to strategic, creative, and scientific client projects.

Thank you for considering the Strategic Marketing Fellowship at McCann Health as part of your personal and professional development. This unique offering provides an experience that will prepare you for a variety of opportunities after completing the program. I wish you the best of luck throughout the upcoming recruitment process and the next steps of your career.

Best regards,



Amar A. Urhekar  
President, Americas  
McCann Health

# McCANN HEALTH FELLOWSHIP PROGRAM



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**McCANN HEALTH**

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McCANN HEALTH  
**STRATEGIC MARKETING  
FELLOWSHIP**

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McCann Echo  
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Inaugural McCann Health Fellow



RUTGERS  
**PHARMACEUTICAL INDUSTRY  
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**WHO WE ARE**

McCann Health is the world’s most connected network of healthcare marketing and communications experts across 6 continents. We are 1600 health and wellness specialists in 20 countries united by one vision: to help our pharmaceutical and biotechnology clients’ brands and businesses play a meaningful role in people’s lives. McCann Health is routinely awarded coveted industry recognitions, including the prestigious Cannes Lions “Healthcare Network of the Year” award an unprecedented 2 consecutive years (2016 and 2017). McCann Health is a part of McCann Worldgroup and the Interpublic Group (IPG).

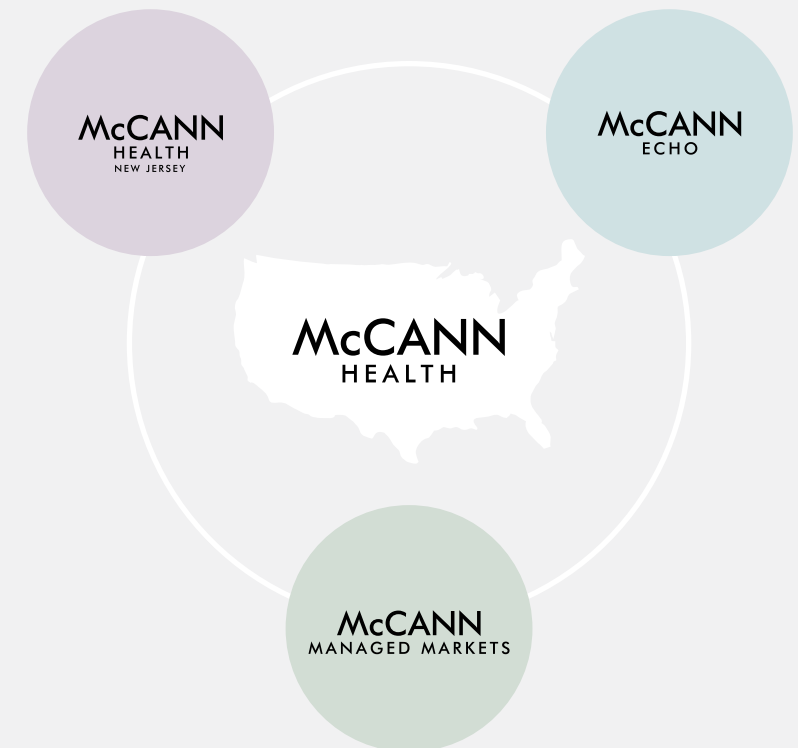
Our agencies work in diverse areas: professional marketing & advertising, managed markets, consumer health & wellness, global consultancy, medical education, and specialty practices, including pharmacy communications. Every day we strive to ensure our work makes a meaningful difference in people’s lives.

At McCann Health we use our understanding of healthcare, the science of pharmaceutical products, and pharmaceutical marketing to deliver strategic business results that optimize brand value by:

- Analyzing key performance trends and competitive issues faced by major pharmaceutical organizations at all stages of a product’s life cycle
- Using competitive analysis to develop key product insights and strategies that will create competitive advantages
- Utilizing scientific, medical, and clinical expertise to contribute to competitive intelligence monitoring and reporting
- Supporting preparation for market research studies and business intelligence to assess projects with respect to opportunities, challenges, and revenue forecasts for products
- Collaborating with clients to develop and execute strategic and tactical plans through marketing, medical, and sales channels

**McCANN HEALTH North America**

McCann Health North America comprises multiple agencies and more than 600 experts specializing in healthcare professional, patient, and managed markets marketing. The 3 agencies participating in the Fellowship program are McCann Health New Jersey, McCann Echo, and McCann Managed Markets.







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## WHAT WE DO

“Customization, Not Just Collaboration.”

It takes the right blend of people to generate ideas that change the world.

We build bespoke, high-performing teams. We provide our clients with the right people at the right time to match their specific needs, opportunities, and ambitions.

### Healthcare Professional Marketing

Insight Generation; Rx Brand Consultancy and Promotion; Behavioral Insights and Patient Engagement; Digital and Social; Sales Force and Conference Materials

### Managed Markets

Payer Value Propositions; Health Economic Information; Above-brand Programs; Provider Pull-through; Access and Reimbursement Resources; Pharmacist Communications

### Consumer Health and Wellness

Insight Generation; Consumer and OTC Brand Consultancy and Promotion; Health Awareness; Digital and Social; Behavioral Insights and Consumer Engagement; eLearning Systems

### Medical Communications

Publications Planning; Thought Leader Engagement; Medical and Regulatory Writing; Medical Education; Conference Symposia and Meetings Services; Scientific Exchange; Scientific Platform Development; eLearning Systems

### Consultancy

Insight Generation; Market Opportunity Mapping; Payer Marketing; Real-world Evidence; HEOR; Pricing and Market Access; Organizational Development; Brand Consultancy

### Global Health

Demand Creation for Health; Emerging and Developing Market Initiatives; NGO, Government and Community-based Strategic, Creative and Executional Programs

### Specialty Practices

Pharmacy Engagement; Patient Engagement; Marketing Analytics and Research; Real-world Data; Pricing and Market Access; Public Affairs and Relations





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## WHY WE DO IT

Every day we play a role in health outcomes and know that our work makes a meaningful difference to people's lives.

### Health, Happiness, and Humanity



These 3 powerful words are the heartbeat and ethos of our culture. The golden thread that runs through everything and connects us all no matter who or where we are in the world.

#### **Health**

Because without health there is no quality in life.

#### **Happiness**

Because it is restorative.

#### **Humanity**

Because it is the heart and soul of all that we do.

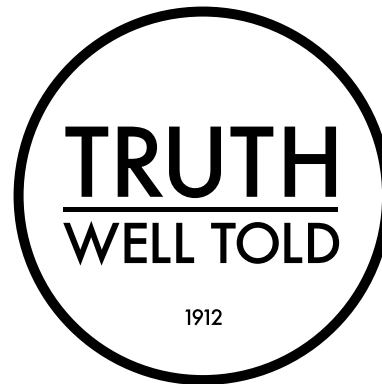




## HOW WE DO IT

### Truth Well Told

No matter the pursuit or practice, the continent or country, all of us are guided by McCann's founding philosophy: Truth Well Told. It's a deep, century-long legacy that drives us in our relentless pursuit of strategic and creative excellence, and one that we are also continuously reinventing in order to master today's ever-evolving healthcare communications landscape.



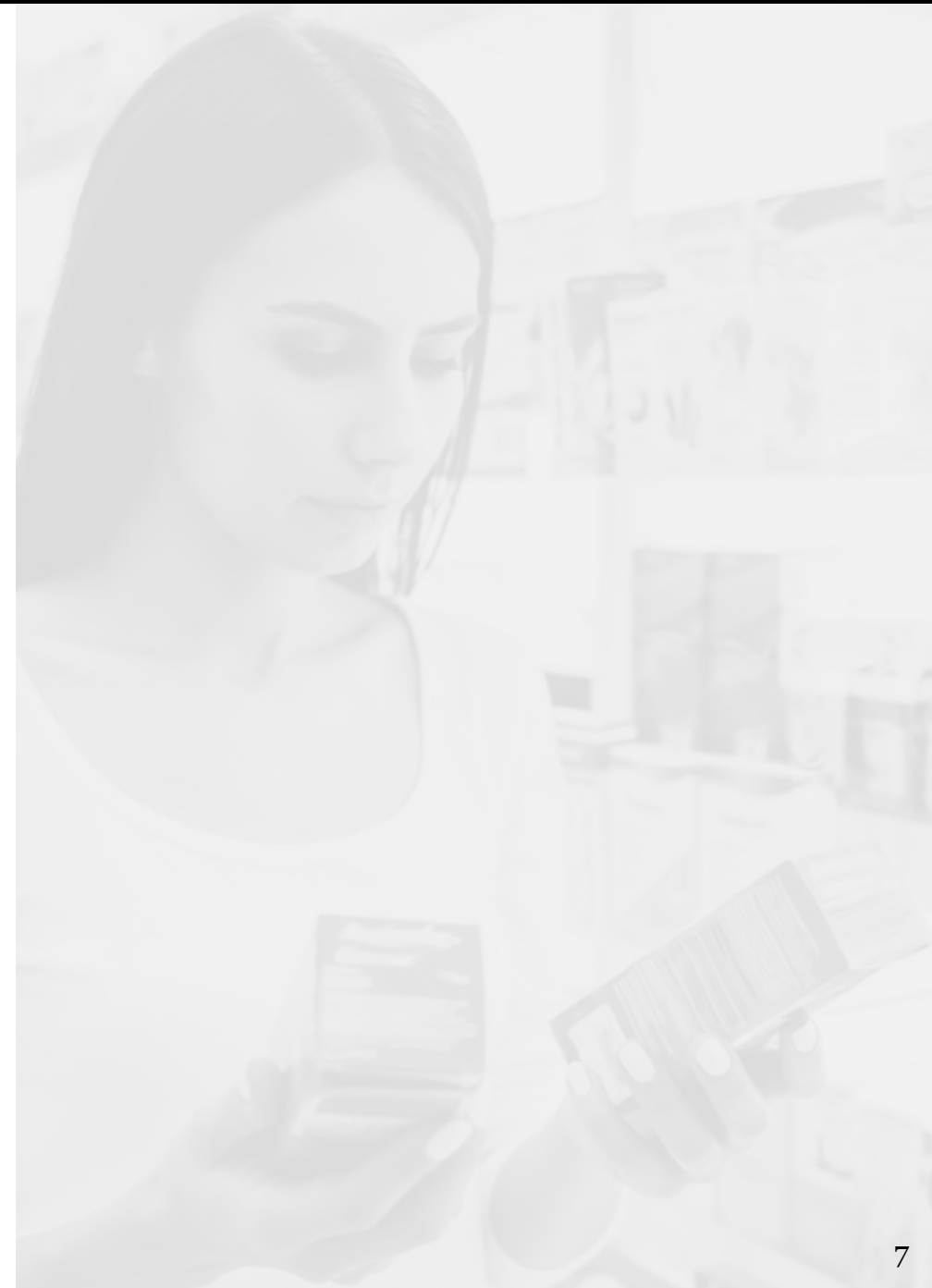
It's about identifying the most compelling, motivating, and unique truth that underlies behavior. It's a fresh and not yet obvious understanding of customer beliefs, values, habits, desires, motives, emotions, or needs that can become the basis for competitive advantage. It explains the motivations behind the customer's key attitudes and behavior—it reveals why they think and feel that way.

By identifying truths in the market, the brand, and all customer stakeholders, we create a story that truly connects with our target audience and their needs. Every great brand is founded on a powerful truth. We turn brand and market truths into business transformations.

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## OUR CLIENTS

Our diverse client roster includes companies ranging from large pharmaceutical manufacturers to smaller biotechnology companies.



### Therapeutic Areas

Our clients' brands run the gamut from primary care to specialty, common to rare diseases, and drugs to devices.







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## McCANN HEALTH STRATEGIC MARKETING FELLOWSHIP

### Goal

Provide Fellows with a broad range of applicable business and clinical skills via a diverse learning experience in pharmaceutical marketing strategy.

### Objectives

The rotational structure of the program will provide Fellows with a wide array of experiences in different marketing strategy disciplines. Fellows will:

- Gain a comprehensive understanding of healthcare marketing through hands-on experience
- Develop an understanding of marketing and communications within pharmaceutical companies and how they partner with healthcare marketing agencies
- Learn how business & scientific insight generation, behavioral science principles, and various strategic frameworks inform brand creation and strategy
- Understand the various stakeholders within the healthcare system, their individual business goals, and how they interact with one another
- Gain knowledge of the regulatory environment for professional, patient, and managed markets marketing
- Learn how a healthcare marketing agency contributes to the success of a brand
- Acquire the skills and experience to be a highly marketable professional, qualified for employment opportunities across a variety of specialties in the pharmaceutical industry and the broader healthcare field

### Description

The 2-year McCann Health Strategic Marketing Fellowship consists of an 8-month rotation at each of 3 McCann Health agencies specializing in different disciplines of healthcare marketing:

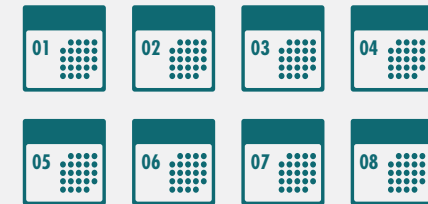
- Scientific Strategy
- Strategic Planning
- Managed Markets Strategy

**RECRUITING  
FOR 2 OPEN  
POSITIONS**

### ROTATIONS

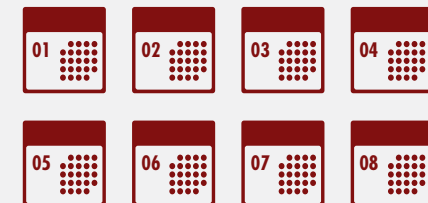
**McCANN**  
HEALTH  
NEW JERSEY

#### SCIENTIFIC STRATEGY



**McCANN**  
ECHO

#### STRATEGIC PLANNING



**McCANN**  
MANAGED MARKETS

#### MANAGED MARKETS STRATEGY





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## **McCANN HEALTH STRATEGIC MARKETING FELLOWSHIP**

### **Diversified Experience**

Rotating through different agencies will allow Fellows to gain a highly diversified experience, with exposure to multiple pharmaceutical and biotech clients, therapeutic areas, and brands. Rotations will also demonstrate the linkages between marketing specialties and how they work together. The McCann Health Strategic Marketing Fellowship is advantageous to Fellows who would like both a varied and comprehensive learning experience. Our agencies are also consistently working with new clients and brands, so Fellows will be exposed to new disease states and therapeutic areas throughout the program.

### **Scientific, Creative, Customized Experiences**

Fellows will work closely with our strategic- and science-focused teams to learn how we develop scientific, creative, and customized solutions for brands in a broad range of therapeutic areas. Through these projects, Fellows will be exposed to the most pioneering pharmaceutical and biotechnology companies and will gain experience communicating with the stakeholders most important to them, including physicians, payers, health systems, and patients.

### **Exposure to Multiple Functional Areas**

In addition to strategy and scientific services, Fellows will be exposed to other functional areas within a healthcare marketing agency, such as account services, copywriting, art direction, and operations. Because each agency has different specialties, experiences during each rotation will be unique.

### **McCann Health Mentorship Program Participation**

Throughout the program, Fellows will participate in McCann Health's formal mentorship program. Each Fellow will be matched with a member of the McCann Health leadership team who will focus on professional development throughout the Fellowship program. The mentor-mentee team will meet regularly to give the Fellow an opportunity to ask questions, test ideas, gain insights, and receive feedback. Furthermore, Fellows will also have the opportunity to mentor Rutgers Pharmacy students who are completing internships or Advanced Pharmacy Practice Experience rotations at McCann Health.

### **Future Employment Opportunities**

At the conclusion of the Fellowship, participants will possess the skills and knowledge essential for success in healthcare marketing and a number of other settings within the healthcare industry. Because McCann Health is a global company with international reach and a diverse client roster, the McCann Health Strategic Marketing Fellowship can be an important start to one's career in the pharmaceutical industry or in other healthcare fields. The skills and professional development achieved while participating in the program will qualify Fellows for numerous opportunities in a variety of organization types across the healthcare industry, including healthcare marketing agencies, pharmaceutical companies, health plans, consulting firms, and more.





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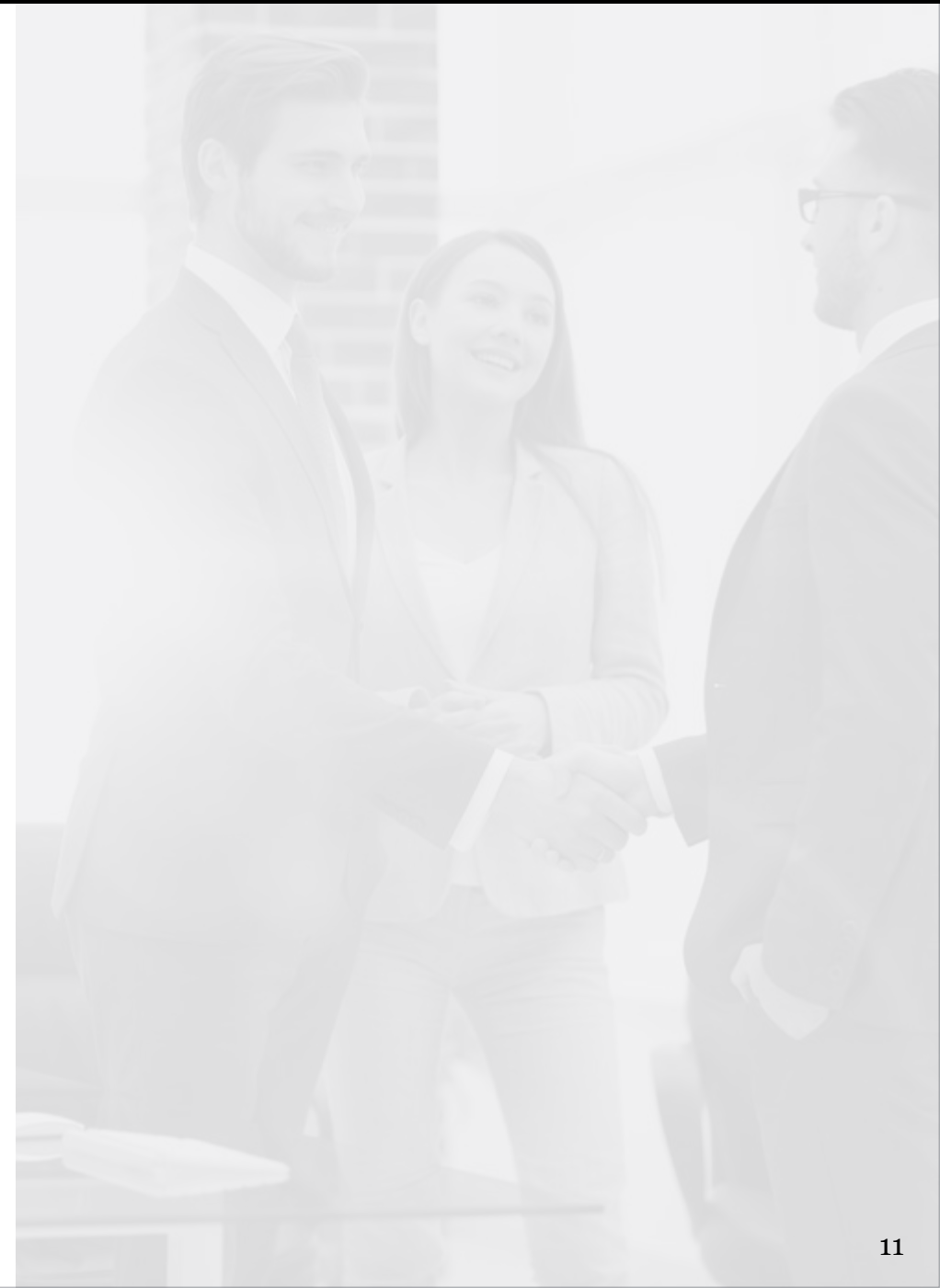
## OUR COMMITMENT TO PROFESSIONAL DEVELOPMENT

Talent is at the heart of all that we do at McCann Health. Our Strategic Marketing Fellowship exemplifies our commitment to developing the healthcare leaders of tomorrow. It is our talented, passionate people who enable our best work, and we are proud that our agencies are composed of individuals devoted to excellence and a forward-thinking mentality. We count our Fellows among the people who will take us into the future and deliver groundbreaking solutions to client business problems.

We promote professional development through formal learning opportunities, virtual training, mentorship programs, and on-the-job coaching. Our Fellows will have access to these development initiatives, including:

- McCann Health Learning Programs, with training series in Leadership, Presenting/Selling, and Foundational Business Skills
- Programming provided by the McCann Health North America Diversity & Inclusion Committee
- Events and resources from McCann Worldgroup about innovative technologies, using data in marketing, and partnering with other companies to better serve our clients

The McCann Health Fellowship program has been crafted in a way that ensures our Fellows experience this commitment to talent development first-hand.







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## SCIENTIFIC STRATEGY ROTATION

**McCANN**  
HEALTH  
NEW JERSEY

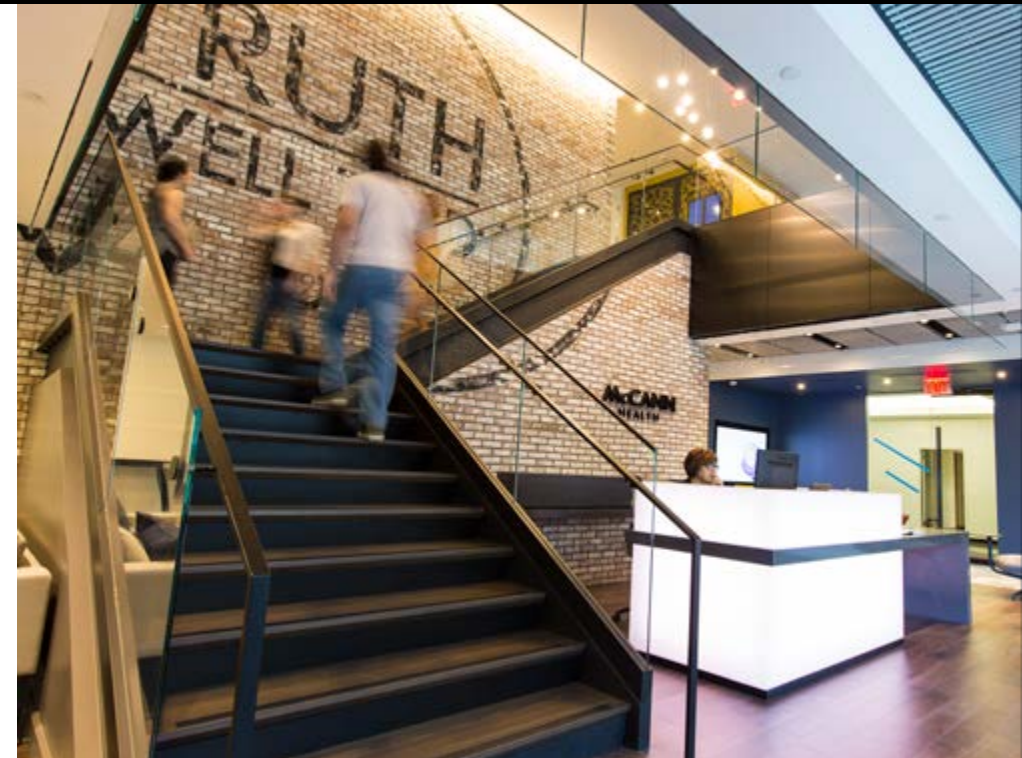
 [McCannHealthNewJersey.com](http://McCannHealthNewJersey.com)  
 Parsippany, NJ

McCann Health New Jersey has a highly regarded reputation for translating high science into actionable, strategic business insights. Its expertise spans both traditional branded promotion and medical education for healthcare professionals. Its 200+ employees are finding the most creative solutions to everyday healthcare problems, and it has worked with more than 150 brands over its 35-year history. McCann Health New Jersey's recent accomplishments include winning silver in the Web Design & E-Learning category at Creativity International, best Pro Bono Campaign at The Creative Floor awards, and best Self-promotion campaign from Med Ad News. In this rotation Fellows will:

- Be deeply involved in brand building, market analytics, scientific communication, and patient support
- Leverage medical expertise to support brands across the product life cycle spectrum, from early phase 2 clinical studies through loss of exclusivity
- Collaborate with other medical and research professionals (ie, PhDs, MDs, PharmDs) with specialized experience

### Key learning areas at McCann Health NJ include:

- Clinical and scientific competitive intelligence
- Business intelligence and analysis
- Medical communication strategies and content development
- Advisory board planning and key opinion-leader engagement
- Product life cycle management
- Disease awareness initiatives
- Scientific conference and publication planning
- Creative ideation and content development







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## **McCANN HEALTH NEW JERSEY PRECEPTOR**

**Jaime Kaminer, PhD**  
Scientific Strategist

Jaime is a Scientific Strategist at McCann Health New Jersey. She has a strong passion for science and problem solving that radiates through her work. With more than a decade of research experience in the ever-evolving field of neuroscience, Jaime provides a strong scientific foundation to her teams. This comprehensive perspective drives in-depth analysis, distillation, and application of data to help build and support brand strategy with key insights.

Jaime received her BS in Biological Psychology from Tufts University and her PhD in Integrative Neuroscience from SUNY Stony Brook.

“OUR TEAM IS EXCITED TO HAVE THE OPPORTUNITY TO FOSTER THE GROWTH AND DEVELOPMENT OF PharmDs. FELLOWS WILL WORK IN A MULTIDISCIPLINARY GROUP COMMUNICATING IMPORTANT INFORMATION ABOUT LIFE-CHANGING THERAPIES FROM AN ARRAY OF THERAPEUTIC AREAS. WE BELIEVE FELLOWS WILL BE ABLE TO LEVERAGE THE PHARMACY KNOWLEDGE THEY HAVE GAINED TO GREATLY CONTRIBUTE TO OUR ORGANIZATION.”







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## STRATEGIC PLANNING ROTATION

McCANN  
ECHO  
A McCANN HEALTH COMPANY

 [McCannEcho.com](http://McCannEcho.com)  
 Mountain Lakes, NJ

McCann Echo is focused on building pharmaceutical brands and developing promotional messaging platforms for healthcare professionals and patients, both in the United States and globally. Its team of 178 creative and talented individuals is based in Mountain Lakes, NJ. McCann Echo recently received the prestigious 2017 Med Ad News Agency of the Year (Category 3), as well as winning in the Consumer category for their Toddler Tips Sleep Awareness Campaign. In this rotation Fellows will:

- Learn how to apply proven principles of behavioral science, adult learning, multicultural sensitivity, marketing technology, and health literacy to tell a brand's story
- Be involved in creative campaign ideation, workshop creation, and long-term brand planning
- Gain exposure to the logistics of launching a pharmaceutical brand

### Key learning areas at McCann Echo include:

- Physician decision-mapping
- Patient and consumer journeys
- Brand architecture and positioning
- Market research methodology
- Scientific data visualization
- Clinical lexicon development
- Digital initiatives and channel-mapping
- Creative ideation and content development







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*In partnership with* **RUTGERS**  
Institute for Pharmaceutical  
Industry Fellowships

## **McCANN ECHO PRECEPTOR**

**Joe Gattuso**  
EVP, Director of Strategic Planning

Joe leads the Strategic Planning department at McCann Echo. He is responsible for establishing a brand's strategic foundation, ensuring the path forward will continually enhance its growth and success.

Over the course of his 25+ years in the healthcare industry, Joe has held a variety of roles, including Creative Director, Agency President, founder of the first-ever research consultancy focused exclusively on HCP-Patient communication, and Chief Strategic Officer for several agencies.

Joe has played a critical role in major US and Global launches and has led strategy for multi-billion-dollar brands across many therapeutic categories. His unprecedented experience conducting HCP-patient ethnographies for more than a decade has allowed him to bring clients unconventional insights to their brands.

Joe received his BA in English Literature/Criticism from Rutgers University.

“ THE SCIENTIFIC BACKGROUND  
OF PharmDs ALLOWS THEM  
TO BRING A UNIQUE CLINICAL INSIGHT  
TO HEALTHCARE MARKETING.  
THIS EXPERTISE ALLOWS THEM  
TO BRING GREAT VALUE TO THE WORK  
WE DO AT McCANN HEALTH. ”







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## MANAGED MARKETS STRATEGY ROTATION

**McCANN**  
MANAGED MARKETS  
A McCANN HEALTH COMPANY

 [McCannManagedMarkets.com](https://McCannManagedMarkets.com)  
 Mountain Lakes, NJ

McCann Managed Markets is focused on managed markets marketing and patient access & reimbursement support. It develops customized market access solutions for a range of customer segments, including payers, health systems, healthcare providers, and patients. McCann Managed Markets is adept at breaking multiple access barriers so patients can ultimately get the therapy they need. Its team of 60+ managed markets subject-matter experts is located in Mountain Lakes, NJ. In 2018, McCann Managed Markets won Best Managed Markets Campaign from Med Ad News for its work with a nonprofit helping to make insulin more affordable for patients. In this rotation Fellows will:

- Gain real-world experience in the creation of strategic & tactical solutions that elicit optimal formulary placement and timely patient access
- Become familiar with access & reimbursement, including how healthcare is delivered and paid for in the United States
- Work alongside payer brand teams to drive meaningful change at the point of prescription and medication acquisition

### Key learning areas at McCann Managed Markets include:

- Evolving and complex healthcare landscape
- Managed markets marketing
- Managed markets customers and stakeholders
- Market access
- Patient access and reimbursement
- Healthcare policy
- Outcomes and quality
- Strategy and tactical development
- Creative ideation and content development







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Institute for Pharmaceutical  
Industry Fellowships

## **McCANN MANAGED MARKETS PRECEPTOR**

**Greg Novello**  
SVP, Strategy

Greg leads the Strategy department at McCann Managed Markets. He is a proven leader, with over 25 years in the pharmaceutical/biotech industry.

Prior to McCann Managed Markets, Greg spent 13 years at two “Top 10” pharmaceutical companies in various marketing leadership roles. His strong breadth and depth of knowledge in managed markets strategy and marketing brings unparalleled value to our clients. His leadership, ability to garner and understand key insights, and ability to develop relevant and differentiated strategic platforms and solutions delivers measurable results in managed markets.

Greg received his BS in Marketing from the Rutgers University School of Business.

“ WE LOOK FORWARD TO WORKING WITH FELLOWS IN UNIQUE AND DIVERSE AREAS LIKE THE DYNAMIC MARKET ACCESS LANDSCAPE. FELLOWS WILL PARTICIPATE IN DEVELOPING STRATEGIC, EVIDENCE-BASED APPROACHES AND SOLUTIONS TO ADDRESS MARKET ACCESS CHALLENGES. ”





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## **A SPOTLIGHT ON PHARMACISTS AT McCANN HEALTH**

A few pharmacists across the McCann Health network share their thoughts on the Strategic Marketing Fellowship:

### **John Mennuti, PharmD, MBA**

**Senior Pharmacy Strategist at McCann Pharmacy  
Rutgers University, Ernest Mario School of Pharmacy, Class of 2010  
Rutgers University, Rutgers Business School (Newark), Class of 2016**

“In my time at McCann Health, I have had the opportunity to work on a variety of brands across a multitude of therapeutic areas, and have truly gained an appreciation for the work we do as a fully-integrated healthcare agency.

As a PharmD, you will find the environment stimulating from an academic perspective, and will have the opportunity to work across a broad range of products. You will also find that your PharmD will be invaluable when engaging with other experts, and will be sought out and well-received by the teams you work with. The experience and expertise you will gain in healthcare marketing through workshops, analyzing research, and working in a cross-functional team will be instrumental to you throughout your career.

Healthcare marketing certainly opens many new doors and opportunities for what you can do as a pharmacist!”

### **Alan Makhinson, PharmD**

**Senior Strategist, Market Access at McCann Managed Markets  
Rutgers University, Ernest Mario School of Pharmacy, Class of 2015**

“As a Fellow in the McCann Health Strategic Marketing Fellowship program, you will be exposed to many aspects of healthcare marketing, including professional, patient, and managed markets.

This is a great opportunity to work on dozens of brands in a wide array of disease states, and to interact with clients from more than 20 pharmaceutical companies. Pharmacists are valued members of the team, and our deep understanding of scientific and clinical information brings a unique perspective to the agency.”

### **Vijay Sarma, RPh**

**Director, Program Development at McCann Pharmacy  
University of Toronto, Class of 2002**

“As a pharmacist licensed since 2002, and as a PharmD candidate starting January 2016, I applaud McCann Health for initiating a Fellowship program. As part of the Fellowship program, Fellows will be exposed to agency partners and pharmaceutical industry clients who work around the world.

As I have, Fellows will be involved with innovative, world-class projects that have the potential to have a positive and enduring influence on healthcare providers and patients spanning the globe!”

### **Priya Shah, PharmD**

**Senior Scientific Analyst at McCann Health New Jersey  
Midwestern University, Chicago College of Pharmacy, Class of 2016**

“As a PharmD, there are a multitude of career paths to follow, but being at a healthcare agency has provided me with invaluable opportunities to grow. At McCann Health New Jersey, I am in the unique position to combine my scientific expertise on various therapeutic areas with strategic insights and creativity to relay the most compelling and impactful story. My time at McCann Health New Jersey has been nothing short of amazing.”

### **Bianca Patel, PharmD**

**Senior Copywriter at McCann Managed Markets  
Rutgers University, Ernest Mario School of Pharmacy, Class of 2017**

“As a PharmD, your scientific acumen will play a vital role in understanding the various therapeutic categories of our clients’ brands. You will be exposed to a creative and unique side of Pharma that will allow you to translate insights into compelling customer communications. Your pharmacy background will prove to be invaluable when communicating with internal team members and with our clients. The experience and expertise you will gain while working on various different disease states and products will enhance your experience in the pharmaceutical industry.”



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## INAUGURAL McCANN HEALTH FELLOW

### Jacob Martin, PharmD

Strategic Marketing Fellow, 2017-2019  
Purdue University, College of Pharmacy, Class of 2017

“This Fellowship is unique in that it provides multidisciplinary training in strategy at an industry-leading agency network. Working across McCann Health agencies enables you to engage with numerous pharmaceutical companies and be exposed to a variety of commercial challenges, therapeutic areas, and client relationships.

As a strategist at McCann Health, you have access to all the resources and personnel that back the rich and iconic history of McCann Worldgroup. Mentors provide me with daily opportunities to learn the science and art of brand building. Be it business development initiatives, client workshops, or anything in between, each project is an opportunity to ideate and create.”







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## RUTGERS PHARMACEUTICAL INDUSTRY FELLOWSHIP PROGRAM

**Ernest Mario School of Pharmacy  
Rutgers, The State University of New Jersey**

### Program History

In 1984, at Rutgers, The State University of New Jersey, the Ernest Mario School of Pharmacy and 2 pharmaceutical companies began a collaborative pilot program to evaluate the potential contributions of clinically trained pharmacists within a pharmaceutical industry practice setting. Following the successful pilot, the Rutgers Pharmaceutical Industry Fellowship (RPIF) Program grew significantly and expanded to include 21 companies within the pharmaceutical and biopharmaceutical industries and over 200 Fellows annually.

In 2002, Dr. Ernest Mario generously provided an endowment to establish the Institute for Pharmaceutical Industry Fellowships to enhance and promote the role of pharmacists in industry through the RPIF Program. The Institute staff members:

- Provide leadership and administrative support;
- Promote quality, communication, and scholarly activity; and
- Arrange specialized Fellowship training opportunities within the pharmaceutical and biopharmaceutical industries.

The RPIF Program has thrived under the leadership of the founder, Dr. Joseph A. Barone, Dean and Professor II of the Ernest Mario School of Pharmacy and Dr. Michael Toscani, Research Professor and the Director for the Institute for Pharmaceutical Industry Fellowships.

More than 950 post-doctoral Fellows have completed the RPIF Program, most of whom are pursuing influential and rewarding careers in the pharmaceutical and biopharmaceutical industries throughout the US and abroad. The RPIF Program has preceptors/mentors from industry who share their knowledge and experiences with the Fellows through an intense but closely guided training program. Assignments and projects are challenging, meaningful, and designed to enhance understanding of the pharmaceutical and biopharmaceutical industries, as well as the Fellow's functional area.

Recently in 2018, our program has expanded to offer interdisciplinary Fellows' training by adding select physician Fellowship opportunities to our well-established program.

### Professional Development Series

All Fellows gather at Rutgers once or twice monthly as a group to participate in the Professional Development Day (PDD) Series, an important component of their training that complements the hands-on experience provided at the partner companies. The PDDs are steered by a committee of Fellows and are designed to enhance the Fellows' presentation skills and emotional intelligence, promote connectivity and a sense of community among Fellows from different companies and disciplines, develop new skill sets under the guidance of external trainers, and provide general knowledge about various aspects of drug development and issues facing the pharmaceutical and biopharmaceutical industries.

The Fellows learn from each other through individual and group presentations and debates on topics and issues related to the pharmaceutical and biopharmaceutical industries. This dynamic forum provides an opportunity for open discussion and debate among Fellows, Rutgers faculty, and company preceptors. In addition, outside experts provide training and professional development in a variety of areas (eg, tools for corporate success; professional writing, presentations, meeting facilitation, negotiating, influencing, networking, and conflict resolution skills; giving and receiving feedback; and business and dining etiquette). Other PDD guest speakers include senior industry executives, patient advocacy groups, and successful RPIF Program alumni who share their insights and experiences. Importantly, PDDs provide an excellent opportunity for Fellows to interact with each other and develop lasting personal friendships and a strong professional network of Fellows, faculty, alumni, and other industry executives.



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MARKETING FELLOWSHIP**

**RUTGERS PHARMACEUTICAL  
INDUSTRY FELLOWSHIP PROGRAM**

## RUTGERS PHARMACEUTICAL INDUSTRY FELLOWSHIP PROGRAM

### University Affiliation

Rutgers, The State University of New Jersey, with approximately 68,500 students in its 3 campuses, is one of the major state university systems in the United States. The New Jersey College of Pharmacy was founded in 1892 and was incorporated into the University in 1927. The Ernest Mario School of Pharmacy is the only state school of pharmacy in New Jersey, with approximately 1300 students in its Doctor of Pharmacy program.

The Rutgers Ernest Mario School of Pharmacy is located on the University's main science and technology campus in Piscataway, New Jersey. Because of its close proximity to the nation's leading pharmaceutical and biopharmaceutical companies, the Ernest Mario School of Pharmacy and the RPIF Program are uniquely capable of providing Fellows with exposure to the pharmaceutical and biopharmaceutical industries.



**Joseph A. Barone,**  
PharmD, FCCP

Dean and Professor II  
Ernest Mario  
School of Pharmacy



**Michael Toscani,**  
PharmD

Research Professor and Director  
Institute for Pharmaceutical  
Industry Fellowships

### Key Program Features

The Rutgers Pharmaceutical Industry Fellowship Program FOSTERS the growth and development of future pharmaceutical and biopharmaceutical industry professionals through the following key program features:

- F** **Family of Leading Companies**  
Partners include several of the top 21 global pharmaceutical and biopharmaceutical companies.
- O** **Outstanding Alumni Track Record**  
Over 950 alumni hold prominent positions at many leading companies.
- S** **Strong Network**  
Over 200 Fellows each year develop valuable, lasting connections with each other, alumni, preceptors, and faculty.
- T** **The Pathway to Industry**  
Since 1984, the Rutgers program has been nationally recognized, trusted, and proven as the pathway to industry for pharmacists.
- E** **Enhanced Career Path**  
Increasingly challenging assignments build depth of experience and enhance the potential for an accelerated career path.
- R** **Rigorous Academic Component**  
Rutgers affiliation provides academic and professional development opportunities.





**ABOUT  
McCANN HEALTH**

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## **RUTGERS PHARMACEUTICAL INDUSTRY FELLOWSHIP PROGRAM**

### **Application Process and Eligibility Requirements**

Fellows for the Rutgers Pharmaceutical Industry Fellowship Program are selected on a nationally competitive basis. Candidates must have completed a Doctor of Pharmacy degree from an ACPE accredited institution before July 1 of the Fellowship term. Participation in the ASHP Midyear Clinical Meeting/ PPS is strongly encouraged. Interested individuals are invited to electronically submit a curriculum vitae, 3 letters of recommendation, a letter of intent, and complete a program interest form online by visiting our website at: [pharmafellows.rutgers.edu](http://pharmafellows.rutgers.edu).

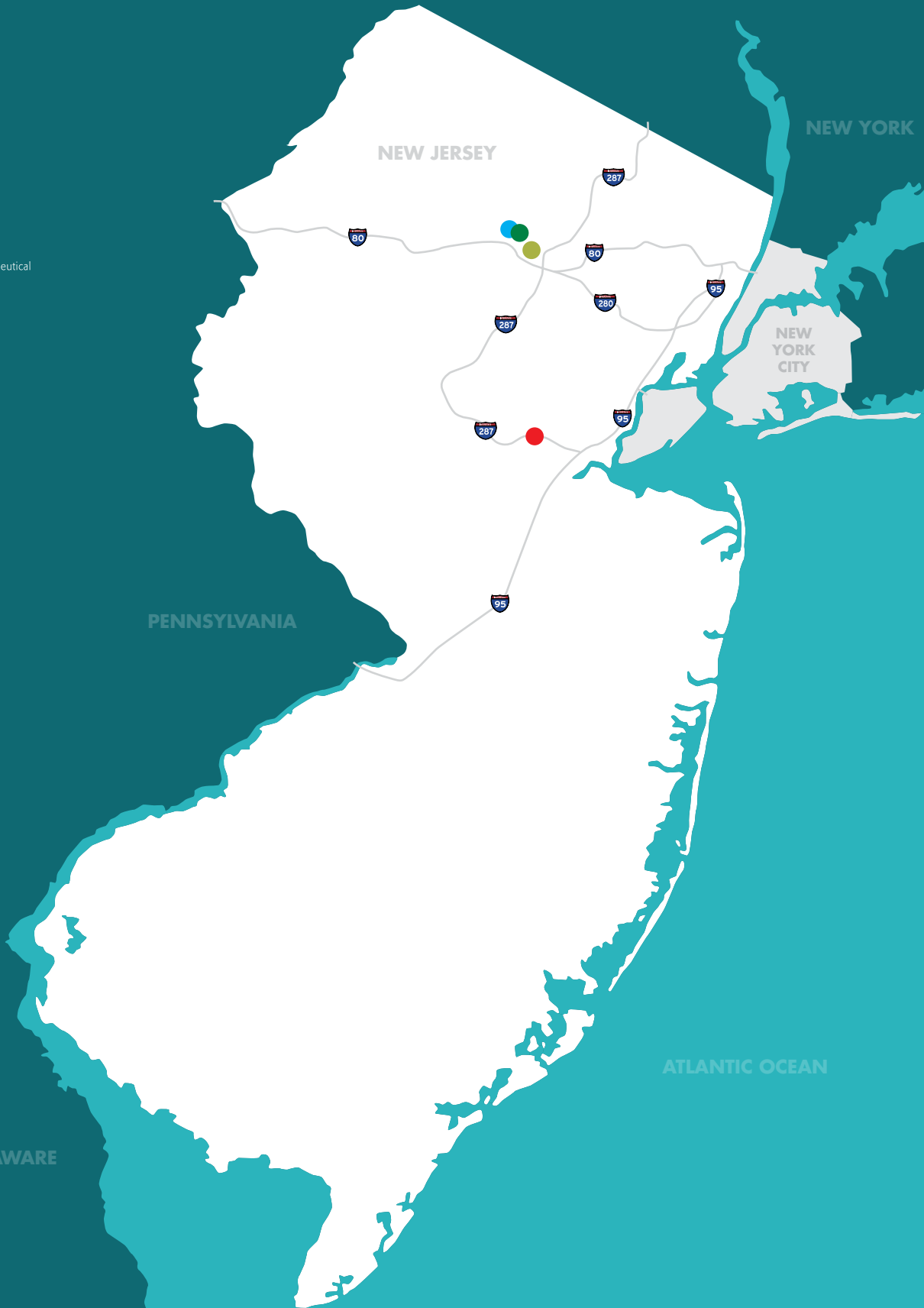
All application materials must only be submitted electronically via our website, [pharmafellows.rutgers.edu](http://pharmafellows.rutgers.edu) (Applicant Portal) as early as November 17th. Applicants are strongly encouraged to submit a CV, Letter of Intent and (1) Letter of Recommendation by December 1st.

### **Please address your Letter of Intent & Letters of Recommendation to:**

Joseph A. Barone, PharmD, FCCP  
Dean and Professor II  
Ernest Mario School of Pharmacy  
Rutgers, The State University of New Jersey  
160 Frelinghuysen Road  
Piscataway, NJ 08854-8020

# McCANN HEALTH

In partnership with **RUTGERS**  
Institute for Pharmaceutical  
Industry Fellowships



-  **McCANN HEALTH** NEW JERSEY  
McCANN HEALTH New Jersey  
Parsippany, NJ

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-  **McCANN ECHO**  
McCANN ECHO  
Mountain Lakes, NJ

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-  **McCANN MANAGED MARKETS**  
McCANN MANAGED MARKETS  
Mountain Lakes, NJ

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-  **RUTGERS**  
RUTGERS UNIVERSITY  
Piscataway, NJ

