



The Fellowship Chronicles

Official Newsletter of the Rutgers Institute for Pharmaceutical Industry Fellowships

RUTGERS
Institute for Pharmaceutical
Industry Fellowships

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In this edition:

- New Faculty Spotlight
- Insights into the Hottest Topics in the Biz!
- Sanofi Fights Diabetes
- Collaboration Station
- Alumni Engagement
- See you at Midyear!



Newsletter Committee up-
dates: Someone celebrated
a birthday! Happy Birthday
Joe, the better half of the
Newsletter Committee!

As the fellowship continues to grow, the annual Fellowship Information and Networking Day (**FIND**) sparked new innovations.

Thank you to everyone who attended this year's FIND day on Friday November 18th! FIND made its off-site debut at the Doubletree by Hilton Somerset Hotel and Conference Center. Leadership of the program **Dean Barone** and **Dr. Toscani** kicked off the event, followed by our Fellows providing an overview of the opportunities within the pharmaceutical industry, the RPIF curriculum, the Midyear process, and much more. The networking portion provided candidates the unique opportunity to interact with Rutgers Fellows, company stakeholders, and preceptors before they interview at the ASHP Midyear Clinical Meeting in December. This year was all about changes; moving FIND to a new location, evolving the didactic portion of the event to include a functional area panel, incorporating our RPIF mobile app, and adding **2 new partner companies** to the event and our RPIF family—Amgen and McCann! We also created a new FIND subcommittee of Fellows, who were instrumental in the successful execution of the event.

We had record breaking numbers this year! There were **more than 510 attendees**, representing 89 different pharmacy schools from 38 states, who were eager to immerse themselves into all FIND has to offer. This was a fantastic way to begin the 2016-17 RPIF recruitment cycle and get everyone ready for the **ASHP Midyear Clinical Meeting** in Las Vegas, NV.

Success of the meeting was due
in large part to our FIND
Committee Co-Chairs,
Allison Doherty & Julian Kam!



*"Over 510
candidates,
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December Edition at a Glance

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A WORD FROM THE CO-CHIEFS

By: Derek Peterson, Pharm.D. & Brad Rzendzian, Pharm.D.

The Rutgers Pharmaceutical Industry Fellowship program is one of the most prestigious post-doctoral programs in the world. As Co-Chiefs, we challenge each of the Fellows to preserve the program's prominent status, while elevating the program in value, innovation, and engagement. As the 2016 year comes to an end, we could not be happier with the strides each of the Fellows and committees has taken to accomplish this. What we are most pleased with is how Fellows were able to give back and advocate for the profession of pharmacy. RPIF Fellows have found countless ways to connect with students and pharmacists including teaching at the Ernest Mario College School of Pharmacy, acting as student mentors, visiting schools and organizations across the country, engaging through social media, adding content to the website, improving access to our newsletter, precepting students at our partner companies, and gaining increased student and professional attendance at Professional Development Days.

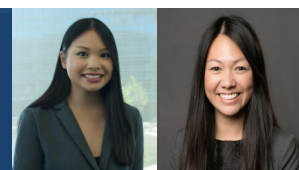


As the healthcare industry continues to evolve and progress, we take great pride in knowing that RPIF Fellows are leading the charge to educate and advocate for the expanding roles pharmacists can play in all facets of healthcare. With recruitment season approaching, Fellows and stakeholders are excited to meet with well-prepared candidates who will continue the RPIF tradition of leadership and excellence. Most importantly, we look forward to including new members into our Rutgers Pharmaceutical Industry Fellowship family.

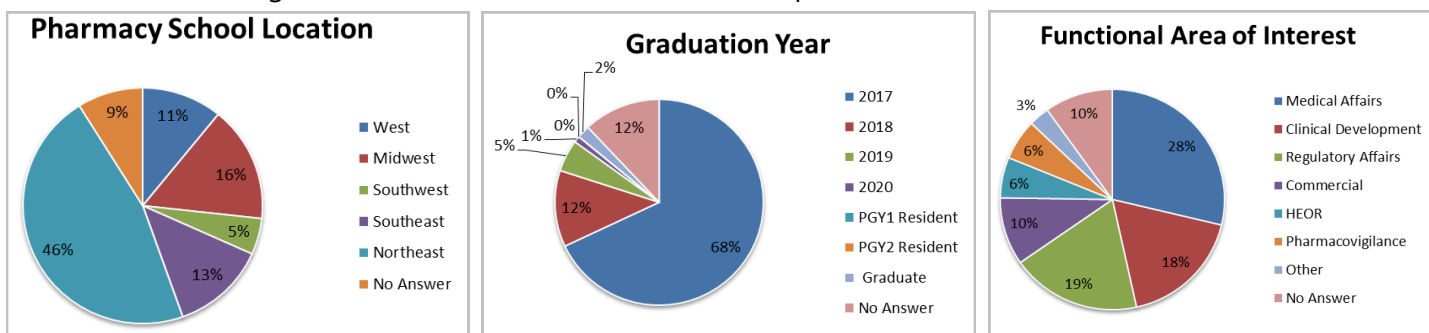


DIGITAL OUTREACH COMMITTEE

By: Irene Okeke, Pharm.D., Dana Lee, Pharm.D.,
Vivian Nguyen, Pharm.D. & Siwen (Cassie) Ding, Pharm.D.



The Digital Outreach Committee (DOC) is proud to present not one, but two fall webinars this year! On October 19th, DOC Co-chairs, Vivian Nguyen and Dana Lee, hosted the annual **Rutgers Pharmaceutical Industry Fellowship Fall Webinar** to provide an overview of the fellowship program, explore different opportunities for PharmDs in the pharmaceutical industry, and briefly review the fellowship application process. This year was the first year with live polling available during the webinar, which gave us a better understanding of who our audience was. Here is a snapshot of our results:



With over 900 participants RSVP'd for these webinars, the need for digital outreach is increasing. That is why we've added a **NEW** webinar this year to focus on the RPIF application process and ASHP Midyear. The successful Midyear Boot Camp Webinar took place on November 21st from 8pm – 9pm EST.

We would also like to acknowledge our amazing presenters for the RPIF Fall Webinar:

Jessica Garzon, Julian Kam, Carmelo Alonso, Sierra Hill, Lee Severson, Justin Mathew, Alex Cockerham, & Ike Oji

THE FUTURE OF PHARMA IS DIGITAL

By: Cindi Sounthonevat, Pharm.D.

Nine of ten companies say digital healthcare plays a key role in their overall business strategy. In this new digital era, it is vital that pharmaceutical companies acquire digital capabilities to play a central role in the digital revolution of healthcare.

I recently visited **Vienna, Austria** to deliver a differentiated educational experience for a global audience. This allowed me the opportunity to fully engage with the top neuroscientists, psychiatrists, neurologists and researchers from around the world in delivering real-time scientific findings presented at the annual meeting to global health care providers unable to attend in person.



Dr. Sounthonevat visiting Schoenbrunn Castle in Vienna!

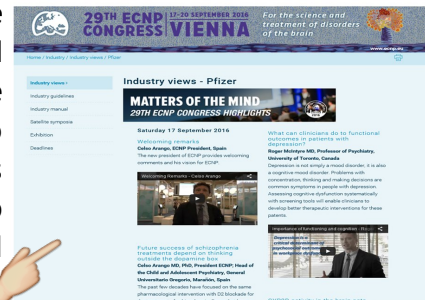
Key opinion leaders were asked to highlight how their work at the conference benefits clinicians. Their responses were digitally delivered to global HCPs live from Europe's premier scientific meeting, the **European College of Neuropsychopharmacology (ECNP)**. This pilot was cascaded to the country and local levels with implementation in 10+ countries and was the first partnership formed between an esteemed congress and a pharmaceutical company. Currently, Pfizer has a presence on the ECNP website.

Digital innovation will be used to make products and services more personalized, physicians and patients more engaged, decisions and

product evidence more data driven, and business processes more immediate. To capture this value, pharmaceutical companies will need to consider how its businesses are set to be affected by the digital changes under way. A better understanding of what digital success looks like will help companies get to their destination: improved innovation and commercial models for pharmaceutical companies and better care for patients.



ECNP- Pfizer Partnership



ALUMNI COMMITTEE UPDATE

By: Ikechukwu Oji, Pharm.D. & Matt Schmidt, Pharm.D.

Alumni Committee Co-Chairs



The Alumni Committee serves as the primary conduit between current Fellows and our vast network of over 800 alumni. We endeavor to cultivate a strong relationship between Fellows and alumni through the promotion of Post-PDD Networking Events, meet-ups at various professional conferences throughout the year, a well-developed alumni portal, and our mentorship program. With record numbers of matching 80% of our Fellows with alumni in the mentorship program and the new ideas that we will be implementing this year, we are overly-ecstatic with the direction we are heading. A hyper-interconnected network between RPIF Fellows and alumni will only further the program's capabilities and foster the production of high-functioning Fellows upon their graduation.



LEARNING AND LIVING THROUGH MY V.I.S.A.

Views In South Africa...and Beyond Part 2

By: Kiydra Harris, Pharm.D., BMS Foundation PGY2 Public Health Resident



The CDC defines public health as “the science of protecting and improving the health of families and communities through promotion of healthy lifestyles, research for disease and injury prevention, and detection and control of infectious diseases.” In every initiative I seek to develop, every site visit I conduct, and every grant proposal I review, I carry this definition with me as my guiding principle—it is my charge to promote health equity and to help improve the health outcomes of populations disproportionately affected by serious diseases in any way I can.

Insightful projects I took on included: updating the cancer registry at a breast cancer clinic outside of Johannesburg, implementing a quality assurance plan to improve workflow efficiency, developing a prescription refill and drug inventory system within a hospital pharmacy, as well as incorporating better MTM and disease state management practices within the hospital. Using academia experience received during my PGY1, I lectured and helped restructure curriculum at a local college of pharmacy.

In practicing public health, I had to constantly consider how socioeconomic status among other issues, directly correlate to accessibility and health outcomes. The platforms and initiatives of the BMS Foundation (BMSF) have been impactful because they seek to meet those in need where they are and lay the foundation to overcome the social determinants that have been barriers to better health. To put things in perspective, imagine not having adequate food to maintain proper nutrition, or not having enough money to meet the basic needs of you or your family’s survival, or even battling abuse in various forms—these hardships easily distract from being able to focus on one’s health. The BMSF initiatives are effective because they seek to not only help bridge gaps in health equity, but they are geared to help underlying societal problems in providing psychosocial support, community assistance, and socioeconomic empowerment.



Dr. Harris and the
Doctors of Cuamm-Ethiopia

As my time in Africa is approaching an end, I find myself reflecting on my journey and the enlightening experiences I have had. The message I want to share is simple: it is critical that we recognize public health as the integral piece that connects us all on a global scale. As healthcare professionals, we are all able to implement positive change in our communities. For more information about the Public Health Residency, questions, or comments please contact Kiydra at kiydra.harris@bms.com.



It is Ethiopian tradition to be gifted at the conclusion of a visit as a sign of approval/respect of an individuals good work and interactions.



Poster Presentations at 2016 ASHP Midyear Clinical Meeting

Identifying Common Adverse Drug Reactions (ADRs) and Over-the-Counter (OTC) Options to Manage Patient Health (5A-178); <i>Student Poster</i>	Chang D, Hickey C, Rzendzian RB , Mao Y, Toscani M
Tearing Down the Walls: Barriers to Medication Access in Urban Populations and Solutions to Bridge the Gap (5A-143); <i>Student Poster</i>	Li M, Burd E, Fiore J, Weber P, Toscani M
Evaluation of the quality of published non-inferiority studies in the past decade (6-218); <i>Fellow Poster</i>	Hogan M , Brunetti L, Hermes-DeSantis E
Survey Results of Medical Information Preferences of Healthcare Professionals (6-226); <i>Fellow Poster</i>	Enhoffer D , Boulos D
Evaluation of the growing opportunities for pharmacists within commercial PharmD industry fellowships (6-190); <i>Fellow Poster</i>	Naik M , Parekh P , Raja D , Ullman S , Toscani M



NEW FELLOW-STUDENT SCHOLARLY ACTIVITIES RESOURCE

By: Kenneth Hu, Pharm.D. Candidate Class of 2018

Ernest Mario School of Pharmacy

As Scholarly Activity continues to be a critical component in the RPIF program, interest from Fellows and students interested in careers in industry continues to rise. This year, the Scholarly Activities Committee is collaborating with students at the EMSOP to create a platform that enables student-Fellow collaboration on posters and publications.

Many motivated students have applied and are eager to work with the current Fellows. Fellows will be able to access the Scholarly Activity Portal through Sakai, which houses a database of students and their research interests. Please utilize the students to assist where you see fit in your research projects. This will serve as a valuable learning experience for students and can allow Fellows to focus on management and other aspects of the project.

My hope is that as we refine this program we can create a symbiotic relationship between the RPIF Program and the students of the Ernest Mario School of Pharmacy to further increase the prestige of the Fellowship program and Rutgers University.

STEP OUT AND WALK

Sanofi Partners up with ADA to Fight Diabetes

By: Tyler Valente, Pharm.D.



In partnering with the American Diabetes Association, Sanofi hosted its annual [Central NJ Step Out Walk](#) on Sunday, October 16th, 2016. The event took place on Sanofi's campus in Bridgewater, NJ with either a 1 or 3 mile course available to walk. The goal of the event was to fundraise enough money to meet or exceed the ADA's goal of \$200,000 in support of Diabetes research. As the Sanofi planning committee lead, I acted as the liaison between Sanofi and the ADA to formulate contracts with vendors, create content for advertisements, and generate an agenda for the event. To entice volunteers and participants to attend the event, our Step Out Walk team was able to recruit two [retired NFL Players](#) as well as the [Mayor of Bridgewater](#) to the Walk on the 16th. In addition to the walking course, the ADA and I were able to showcase a live DJ, Pumpkin Painting event, Kid's Construction Zone, and Wellness Village.

Procuring all of these marvelous additions to our Walk would not have been possible without our sponsors including: Novo Nordisk, Walgreens, Atlantic Health System, Intouch Solutions, Merck, and RWJ Barnabas—Somerset. Additionally, Sodexo graciously supplied the event with a free, healthy breakfast and lunch; while Magic 98.3 provided the music to get us all moving. Also at the event, Chris Kaplan, Senior Vice President & Head of North American Diabetes and Cardiovascular Business Unit at Sanofi, was presented with the [ADA's Banting Circle Award](#). The Banting Circle is the ADA's highest level of recognition for companies that develop medicines and devices to help individuals living with diabetes.

I am proud to announce that through all of the efforts listed above, the ADA and Sanofi had over 900 individuals participate in the Step Out Walk, and were able to achieve the goal of raising over \$200,000. I consider myself very fortunate to have had this Step Out Walk as one of my first major projects as it contributed to my professional development of planning/leading large events, and helped me familiarize myself with the various facets and operations of Sanofi.



FACULTY SPOTLIGHT

Featuring: Donna Feudo, BSP Pharm., RPh

Assistant Dean of the Experiential Education Program and Adjunct Clinical Assistant Professor

We would like to welcome Dean Feudo as our newest faculty spotlight! Dean Feudo is an incredibly passionate supporter of the fellowship program and continues to be a resource for both pharmacy students and Fellows during their time at Rutgers. Not only is she a course coordinator and lecturer for several courses, she is also the dean of the pharmacy school's experiential learning program, in which she is responsible for developing, maintaining, and sustaining all experiential clinical sites involving both full-time and adjunct faculty. We sat down with Dean Feudo for a Q&A of what it's like to be in her shoes for the day!



What drew you to the field of pharmacy?

I was always intrigued by science and my interest became serious in high school. I decided to go to a community college for 2 years to save money even though I had visited an open house session at the Philadelphia College of Pharmacy & Science (PCPS). I had acquired a pharmacy technician position at CVS and worked for a year before I applied and was accepted at PCPS. I had a second job and was very fortunate to work for a general surgeon while attending pharmacy school where I would prep patients, complete a medication history and take blood pressures.

What are you involved in at the pharmacy school and are there ways Fellows can contribute?

My involvement in the school is multifaceted starting with managing the experiential education program. I am on many school-wide and pharmacy departmental committees along with being the advisor to our APhA/ASP student chapter, where I'm committed to developing students into new leaders and clinicians to sustain the profession. Also, I am a course coordinator for Community Practice Management annually in the fall semester which I extend the opportunity for Fellows to act as a co-coordinator with me. Both current and past Fellows can contribute by precepting students for rotations or overseeing and participating in a student community outreach program or initiative. Lastly, I have coauthored publications with Fellows based on their interest at APhA, ASHP & AACCP.

What advice do you give Fellows to stay involved with pharmacy outside of their industry role?

My advice is definitely consider becoming a preceptor along with offering research opportunities to students and faculty as well based on common interests.

What mentors have been most beneficial to you professionally, personally, or both?

I have been very fortunate and blessed with people that I can call mentors which are from various facets of my life assisting in my personal, spiritual and professional growth. Mentors are those you hold dear to your heart and have faith in their advice and guidance. Sometimes mentors walk into your life unexpectedly but their value is worth their weight in gold. My advice to a young pharmacist is to be open-minded to the value and friendship a mentor can bring you in looking at things from a different viewpoint though most importantly has their best interest in assisting and guiding you in the future choices you will make!

What are some of your other interests, outside of pharmacy?

Involvement in community service/outreach through church and my daughter's high school. I enjoy time at the shore (year round) and photography. I have a love for baking especially around the holidays!



ALUMNI CLASS NOTES

Where are they now?



Lisa Patel '09 – Lisa began her career as a Bristol-Myers Squibb Fellow, prior to starting in a full-time role. Since then, she's circulated throughout the Medical Affairs organization for 7 years. During her tenure at BMS, she obtained an MBA from George Washington University. Lisa recently took on a role of Director, Medical Information Operations Lead at Pfizer Consumer. As Medical Information and Operations Lead, Lisa will be accountable for the development, implementation and oversight of global Pfizer Consumer Healthcare (PCH) and global operational excellence to ensure that PCH business objectives are delivered. Her favorite moments are being a preceptor to all her wonderful Fellows!

Payal Patel '11 – Payal recently transitioned from her Medical Science Liaison role at Acorda Therapeutics to Associate Director, Medical Affairs. In her new role, she supports planning and execution of medical plans for marketed and pre-launch products within the neurology space. She started her career in Medical Affairs as a Fellow at Bayer HealthCare before transitioning into a field-based MSL role.



Michelle Pernice '14 – Michelle completed a Regulatory Affairs fellowship with Novartis in 2014 and is currently a Senior Manager, EU Regulatory Lead at Amgen. Recently she was selected for the opportunity by her current employer, Amgen, to take a 2-year secondment in London to work in EU Regulatory Affairs. Prior, she was the US Regulatory Lead for a melanoma treatment, IMLYGIC. Once she brought that product to approval in the US, she was relocated to London. Michelle will be in the UK for one more year before returning to the Amgen offices in Southern California.

Tracey Cannova '15 and **Max Nestor '15** recently got engaged during their vacation in Iceland! They met during Pharmacy School at St. John's University in New York and dated throughout the Rutgers Fellowship Program. Max was recently promoted to Global Business Development Manager at Roche and Tracey works as a Manager within Cardiovascular Medical Information at Bristol-Myers Squibb.



Congratulations Tracey & Max!



CLINICAL UPDATE CORNER

Hot Topics Impacting Healthcare and the Pharmaceutical Industry



By: Shelley Weaver, Pharm.D.

The first female CEO in Big Pharma


Emma Walmsley has been appointed as GlaxoSmithKline's next CEO, the first female CEO in Big Pharma. Men are at the helm of GlaxoSmithKline's major competitors—Merck, Novartis, Pfizer, Sanofi, and AstraZeneca. Walmsley will join six other female CEOs in the UK's FTSE 100 Index, the 100 companies listed on the London Stock Exchange with the highest market capitalization.



By: Xinhui Huang, Pharm.D.

China FDA continues reforms, cracks down on doubtful approval applications

China's pharmaceutical industry is undergoing reform. CFDA started to crack down on untrustworthy clinical trial data and is focusing on quality of the trials. In July 2015, only 17 out of 1622 drug registration applications passed self-inspections and verifications, and >70% were withdrawn due to incomplete or possible fraud issues. In recent years, CFDA issued stricter regulations that are similar to U.S. standards. With the number of unnecessary applications reduced, the average approval speed will be accelerated and more new drug approvals are expected in coming years.

Link for more information: 



By: Kezia Gravesande, Pharm.D.

Approval of the first DMD drug



On September 19th, 2016, the FDA granted a very controversial approval to eteplirsen (Sarepta), the first drug to treat Duchenne Muscular Dystrophy (DMD). DMD is a rare genetic disorder caused by the absence of dystrophin, characterized by progressive muscle deterioration and weakness that can become life-threatening. Data supporting the drug's approval came from a small clinical trial of 12 boys that lacked a control group, which caused much discord amongst FDA officials. Thus, eteplirsen's approval is conditional upon a follow-up trial to confirm its clinical benefit.



By: Jenny Chang, Pharm.D., MBA

Collaborating with Lyft and Uber for clinical trials

The US spends \$6 Billion on healthcare transportation. In clinical trials, a major barrier to participation is cited to be logistics and drop out with the need for transportation as a top reason of up to 30% in Phase III studies. Uber and Lyft have created platforms to assist sites in getting patients to their clinical trial study visits. With centralized billing and the ability to book rides for patients and track their progress to the site, patient don't need to have a smartphone themselves. It will be interesting to see if such technology for every day use will be able to solve a practical problem in clinical development.


Links for more information:  



By: Mit Patel, Pharm.D.

Semaglutide significantly reduces risk of CV death via clinical trial readout

Novo Nordisk announced on September 16th, 2016 that semaglutide, an investigational glucagon-like peptide-1 (GLP-1) analogue significantly reduced the risk of the primary composite endpoint of time to first occurrence of either CV death, non-fatal MI or non-fatal stroke by 26% vs. placebo in the SUSTAIN-6 Trial. The main results from SUSTAIN 6 were presented at the 52nd Annual Meeting of the European Association for the Study of Diabetes (EASD) 2016 and also published in the New England Journal of Medicine.

Link for more information: 

CLINICAL UPDATE CORNER

Hot Topics Impacting Healthcare and the Pharmaceutical Industry



By: Maggie Gandhi, Pharm.D.

Amgen's Humira biosimilar, Amjevita, passes FDA milestone

As of September 2016, Amgen's Humira® (adalimumab) biosimilar drug, Amjevita® has been officially FDA-approved, making it the fourth ever biosimilar to win-over the FDA! Anjevita® has been approved for seven of Humira®'s adult indications, including moderate to severe active rheumatoid arthritis, active psoriatic arthritis, active ankylosing spondylitis, moderately to severely active Crohn's disease, moderately to severely active ulcerative colitis, and moderate to severe plaque psoriasis. Amjevita® is also indicated for moderately to severely active polyarticular juvenile idiopathic arthritis in patients four years of age and older. Moreover, Amgen is not alone in developing a Humira® biosimilar! Meanwhile, other pharmaceutical companies, such as Novartis, Merck and its partner Samsung Bioepis, and partners Baxalta and Momenta Pharmaceuticals, are also working on their own version of a Humira® biosimilar.

Link for more information:



By: Corey Fang, Pharm.D.

OxyContin Overturned

Increased scrutiny over opioids and the growing heroin epidemic has led pharmaceutical companies to pull their long-acting opioids from the market and have the Food and Drug Administration (FDA) re-approve the drugs with abuse-deterrent technology. In February 2016, Purdue Pharma lost in the federal appeals court to overturn a decision to toss out some of its patents for OxyContin (Oxycodone ER), the top-selling and oldest long-acting pain medication on the market with approved abuse-deterrent properties. One of the "tossed" patents describes the abuse-deterrent technology used for OxyContin.

The FDA-approved abuse-deterrent technology for OxyContin boasts a "plastic-like" coating hard to crush and a gel-like consistency hard to inject via needle. To get an updated abuse-deterrent opioid (ADO) labeling, a company must complete three abuse-deterrent studies: in-vitro testing, chemical tablet manipulation studies and a randomized, double-blind, placebo-controlled crossover pharmacodynamic study of roughly 30 patients. With generic companies right over the horizon, it can be a challenge to ensure their version of the drugs will hold up to the integrity of the current branded ADOs.

As a response to this, the FDA held recent public meetings on the pre-market evaluations of ADOs (10/31/2016 and 11/1/2016). Link here:

Link for more information:



Moonshots fired: Vaccine-based immunotherapy for 2020



By: Galina Perel, Pharm.D.

The Cancer Moonshot 2020 Program was launched by Vice President Joe Biden in collaboration with Dr. Patrick Soon-Shiong to ultimately develop a vaccine-based immunotherapy by 2020 for over 20 different cancer types. The initiatives success is supported by great data sharing, as well as, collaboration amongst all healthcare entities, including pharma. The initiative developed the QUILT program (Quantitative Integrative Lifelong Trial) which diagnosed and sequenced more than 100,000 patients to enroll 20,000 patients into randomized Phase II trials. These findings will inform future Phase III trials and the aspirational moonshot to develop an effective vaccine-based immunotherapy to combat cancer by 2020.

Link for more information:





COLLABORATION STATION

The NEW 'RPIF Website News Alert'!

By: Jessica Lewis, Pharm.D. & Francis Eusebio, Pharm.D.



THE RPIF WEBINAR SERIES: INTRO TO PHARMA

This 13 part series will give a fundamental overview of the pharmaceutical industry- perfect for students who are interested in pursuing a career in industry, or for anyone interested in expanding their knowledge!

LOOK FOR THE SERIES IN OUR RESOURCE CENTER!



The Rutgers Pharmaceutical Industry Fellowship Program is an industry-based training program which partners with the leading pharmaceutical and bio-pharmaceutical companies. The program is designed for individuals with a Doctorate of Pharmacy to further their experience in the pharmaceutical industry through work experience and clinical research.

EVENTS CALENDAR

SEPTEME
2016

Ne

S	M	T	W	T	F
					2
					9
					16
					23

[View All Events](#)

Our Mission Statement

the Rutgers E...
industry...
provide hands...
clinical trials to raising...
organizations, while preparing... ing positions...
within the pharmaceutical industry.



SIGN UP
for RPIF news alerts here

CURRENT NEWS

September 22, 2016
Happy Autumn!
Wishing you a wonderful Autumn season.
Looking forward to meeting pharmacy
students and future candidates this Fall.
Be sure to check our calendar for updates
on when we will be attending your
university!

December 23, 2015

ALUMNI HIGHLIGHTS



PROGRAM VIDEO

View our current program video by clicking the image below.

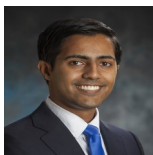


COMPANY SPOTLIGHT

Actelion Pharmaceuticals

By: Erin McGuire, Pharm.D.





TRUSTING THE INDUSTRY AGAIN

By: Vineeth Nair, Pharm.D.

There probably was a point when the public trusted the healthcare industry—particularly the subsector of pharmaceuticals. According to the 2016 Edelman Trust Barometer, from a widespread survey of the informed public and mass populations in 28 countries, healthcare **was ranked nearly at the bottom with a trust score of 61**. Healthcare was just a little bit better than Telecommunications, Energy, and Financial Services.¹ But that makes one wonder how an industry that involves so much open communication and trust ended up nearly at the bottom. Thinking back to the last century the obvious reason seems to be the failure of drugs and policies and subsequent public harm. We have all heard about Thalidomide and Vioxx. As a result, the industry has learned and now those policies are better and safer. But what we see through dollars flowing into the pockets of **"big pharma"** often clouds the silver lining that is medical innovation and cutting-edge science. There is no doubt that belonging to a for-profit industry presents a unique challenge for pharmaceutical companies to overcome. However I think that there is a partial solution waiting for the industry, right around the corner—*pharmacists*.

If people trust pharmacists, if pharmacists are capable, and if pharmacists can work successfully in the industry, does that mean more pharmacists in industry = more trust in the industry? I do not know if it will be that simple, but I believe it is a step. I think people could rest assured if professionals specifically trained to support proper, safe, and effective use of medicines are also involved in their development and promotion. But on the flip-side, how does a practiced Pharmacist or a recent graduate bridge and develop their understanding of the nature of industrial work? The Rutgers Institute for Pharmaceutical Industry Fellowships does just that by taking inherent clinicians and developing them from clinic to industry. Through the growth of fellowship programs, more pharmacists entering the industry and public awareness of growing pharmacist roles in the industry, the image and the legacy of the industry will naturally improve.



MARKETING COMMITTEE UPDATES


By: Alex Hendzel, Pharm.D., MPA,
Chloe Stacy, Pharm.D., MBA & Pamela Gorczyca, Pharm.D.



The "RutgersFellow" has been quite busy over the past few months ramping up our social media output, so we hope you have been enjoying our updates! If you aren't already, make sure you're following [@RutgersFellow](#) on Instagram, Facebook, Snapchat, and Twitter for daily updates on what life is like as a Rutgers Fellow.

Weekly "Fellow Spotlights" are in full swing, featuring Fellows from a variety of companies and positions giving you a glimpse into their personality. Our **"Faces of Line Functions"** campaign took place prior to FIND in order to provide insight to what each type of fellowship position's role is, as well as associating some faces with each one. These posts complemented the webinar and led up to our first Facebook Live Q&A session, where Fellows answered questions regarding Midyear preparation and their specific line function roles. **"Midyear Tips"** was our next campaign, which encompassed weekly tips posted over social media to help candidates gear up for Midyear.

Snapchat filters designed by our talented Design and Media Chair, **Pamela Gorczyca**, were debuted at select UOC and OOC visits, as well as during FIND and Midyear. She has also been instrumental in creating a flow to our RPIF brand throughout the social media posts' design as well as all other marketing materials by collaborating with the other committee chairs.



The Pawsletter: Furry Friends of Fellowship

Midyear Recruitment Tips

By: Khyati Desai, Pharm.D., M.S.



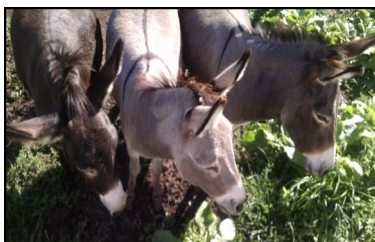
Name: Moose
Hooman: Emily Mantovani
Breed: Rhodesian Ridgeback / Viszia Mix
DOB: 11/17/13
Fav foods: cheese, all kinds of cheese
Fun facts: yoda was I for Halloween last year (pictured)
Fav activities: playing Frisbee, fetch, chasing squirrels, and cuddling

Name: Delta
Hooman: Mengsong Li
Breed: Siberian
DOB: 06/01/2015
Fav foods: Popeye's
Fun facts: knows "sit" and "come".. But only for treats.
Fav activities: sleeping, sneaking into the bedroom



Name: Lola Elizabeth Weinstein
Hooman: Janice Weinstein
Breed: Shih Tzu
DOB: 08/24/2002
Fav foods: cheese, beggin' strips, turkey breast
Fun facts: Lola is 14!
Fav activities: Sleeping, deflating and making herself as flat as possible, avoiding her Yellow Lab brother, Jackson

Names (L-R): Midnight Ninja, Shadowfax, Eeyore
Hooman: Joseph Eckart
Breed: Donkeys
Fav foods: carrots
Fav activities: cutting the grass, getting petted



As we are at the peak of the recruitment season, it is vital that we pick suitable candidates for fellowships. Fellowship numbers are increasing each year, thus candidates have many more options to choose from to begin their industry career. In order to make sure we get the best talent pool, it is very important to be proactive and innovative. There are four main components for the recruitment process for Rutgers fellowships: UOC/OOC, FIND, and Midyear and Onsite Interviews. While there is no *one size fits all* format for all the fellowships, here are some tips to keep in mind for effective and efficient recruitment.

- > Invite students for FIND while on UOC/OOC visits
- > Encourage candidates to download app & refer to company brochure

- > Pay attention to non-verbal communication during interviews and at receptions
- > Tailor interview questions based on candidate's resume

- > Determine if the candidate fits in with company culture by having them interact with different team members (if possible)

- > Use matrix from previous year to increase program's visibility
- > Encourage students to explore PharmaFellows website and attend webinars

FIND THE FISH



Be the first to email the Newsletter Committee with an attached screenshot of the fish for a special reward!

Congratulations to our September winner: **Joseph Pariseau!**

For more information, please visit the RPIF webpage:

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Please contact us if you are interested in writing for the next edition of the *Fellowship Chronicles*.
Special thanks to all of our contributors!



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