"When I look back on the past 25 years of the Rutgers Pharmaceutical Industry Fellowship I am both humbled and proud of the tremendous success of the program. The whole idea started when we were talking to our industry colleagues about the doctor of pharmacy program being developed at Rutgers. As part of our discussion, we also talked about post-doctoral residencies and fellowships. The model for the program emerged from traditional residencies and fellowships, and that model holds true today. The fellowship has stayed true to its academic roots and the fellows go through rigorous training at the partner company and with us at the university. Several of our industry fellows have even gone on to careers in academia. Most of our fellows are now precepted by program alumni who also play a critical role in continuing to shape the program. The success of the fellowship speaks for itself and I continue to be very proud of the number of highly trained individuals that have completed our program. The Rutgers Pharmaceutical Industry Fellowship Program has clearly made an impact on the industry and hundreds of our alumni are now developing their own careers and remain a part of our program. I am convinced that the program will continue to be successful and look back fondly on these 25 years and the positive impact the program has had on so many people’s lives and careers." - Dr. Joseph Barone

"Reflecting on our outcomes of the last 25 years, our stakeholders have clearly been instrumental in making our program successful and sustainable. The long and strong commitment of the partner companies, the unwavering support from Rutgers, and the talented fellows we have attracted from all over the country, and how they have been dedicated to leaving the program better than they found it. The amazing preceptors who have been so giving of their time and their experience as they fast-forward fellows into roles they could only dream of before the fellowship program. I am so proud of our alumni who have risen to senior roles at respective organizations. And most recently, I have been amazed at how successful all of our fellows have been in securing work in a very difficult market.

In 1986 when I was one of just a handful of fellows, I could not have imagined how the experience would change my life. I don’t know where the road not taken might have led, but I am sure glad that I let Dr. Barone try to convince me that New Jersey could be just like Nebraska! I have many great memories of the last 24 years, two as a fellow, three as a preceptor and now nine as the Program Director, but the most rewarding thing to me is that I helped to train about 400 amazingly talented and successful people and dedicated myself to trying to give them some of the same opportunities that this fantastic program gave to me." - Dr. James Alexander
25 years of Fellowship and Friendship
Short Hills Hilton Saturday October 16, 2010

Pictures from the event will be posted on http://pharmafellows.rutgers.edu/about/celebrate.php, in the next coming weeks!
Social media sites are making it possible for people all over the world to discuss any topic of interest via the internet. The use of social media tools such as Facebook, Twitter, blogs, and special interest communities continues to increase significantly, so it comes as no surprise that patients are turning to these tools to connect with other patients and with healthcare professionals. This landscape of easily accessible health information and online interaction has created more engaged consumers and consumer advocates that are more likely to seek health information on their own before face-to-face interactions with physicians.

Social media can make for a great opportunity for the pharmaceutical industry to interact with consumers. This would not only serve to give companies a means by which to gain a competitive advantage, but can also help patients and doctors make more informed decisions concerning the use of medications. However, while drug companies still use product and disease education websites, very few have ventured into the social media arena. While there are numerous reasons for this, recent FDA enforcement action is at the top of the list.

DDMAC untitled letters on subjects like sponsored links, banner advertisements, and the use of social media widgets have left many in the industry wondering what acceptable online promotional practices are. This is complicated further by questions regarding a company’s ability to post corrective information on third party sites and the use of social media to report adverse events. Needless to say, these concerns have left many either reluctant or unwilling to use social media in drug product promotion until the FDA releases clear guidance that speaks directly to the relationship between the pharmaceutical industry, the internet, and social media.

The FDA also recognizes the need for such guidance since the rules that work for broadcast and print advertisements cannot always be applied to the internet. The Public Hearing on Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools was held in November of 2009; this gave members of various sectors of the public an opportunity to voice their opinions before the FDA began work on guidance documents. Although no guarantees can be made, one of the five guidance documents is expected to be released before the end of the calendar year, with the rest to follow over the next three years.

While we eagerly wait for the release of these guidance documents, we can:

- Safely assume that the FDA will review any social media communication through existing FDA regulations
- Remain informed by closely keeping track of FDA warning and untitled letters to avoid the mistakes that peers make when they communicate through social media
- Participate in all FDA meetings and provide the FDA with information when requested

In short, we must pay attention and remember that it is not the media; it’s the message.
### Healthy Pumpkin Pie Cupcakes

**Ingredients:**
- 1/2 cup all purpose flour
- 1/4 tsp baking powder
- 1/4 tsp baking soda
- 1/4 tsp cinnamon
- 1/8 tsp ground ginger
- 1/8 tsp nutmeg
- 1/8 tsp salt
- 1/4 cup granulated sugar
- 2 tbsp butter, softened
- 1 egg white
- 1/4 cup canned pumpkin puree
- 2 tbsp skim milk
- 1 tsp vanilla extract, divided
- 8 mini muffin liners
- 2 tbsp lowfat cream cheese, at room temp
- 2 tsp margarine
- 2 tbsp confectioner’s sugar
- 2 tbsp nonfat plain yogurt
- Grated zest of 1 lemon

**Instructions:**
1. Heat oven to 350°. Mix dry ingredients, including flour, baking powder, baking soda, cinnamon, ginger, nutmeg and salt until combined. Set aside. Mash granulated sugar and butter in another bowl until combined. Stir in egg white, then pumpkin, milk and 1/2 tsp vanilla. Add dry ingredients; stir until just combined. Pour batter into lined mini muffin cups until 3/4 full. Bake until cupcakes spring back to touch, 10-15 minutes. Beat cream cheese, margarine and confectioners’ sugar in a bowl with hand mixer until smooth. Frost cupcakes when cool and garnish with zest.

**Corn Chowder**

- 2 tbsp butter
- 6 cups canned vegetable stock
- 1 tbsp Extra-virgin olive oil
- 2 cups heavy cream
- 1 onion, diced
- 6 ears corn
- 2 garlic cloves, minced
- 1/4 cup all-purpose flour
- 6 sprigs fresh thyme, leaves only
- 2 Idaho potatoes, peeled and diced
- Salt and freshly ground black pepper
- 1/4 cup chopped fresh parsley leaves

Heat the butter and olive oil in a soup pot over medium heat. Add onion, garlic, and thyme and cook until the vegetables are good and soft, 8-10 min. Dust the vegetables with flour and stir to coat everything well. Pour in vegetable stock and bring to a boil. Add the cream and potatoes, bring to a boil and boil hard for about 7 min., until the potatoes break down (this will help to thicken the soup and give it a good texture). Cut the corn kernels off the cob and add to the soup. Season with salt and pepper and simmer until the corn is soft, about 10-12 min. Stir in the parsley and give it another little drink of olive oil. Ladle the soup into bowls and serve.

---

### GOOD TIMES IN THE GARDEN STATE

**A NEWCOMERS GUIDE**

**By Jiten Rana**

#### Music Venues

The Mayo Center for the Performing Arts– Morristown

This community theater has a variety of events from the New Jersey Symphony shows, to artists such as Barenaked Ladies and Lonestar, comedians such as Ron White to ballet performances by the New Jersey Ballet. Be sure to check out some of the great upcoming holiday shows!

New Brunswick State Theater– New Brunswick

A variety of different shows ranging from comedy, theater and even concerts. Check out the schedule and more details at their website for a fun night.


#### Places to Eat

**Hey Cupcake– Madison**

Check out this sweet bakery that has a wide variety of specialty cupcake flavors that change daily as well as signature flavors such as the Hostess, Cookies and Cream, M&M and pink lemonade cupcake! Be sure to try the pumpkin cupcake this fall while they last!

**Fellowship Chronicles**

#### Cultural Events

New Jersey State Museum - Trenton

Essentially four museums in one with four different exhibits and sections of the museum including: archaeology and ethnology, cultural history, fine art, natural history and planetarium. If you like history and art make sure to check out the state museum. **CHEAP DATE ALERT! General Admission is FREE (donations are suggested)**

Website: [http://www.state.nj.us/state/museum/index.htm](http://www.state.nj.us/state/museum/index.htm)

Send your favorite spots and upcoming events to the newsletter committee.
Seen and Heard

At our September 9th dress down PDD the fellows raised $226, for a total of $1496 raised for the Susan G. Komen Breast Cancer Walk in NYC! The walk was a great time for such a great cause! Thanks to everyone who came out and everyone who donated to support this cause.

The NYC Scavenger Hunt was a big success! The combination of great weather and great friends made for an eventful day. Groups were assigned to find certain locations within the city and take pictures to accumulate points. Not only were major NYC landmarks caught on camera, but fellows were captured discovering NYC's cultural uniqueness. As many fellows are out-of-towners, this was a great way to explore NYC and get to know others. The winning team included Hiliary Johnson, Patrick Schleck, Dipam Doshi, Claire Tsai, and Daniel Carreon. Congratulations!
Welcome Baby Jaxon

Jaxon Ryder Bucco
Born on October 13, 2010
7 pounds 11 ounces

Congratulations
Mom and Dad!
Ursula (Marek) Bucco
and Ryan Bucco

Welcome Baby Summer

Summer Hafeez
Born on June 17, 2010
7 pounds 6 ounces

Congratulations
Mom and Dad!
Kudsia (Feroz) Hafeez
and Amir Hafeez

Time to Celebrate

Happy Birthday to you:

1/03 Farah Hossain
1/07 Yvonne Turla
1/12 Arshdeep Pooni
1/15 Sheena Patel
1/19 Anuj Patel
1/22 Ameet Khara
1/25 Mina Alsaraf
1/28 Brian Manning
2/11 Anthony Bevilaqua
2/14 Puja Patil
2/18 Sheiva Ghazanfari
2/23 Georgina Dall
2/24 Dayton Yuen

Check the web for important forms and guides:
http://pharmafellows.rutgers.edu/
ifellows@rutgers.edu
732/445-5215, Ext. 455 Fax: 732/445-7553

Institute for Pharmaceutical Industry Fellowships
Ernest Mario School of Pharmacy
Rutgers, The State University of NJ
William Levine Hall
160 Frelinghuysen Road
Piscataway, NJ 08854-8020

CONTACT THE NEWSLETTER COMMITTEE:

Dr. Ann Howell
Newsletter Co-Chair
ann.howell@spcorp.com
Office: 908.740.4139

Dr. Breanne Donohue
Newsletter Co-Chair
breanne.donohue@novartis.com
Office: 862.778.5929

CONGRATULATIONS!

Just Married!!
Congratulations to Gemma (Attley) Anastasi and Michael Anastasi on their September 25th nuptials!

Recently Engaged!
Congratulations to Erica Hosek and Mark Dankiewicz on their recent engagement!

Recently Engaged!
Congratulations to Wendy Hong and Mike Prothero on their recent engagement!

Just Married!!
Congratulations to Brett Kritzberger and Christine Kritzberger on their October 9th wedding!

Happy Birthday to you:

12/01 Jan Bhagwakar
12/03 Amanda Scofield
12/16 Alex Wang
12/17 Brett Kritzberger
12/22 Gemma Attley
12/27 Nina Sutjiawan
12/27 Therese Swan
12/29 Mercy Mathew

12/16 Jessica Wang
12/17 Brett Kritzberger
12/22 Gemma Attley
12/27 Nina Sutjiawan
12/27 Therese Swan
12/29 Mercy Mathew

Check the web for important forms and guides:
http://pharmafellows.rutgers.edu/
ifellows@rutgers.edu
732/445-5215, Ext. 455 Fax: 732/445-7553