



April 2006

Volume 1, Issue 1

# The Fellowship Chronicles

Official Newsletter of the Rutgers Institute for Pharmaceutical Industry Fellowships

## A Note from the Editors

Dear Fellow Colleagues:  
We would like to introduce the very first issue of the "Fellowship Chronicles," the official newsletter of the Rutgers Pharmaceutical Industry Fellowship. We hope this newsletter will be the first of many issues to come. This was designed to discuss current events in the program and to connect the community of current fellows, preceptors, and alumni. We hope you enjoy this issue.

Your editors,  
Jennifer Kim and Maricel De Jesus

## Vegas, Baby!

By Maricel De Jesus, Pfizer



The annual ASHP Mid-Year Clinical Meeting took place from December 2<sup>nd</sup> to the 7<sup>th</sup> in the one and only Las Vegas, Nevada. The Rutgers Fellowship Program had a successful turnout with 157 applicants from 33 different pharmacy schools around the U.S.

2 During the Mid-Year meeting, all the fellows worked diligently interviewing applicants as well as performing various tasks for the recruitment process in a united effort to attract the best candidates.

4 On December 5<sup>th</sup>, the Rutgers Fellowship Program held their

reception at the Venetian Hotel. It was a remarkable turnout with 114 candidates, 50+ alumni and many preceptors attending. The fellows and preceptors were able to mingle and interact with the candidates in a more social environment.

Aside from all the hard work, the fellows were able to explore the flashy sites of Las Vegas by going on a scavenger hunt along the famous Las Vegas strip. This event was coordinated by social chair, Jessica Cairns.

This year's Mid-Year Committee, chaired by Erika Massenburg and Emily Scalise, with help from Amy Patel and Madonna Krawczyk did an excellent job organizing and planning all the logistics of the meeting and the reception.

Thank you also to the University Outreach Committee led by Windy Wang and Anish Patel as well as the Association Outreach Committee led by Bijal Sheth and Na Young Goh for their national recruitment efforts. It was a great success.

A special thanks also goes out to Dr. Alexander, Dr. Barone, Svetlana Kurinsky and the alumni of the fellowship program who helped out with the recruitment efforts.

Recruiting for the fellowship program was a success as all 50 positions were essentially filled by mid-February.

Congratulations to everyone for a successful Mid-Year. We look forward to seeing everyone at ASHP 2007 in Anaheim, California!

### Featuring:

Posters on the Road

ROPES course

Alumni Spotlight

Professional Development Day

Reflections from the Social Chair

Important Dates

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### RPIF Interesting Facts:

- Founded in 1984
- Program celebrated 20th year
- Expanded to include 13 different companies
- Over 300 fellows have completed the program

## Dr. Barone's 50<sup>th</sup> Birthday Celebration

By Anish Patel, Berlex Laboratories



Dr. Barone and friends at Happy Hour, Nova Terra

This past August 8<sup>th</sup> 2005, Dr. Barone celebrated his 50<sup>th</sup> birthday. On behalf of Dr. Alexander, Svetlana Kurinsky, and the fellowship class, he received the Faberge

Grand Duke Cobalt Martini Set that was later signed by a member of the Faberge family.

The box was engraved "Live well, 'tis the best revenge." In addition to fine glassware, Dr. Barone enjoyed a delightful birthday cake from the famous Brooklyn Italian bakery, Villabate, featuring the program's trademark hawk.

Dr. Barone was totally surprised and overwhelmed. For a brief mo-

ment he was actually at a loss for words. "It is so good to be able to share and celebrate such an important occasion surrounded by those who mean so much to me. Your support and thoughtfulness helped me celebrate an important milestone and also enabled me to get through a difficult personal time. My heartfelt thanks goes out to all our fellows."



Happy Birthday, Dr. Barone!!

## *Fellows Take Their Posters on the Road*

*By Christine Pang, Bristol Myers Squibb*

This year, many of our fellows presented posters in conjunction with faculty at the Ernest Mario School of Pharmacy. These posters not only served as a venue for the fellows to gain exposure to others within the pharmaceutical industry, but also raised awareness of the Rutgers fellowship program.

In December 2005 at the ASHP Midyear Clinical Meeting in Las Vegas, NV, two posters were presented during the Resident Poster session. Amy Padalia and Kate Yi along with Lorraine Shui, Nana Wiafe-Ababio, Anish Patel, and Ahmad Alrawi, presented *Evaluation of Medical Science Liaisons' Perception of Job Satisfaction and Career Path Options*. This study aimed to further investigate career paths and opportunities for pharmacists who currently hold or previously held MSL positions, as well as to evaluate job satisfaction among MSLs.

Matt Bunn, Jaime Linton, Aneta Fornal and Angie Tschand, presented *Evaluation of the Rutgers Pharmaceutical Industry Fellowship Program by 2005 Program Alumni*. The basis of the poster was to assess the degree of satisfaction and professional advancement of the 2005 alumni of the fellowship program. Previous studies have primarily focused on the penetration of the fellowship alumni into the pharmaceutical industry. The results helped to gain an understanding of the rationale and goals for participation in the program.

The Drug Information Association (DIA) 17<sup>th</sup> Annual Workshop for Medical Communications in Orlando, FL, in March 2006 was another venue for posters. Ursula Marek and Christine Pang presented *Handling Medical Information Novel Inquiries Within the Pharmaceutical Industry*. The objective of the poster was to determine if there is consistency among companies in responding to novel inquiries and to elucidate successful processes that are currently being utilized.

Carol Davis and Kate Yi presented *Assessing and Evaluating the*

*Efficiency and Consistency of Medical Information Dissemination* at the DIA meeting as well. The objective was to assess the efficiency and consistency of response content across various modes of dissemination. The results aimed to gauge the impact of technological advancement on medical information consistency and delivery time.

Ashwini Phatak presented *Information Delivery Channels: Common Features of a Technical Assistance Framework* at the DIA meeting. The objective of the study was to evaluate the technical assistance framework of selected websites. The results were used in redesigning the OMJSA website to increase usability.

Shraddha Shah presented *Incorporation of Medical Communications to Drug Content Providers (compendia)*. The project objective was to assess if drug content providers have incorporated changes into product monographs following receipt of a communication from their Medical Information department. The results were used to improve the process for communicating product labeling changes to drug content providers.

Bryan McCreery presented *Creation of a Resource Binder Designed to Assist Pharmacy Students Rotating Through a Medical Information Department*. This binder was created to introduce pharmacy students to the essential tools required for medical information professionals to function effectively in the pharmaceutical industry.

At the APhA Annual Meeting in San Francisco, CA, in March 2006, Maricel De Jesus, Kinnari Patel and Palak Shah presented the results of a survey entitled *Assessing Current and Future Pharmacists' Perceptions of Establishing a Third Class of Medications*. The objective was to evaluate the perceptions of pharmacists and pharmacy students (within two years of graduation) of the establishment of a "Third Class of Medications" in the United States.

**Congratulations to all the fellows who successfully presented posters!!**

The aforementioned posters may be found on the Rutgers Pharmaceutical Industry Fellowship website at <http://pharmafellows.rutgers.edu>.

## *ROPES Course –A Day to Remember*

*By Sarang Rastogi, TKL Research*



On July 22, 2005, the 65 fellows spent a warm summer's day getting to know each other through team building exercises organized by Rutgers University Recreational Services- dubbed the "ROPES Course." What one noticed immediately was the lack of corporate ties and suits, and a prevailing atmosphere of youthful zeal and camaraderie emerging amongst all the fellows. The morning got going with an entertaining game of "Have you ever..." in which fellows asked witty questions of each other, and it quickly became clear which fellows would have the most outgoing personalities. After this ice breaker game, the groups were divided into smaller teams as they forged ahead to take on the ROPES Course.

The teams were then given scenarios

around various tasks to be accomplished.

One such task was the giant see-saw, where every member on the team had to be boarded on the see-saw platform without it dipping to either side. To accomplish the task successfully, the group had to put into action the skills of leadership, strategy, communication, and most of all teamwork.

All the day's activities focused around developing trust, teamwork and cooperation, change and flexibility, decision making and planning, effective communications, problem-solving, leadership, and critical thinking.

The fun filled activities provided an informal setting in which the fellows were able to further develop these character traits, and in so doing set the tone for the beginning of another exciting year of the fellowship Program.

## Alumni Connection

*By Jennifer Kim, sanofi-aventis*

*From "In Focus— Profiles from our Alumni"*

*For more info, see <http://pharmafellows.rutgers.edu/locked/alumni-infocus.php>*

### Michelle Tsai, PharmD



Throughout her successful career, Michelle continues to acknowledge the fellowship program as an essential stepping stone.

“Although you have no formal training, the fellowship offers an opportunity for you to see and try it out. Marketing is a difficult area to get in without first having many years of experience in sales, but as a fellow you can be at the heart of it.” It is no surprise that with her fellowship experience she was able to launch into a product manager posi-

tion. Since then, she has gained valuable experiences from other brand marketing positions as well as being a successful sales representative.

Michelle continues to expand her career as she plans to pursue becoming a brand team leader for either an in-line or new product in development.

Despite her busy career, she has been able to balance her personal life. She has traveled to Europe, Peru, South Pacific, and Japan. Recently, she and her husband welcomed their first child. Congratulations Michelle!

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| TITLE   |
| Area Sales Manager, Leadership Development Program                |
| COMPANY   |
| Novartis Pharmaceuticals Corp.                                    |
| OTHER ROLES   |
| Novartis Fellowship Co-Director                                   |
| FELLOWSHIP YEARS  |
| 1999-2001   |
| FELLOWSHIP COMPANY  |
| Novartis Pharmaceuticals  |
| FELLOWSHIP DISCIPLINES  |
| Trileptal Brand Marketing   |
| ALMA MATER  |
| University of Notre Dame; University of California, San Francisco |

**“Don’t underestimate the value of having a network of people you interacted and worked with”**

**-Dr. Michelle Tsai**

### Message from the Program Director



I am pleased to report that the state of the Fellowship Program continues to be strong! It seems that each year our fellows and alumni are reaching new heights, and we are fortunate to continue to attract, train, and retain some of the best and brightest talent

from around the country to work in the New Jersey-based pharmaceutical industry.

There have been many highlights during this last year, but some worth emphasizing include i) the continuing transition to training and professional development during our Professional Development Days (PDD, formerly known as “seminar”), ii) the successful commemoration of the program’s 20<sup>th</sup> year at a wonderful all-alumni reunion event, iii) the universal recognition of the program’s ASHP Midyear’s PPS space as, “Rutgers Nation,” iv) the return of multiple program alumni at PDD and the ensuing happy hours to share their experiences and advice, and v) the growing sense of community among the entire group of fellows and program alumni, who have more and better opportunities than ever to interact with each other to build last-

ing relationships and a network that will follow them throughout their careers.

Our hope is that this newsletter will serve as a continuum to better connect our key stakeholder groups, including our current fellows, program alumni, preceptors, faculty, and friends of the program. We place a high value on the chemistry and relationships that form as a result of this program, and our desire is to continue to develop and maintain a strong and lasting sense of community within our growing network.

As this fellowship year winds down, I would like to congratulate our fellows who will soon be completing the program, and thank them for their contributions during this past year. We wish you the highest degree of continuing success, and take pride in your great accomplishments which are sure to follow as you join the ranks of some 400 outstanding PharmDs to complete this program!

James G. Alexander, PharmD  
Director, Institute for Pharmaceutical Industry Fellowships

#### UPCOMING ALUMNI

#### CONNECTION

#### FEATURES:

**Laura Fields, PharmD**

**Sr Director, Marketing Development**

**Bardia Akbari, PharmD**

**Director of Pharma Development Operations**

**Irene Laurora, PharmD**

**Medical/Clinical Development Director**

## *Professional Development Day Reaches New Levels*

*By Jennifer Nugent, sanofi-aventis*



**Fellows enjoy and appreciate PDD speakers**

The Rutgers Pharmaceutical Industry Fellowship (RPIF) continues to bring fellows together on a regular basis with the Professional Development Days. This provides an opportunity for fellows working across the different partner companies to come together to network with one another, participate in career development activities, and learn about multidisciplinary issues and topics in regards to health care and the

pharmaceutical industry. This year, RPIF piloted an effort to theme the Professional Development Days with workshops highlighting different functional areas supporting the drug pipeline within the pharmaceutical industry, such as Clinical Research, Regulatory, Commercial and many others. Along with presentations by fellows, alumni guests are invited as guest speakers to discuss their career and experi-

ences. It allows for current fellows to meet and see how the fellowship experience has been an important contributor to successful careers for many people.

The Professional Development Days represent one of the most valuable opportunities within the RPIF program. With visionary leadership and support from the alumni, it will continue to improve and add further value to the RPIF program.

## *Reflections from the Social Chair*

*By Jessica Cairns, Roche*



The post-doctoral fellowship class of 2005-2006 had a great year both in- and out-of-the office. As networking and getting to know one another is a key aspect of this program, we aimed at developing a greater sense of teamwork and camaraderie amongst the different fellowship companies as well as departments.

We kicked off the fellowship year with a day long team building event at the ROPES course on the Rutgers campus that was fol-

lowed by a summer barbeque for all to enjoy. We also conducted icebreaker activities at every PDD.

Following our periodic Professional Development Days, the standing happy hour location this year was Nova Terra on Albany Street in New Brunswick.

Halloween 2005 was definitely a night to remember, that helped us prepare for our big trip to the ASHP Midyear Convention in Las Vegas, Nevada.

We have celebrated many birthdays, including a milestone for Dr. Barone.

As the fellowship year is approaching its end, we are looking forward to a few more group gatherings before we part ways.

I think that I can speak for everyone when I say: This year, good times were had by all.

### **CONGRATULATIONS!**

**2006-2007 Co-Chief**

**Fellows:**

**Anish Patel**

**Na Young Goh**

### ***Mark your Calendars!***

#### **April 18th:**

Financial Planning and Business/Dining Etiquette.

Location: Alexander Library Lecture Hall and Rutgers Club

Time: 12:30pm—7:00 pm

#### **June 8th:**

Rutgers Pharmaceutical Industry Certificate Presentation Dinner

Location: Short Hills Hilton Hotel

Time: 6:00pm —10:00 pm

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**Advisor:** Dr. James Alexander

Special Thanks to- Svetlana Kurinsky, Lucio Volino and Staci Lymperopoulos

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