

# Promoting post-doctoral Pharm.D. program awareness- a retrospective analysis of educational outreach initiatives

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## Background

- The Rutgers Pharmaceutical Industry Fellowship Program (RPIFP) is a post-doctoral training program for Pharm.D. professionals providing hands-on experience in 1 or 2 year fellowships in the pharmaceutical or biopharmaceutical industry.
- The collaboration between Rutgers and 15 partner companies in New Jersey, New York, Pennsylvania, and California provides invaluable opportunities for Fellows to develop key skill sets in academia and industry important for launching a successful career.
- Positions are available in a variety of functional areas including but not limited to: Medical Information, Medical Affairs, Clinical Research, Marketing, Regulatory Affairs, & Business Intelligence.
- The University Outreach Committee (UOC) and Organization Outreach Committee (OOC) are RPIFP committees dedicated to promoting awareness of post-doctoral industry fellowships for Pharm.D.s including the RPIFP.
- Representatives of the UOC attend over 61 pharmacy schools per year. During their visit, Rutgers fellows provide an overview of the fellowship program and the roles and responsibilities of pharmacists in various functional areas of the industry.
- Representatives of the OOC attend 18 professional and pharmacy student organization meetings throughout the year. During their visit candidates are encouraged to network with Rutgers fellows and attend an information session when available.
- Additional opportunities to learn about the RPIFP and careers in the industry are offered via webinar and consist of a 1 hour presentation and a 30 minute question and answer session fielded by the fellows.
- Pharm.D.s from all over the country interview for the program beginning at the American Society of Health-System Pharmacists (ASHP) Midyear Meeting.

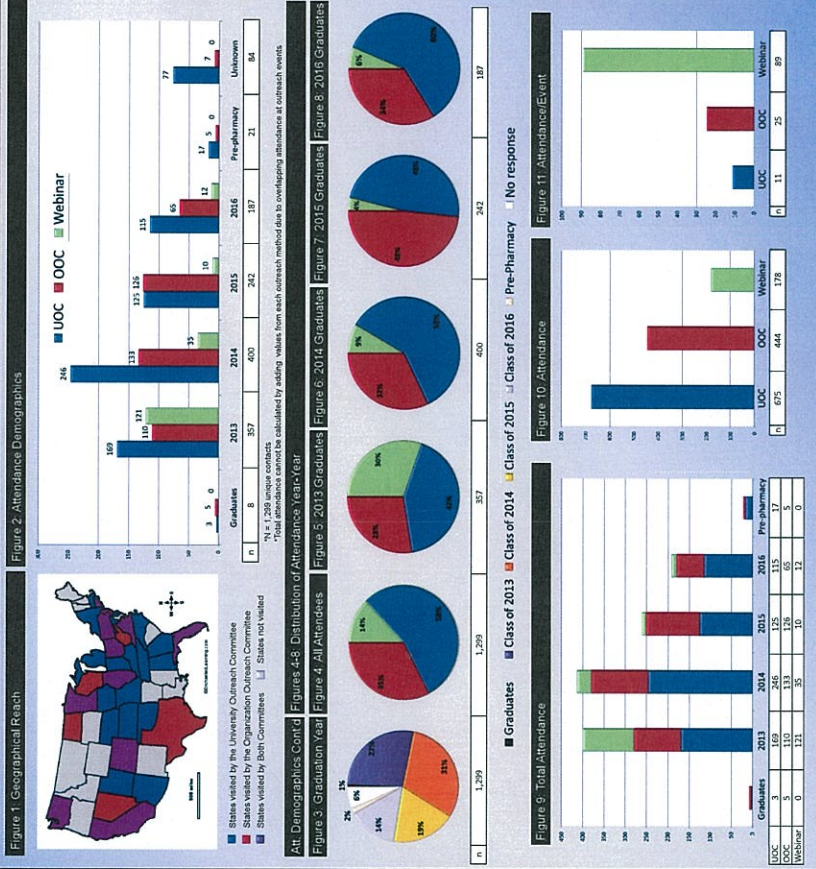
## Objective

- Identify additional opportunities to promote awareness of post-doctoral Pharm.D. programs using various methods of educational outreach programming.

## Methods

- The Rutgers Institute for Pharmaceutical Industry Fellowships (RPIFP) conducted nationwide educational programming from September 2012 to December 2012.
- Visits to 61 Schools of Pharmacy included classroom visits, panel discussions, and campus residency/fellowship showcases.
- Attendance at 18 state, regional, and national organization conferences included roundtable discussions and residency/fellowship showcases.
- Participation in 2 online 90 minute webinars highlighted the unique career paths pharmacists have in the pharmaceutical industry.
- Schools of Pharmacy were visited based on a number of criteria including national program ranking, geography, alma mater of past fellows, scheduling availability, and proactive requests from students.
- Key national and regional professional society meetings were targeted.
- A retrospective pooled-analysis of sign in sheets was evaluated for trends in student attendance with regard to graduation year and type of event attended.

## Results



## Discussion

- Fellows who collaborated with student leaders and administrators may have been offered opportunities to participate in multiple outreach types during their university visit, including classroom presentation, residency showcases, networking events, and career panels.
- Webinars may have been an attractive platform for students in their fourth professional year compared to first through third professional year students, due to scheduling conflicts and rotation obligations.
- Student attendance per event at university events was variable due to a variety of contributing factors, including student interest, scheduling conflicts, and adequate publicity.

## Conclusion

- The university, organizational, and webinar outreach methods studied were three effective tactics for achieving a live student audience.
- The three methods can be considered equally effective in reaching pharmacy students in their final year before graduation.
- For all students in their first through third professional year, university and organizational visits may elicit larger audiences than webinars.
- Webinar showed a proportionally higher attendance by final year pharmacy students.
- The variety of university outreach methods contributed to audience diversity and overall attendance.
- Webinars appear to be a practical outreach option because of high attendance per event and ease of implementation.
- Final-year audiences were ideal for presenting post-graduate program specifics, whereas presentations to students earlier in their academic careers were best-focused on opportunities for pharmacists in industry.
- All methods of outreach to all student groups may increase program visibility.

## Limitations

- Missing data - Not all students that attended visits were able to sign their name or provide all the appropriate information to add to the analysis.
- Unreliability of averages - Attendance per event varies widely for university visits, and is dependent on factors specific to each visit, particularly with regard to when the visit is scheduled in the context of students' rotation and exam schedules as well as pre-arranged school colloquiums or career/residency fairs.
- Limited number of events - Although there were many university and organizational visits to analyze, there were only two webinars to gain data from.

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