RUTGERS
Ernest Mario School
of Pharmacy

The Fellowship Chronicles
Official Newsletter of the Rutgers Institute for Pharmaceutical Industry Fellowships

WELCOME DR. LESLEY FIERRO!

PIF would like to welcome Dr. Lesley Fierro, M.S., Pharm.D. to the organization as a key supporter of the Rutgers Fellowship family. Dr. Fierro has been a tremendous supporter of fellows since the advent of the program, first as a preceptor at Parke Davis (now Pfizer), and later as a stakeholder at Sanofi. She has continued to champion professional development and advancement of fellows throughout her career.

Dr. Fierro’s career in the pharmaceutical industry recently shifted gears last year when she retired from her position as head of Medical Information at Sanofi. She is now part-time faculty at Rutgers University. Her role will focus on assisting Dr. Toscani and Dean Barone with supporting and overseeing the growing program which now has 120 fellows to date.

IN THIS EDITION

- Insights from our BMS Resident in sub-Saharan Africa
- New Website Committee Action Plan
- FAST FACTS about our upcoming Fellowship Information Networking Day (FIND)
- Organization Outreach Committee: Upcoming recruitment visits by our Rutgers Fellows
- Scholarly activities upcoming events and past year’s highlights
- Tips from our current Fellows: Staying smart on social media

A unique fun fact to note as well is that Dr. Fierro and her husband share a passion for collecting antique cars and driving them throughout the year!

September Edition At A Glance

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Dr. Lesley Fierro</td>
<td>1</td>
</tr>
<tr>
<td>Public Health and A Pharmacist Collide</td>
<td>2</td>
</tr>
<tr>
<td>Fellowship Information Networking Day</td>
<td>3</td>
</tr>
<tr>
<td>Website Updates</td>
<td>3</td>
</tr>
<tr>
<td>Organizational and University Outreach</td>
<td>5-7</td>
</tr>
<tr>
<td>Protecting Your Brand</td>
<td>6</td>
</tr>
<tr>
<td>RPIF Statistics</td>
<td>7</td>
</tr>
<tr>
<td>Upcoming Events and Resources</td>
<td>8</td>
</tr>
</tbody>
</table>
The idea of public health is rather orthodox with the philosophy of protecting and improving the health of all citizens. However, the approach at which one reaches that level of equity and impartiality goes deeper than the science. It aims at illuminating the barriers that impact clinical outcomes in every sector of society. Public health seeks to advocate for some of the most vulnerable populations by searching to uncover how income, social status, and ethnicity amongst others are interrelated to accessibility and outcomes.

The Bristol Myers-Squibb Foundation (BMSF), Secure the Future, works directly with grassroots organizations birthed by passions to address societal needs in sub-Saharan Africa. The foundation doesn’t stop with issuing out grants to deserving organizations but provides technical assistance and training workshops to ensure optimal delivery of resources and services. As the Public Health Resident, I am currently working directly with these non-governmental organizations (NGOs) to assist with protocol development and capacity building in the arena of oncology, particularly breast and cervical cancer.
Whether you are curious about opportunities in the pharmaceutical industry, or applying to post-doctoral industry Fellowship programs, FIND is the perfect venue where you can get some answers. See some fast facts below about our upcoming, largest recruitment event held annually at Rutgers:

**FELLOWSHIP INFORMATION & NETWORKING DAY (FIND)**

**By:** Allison Doherty, Pharm.D. & Alice Kim, Pharm.D.

**FIND Committee Co-Chairs**

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**WHEN:** Monday, November 16th

3:30pm — 8:00pm

**WHERE:** Busch Campus Center Multi-Purpose Room,

604 Bartholomew Rd, Piscataway, NJ 08854

**WHAT:** FIND is an event that provides pharmacy candidates the opportunity to learn more about the Rutgers Institute for Pharmaceutical Industry Fellowships (RPIF). RPIF is a highly competitive, nationally recognized training program designed for individuals pursuing a rewarding and dynamic career path within the pharmaceutical industry

⇒ A didactic session which features current Rutgers fellows presenting on RPIF curriculum and spectrum of functional areas and career pathways within the pharmaceutical industry

⇒ An informative presentation and Q&A portion focused on the interview process and preparation for the 2015 ASHP Midyear Meeting

⇒ A networking session during which candidates can interact with current fellows and stakeholders from top tier US and global pharmaceutical and biopharmaceutical companies

*After FIND, the only way to apply to the Fellowship is through our portal system and PPS*

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**WEBSITE COMMITTEE**

**By:** Shrina Marvania, Pharm.D. & Erikah Tran, Pharm.D.

Website Committee Co-Chairs

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The Rutgers Pharmaceutical Industry Fellowship (RPIF) website is one of the pivotal outlets of communication and information for many stakeholders, including fellows, preceptors, partner companies, and pharmacy students. The Website Committee is constantly making updates and working on collaborations with other committees to provide a seamless and interactive experience for users by adding new functionalities to the site.

In collaboration with the Alumni and Technology Committees, we are looking forward to developing an *Alumni Portal* which will allow alumni and fellows to interact on the portal through email, discussion boards, blogs, etc. Thanks to our colleagues, there are many more ideas and prospective projects we hope to get started on in the upcoming year. **Stay tuned!**

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**RPIF Website:**

◊ Over 2,000 active users

◊ 600 were 2014 ASHP Midyear applicants

◊ **Check out the webinar series for an introduction to aspects of the industry given by Dean Barone, Dr. Toscani, and current & former fellows!**
**Our Vision:** To encourage fellow interest and participation in credible scholarly activities and to promote and raise awareness of these activities, both internally and through collaboration with professional organizations.

### Scholarly Activities Initiatives

<table>
<thead>
<tr>
<th><strong>Scholarly Activities (SA) Initiatives for the Upcoming Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SA Resources — Current</strong></td>
</tr>
<tr>
<td>National conference grid</td>
</tr>
<tr>
<td>Local organization conferences</td>
</tr>
<tr>
<td>SA tracker</td>
</tr>
<tr>
<td>SA idea bulletin</td>
</tr>
<tr>
<td><strong>SA Resources — Coming Soon</strong></td>
</tr>
<tr>
<td>List of pharmacy journals</td>
</tr>
<tr>
<td>List of pharmacy news resources</td>
</tr>
<tr>
<td>Searchable repository posters</td>
</tr>
</tbody>
</table>

**Resources included in the RPIF fellow guidebook**

- Manuscript submission guide
- List of pharmacy journals
- List of pharmacy news sources

**Conference flyers**

**2nd annual Scholarly Activities Research Award**

**Wall of Fame**

4th Floor Ernest Mario School of Pharmacy

### UPCOMING CONFERENCES:

- **Eastern Pharmaceutical Technology Meeting**
  September 25, 2015 in Basking Ridge, NJ
  September 30, 2015 in Piscataway, NJ
- **National Association of Specialty Pharmacy (NASP) Annual Meeting**
  September 29-October 1, 2015 in National Harbor, MD
- **California Society of Health-Systems Pharmacists (CSHP) Seminar**
  October 8-11, 2015 in San Diego, CA
- **Healthcare Businesswomen’s Association: “Climbing the Corporate Ladder”**
  October 15, 2015 in Piscataway, NJ
- **New Jersey Pharmacists Association (NJPhA)**
  October 16-18, 2015 in Atlantic City, NJ
- **American College of Clinical Pharmacy (ACCP) Global Conference**
  October 17-21, 2015 in San Francisco, CA
- **Academy of Managed Care Pharmacy (AMCP) Nexus**
  October 26-29, 2015 in Orlando, FL
- **American Society of Health-Systems Pharmacists (ASHP) Midyear**
  December 6-10, 2015 in New Orleans, LA

### 2014-2015 SAL Highlights for Rutgers Fellows

- **43** Fellows involved in at least 1 scholarly activity
- **28** Posters presented at various national and local conferences
- **6** Publications in magazines, peer-reviewed journals, and other media
- **5** Oral presentations at conferences and symposia
The Organization Outreach Committee (OOC) has finalized fall recruitment and plans to participate in **22 national, regional, and local conventions** (3 more visits than in Fall 2014!). The RPIF program will continue to communicate, educate, and network with students and professionals from all over the country about the value and opportunities for pharmacists within Rutgers as well as the pharmaceutical industry. OOC works closely with other committees such as Metrics and Analytics to draw conclusions on effective outreach and continue to improve on future visits. OOC also partners with the Marketing and Website Committees to ensure that everyone with interest in the program has the opportunity to learn first hand from current fellows.

<table>
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<tr>
<th>AMCP: Orlando, FL</th>
<th>ACCP: San Francisco, CA</th>
<th>APhA MRM Region 1: Plymouth, MA</th>
<th>APhA MRM Region 2: Richmond, VA</th>
<th>APhA MRM Region 3: Nashville, TN</th>
<th>APhA MRM Region 4: Dearborn, MI</th>
<th>APhA MRM Region 5: Minneapolis, MN</th>
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</thead>
<tbody>
<tr>
<td>NC Association for Pharmacists Residency Showcase: Raleigh, NC</td>
<td>CA Society of Health System Pharmacists: San Diego, CA</td>
<td>Ohio Society of Health System Pharmacists Residency Showcase: Columbus, OH</td>
<td>Delaware Valley Society of Health System Pharmacists: Philadelphia, PA</td>
<td>SC Society of Health System Pharmacists: Columbia, SC</td>
<td>MD Society of Health System Pharmacists: Hanover, MD</td>
<td>Kentucky Society of Health System Pharmacists: Louisville, KY</td>
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**“We greatly look forward to participating in the robust lineup of meetings this Fall!”**

**APhA Annual Meeting in San Diego, CA - March 2015**

**ICHP in Chicago, IL - October 2014**
PROTECT YOUR BRAND
Staying smart on social media
By: Alex Hendzel, Pharm.D., M.P.A. & Lauren Clouse, Pharm.D.

Social networking has become an integrated part of our everyday lives, and we must remain conscious that it is used as a direct reflection of our identity. Our internet “footprint” is a great way to keep in touch with friends and family, as well as establish a network with professionals in the same field. LinkedIn, for example, is a prime example of a social media platform designed to highlight professional achievements for the purpose of opening the door to future business opportunities. Proper social media etiquette can pave the way for career advancement. However, be mindful that you are responsible for what you post, and who you represent – yourself and your company!

LinkedIn, Facebook, Twitter, and Instagram (among others) are social media sites used daily by a wide range of demographics. Take advantage of this exposure by keeping a professional tone. It is far easier to damage your reputation with an offensive post from your weekend excursions. A good piece of advice when contemplating a post, is when in doubt, don’t post it. Take the time to “clean up” your image by periodically checking the content on your social media accounts.

### The Do’s and Don’ts of LinkedIn

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<th><strong>The Do’s</strong></th>
<th><strong>The Don’ts</strong></th>
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<tr>
<td>Have a current and professional picture</td>
<td>Post controversial or offensive material</td>
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<tr>
<td>Promote involvement in clubs/organizations/company</td>
<td>Write negative comments about past employers</td>
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<tr>
<td>Establish connections with key stakeholders in your field</td>
<td>Overwhelm followers with too much information</td>
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<tr>
<td>Include key words likely to be searched by recruiters in your summary</td>
<td>Spam by reposting redundant material</td>
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<tr>
<td>Join professional and alma mater group pages</td>
<td>Use generic and bland marketing techniques</td>
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<tr>
<td>Provide honest and accurate information</td>
<td>Be too modest in showcasing accomplishments</td>
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<tr>
<td>PROOFREAD for grammar and spelling errors</td>
<td>Underestimate the value of adding outside of work activities (ie. volunteering)</td>
</tr>
<tr>
<td>Avoid buzzwords; provide your skills through projects and experience</td>
<td>Forget to endorse others!</td>
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### LinkedIn Statistics

- >291,500 people with the title of Pharmacist
- ~5,000 results for posted Pharmacist jobs
- >300 professional groups for Pharmacists
- >8,500 results of companies listed as Pharmaceutical Industry

Source: www.linkedin.com

Key tips for maximizing the potential of your social media account include: use LinkedIn to create professional connections with people you meet in the industry (it’s a small world), limit controversial and potentially offensive content that you post, be aware of your ability to be searched and update your listed networks to be connected with.
This past June, the Rutgers Pharmaceutical Industry Fellowship program celebrated the graduation of 49 fellows and 1 resident. As we wish them well, we are proud to highlight their success with the following statistics:

63% of the departing fellows remained at their partner company.

- 94% of fellows remained in the pharmaceutical industry.
- 6% remain in the pharma industry.
- Other (i.e., FDA).

A Look at the 2015 Departing Fellows

On behalf of the University Outreach Committee (UOC), we look forward to another exciting outreach season and appreciate all the fellows who volunteered their time to educate the pharmacy student community on opportunities in industry.

From September 2014 to April 2015, Rutgers fellows successfully had representation at 75 pharmacy schools and engaged with approximately 2250 students face-to-face and 600 students through both the Fall and Spring Rutgers Webinars. We hope to continue to maintain close relationships with universities and enhance our nationwide presence by working with our visiting fellows to increase the quality, depth, and scope of their visits this Fall.

The Rutgers Pharmaceutical Industry Fellowship (RPIF) Program has recently added a new position, Outreach Logistics and Public Relations (see left). The purpose of the chair is to assist and improve collaboration between Organization Outreach Committee and the University Outreach Committee. The goal is to ensure that each and every outreach visit is creating value both for the students and the RPIF program.

Please also welcome the following fellows to the UOC Committee responsible for the upcoming webinars:

Irene Okeke, Pharm.D. & Siwen (Cassie) Ding, Pharm.D.

Virtual Webinar Co-Leads
UPCOMING EVENTS

What:  
**Fellowship Information and Networking Day (FIND)**

When:  
Monday November 16, 2015
3:30 PM-8:00 PM

Where:  
Busch Campus Center
Multipurpose room

Why:  
To help FIND your path into Industry

Who:  
You?

TAP THE APP

Click the icons for more!

RUTgers FOOTBALL

<table>
<thead>
<tr>
<th>Date</th>
<th>Away</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 5</td>
<td>Norfolk State</td>
<td>W 63-13</td>
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<td>Sept. 12</td>
<td>Washington State</td>
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<td>Sept. 19</td>
<td>Penn State</td>
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<td>Sept. 26</td>
<td>Kansas</td>
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</tbody>
</table>

CLICK THE PICTURE TO RSVP

For more information, please visit the RPIF webpage:
http://pharmafellows.rutgers.edu/
ifellows@pharmacy.rutgers.edu

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Please contact us if you are interested in writing for the next edition of the Fellowship Chronicles.