



# Rutgers-NPC 2024 Health Policy & Communications Fellowship



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# Leadership Statement



Dear Prospective Fellow,

On behalf of the National Pharmaceutical Council (NPC) and the Ernest Mario School of Pharmacy, thank you for your interest in the Rutgers-NPC 2024 Health Policy & Communications Fellowship.

Health policy is essential to maintaining patient access to pharmaceutical innovation. Good policy is based on good evidence, and for nearly 70 years, NPC has developed credible evidence to inform policy development.

For many years, NPC has partnered with respected academic institutions to help prepare emerging leaders for careers in the biopharmaceutical industry. The 2024 fellowship, in partnership with Rutgers, represents our continued commitment to training the next generation of pharmaceutical policy researchers and communicators.

This unique two-year fellowship is an accelerated path to industry experience and an opportunity to be part of a best-in-class research team, while forging relationships with thought leaders across the pharmaceutical industry. We invite you to dream big, deliver impactful research, and drive better health policy as a Rutgers-NPC fellow.

Sincerely,



John M. O'Brien, PharmD, MPH  
President & CEO

# About NPC



The work of the National Pharmaceutical Council (NPC) has never been more relevant – or more important. NPC conducts policy-relevant research about the value of biopharmaceutical innovation and communicates it with impact.

Founded in 1953 and supported by the nation's major research-based biopharmaceutical companies, today NPC is better positioned to educate leaders about what data and research say than ever before. The issues we examine take aim at four core questions: How do health policies encourage or inhibit biopharmaceutical innovation? What's the value of medicines to patients and the healthcare system as a whole? How do health policies affect patient access to medicines? And, what types of evidence should be used to explore these questions?

Our policy-relevant research agenda and communications-forward approach mean NPC is a uniquely credible, trusted, and impactful voice in the biopharmaceutical research and health policy communities. NPC does not lobby but seeks to help educate stakeholders and policymakers on what the research reveals. Membership in NPC is limited to research-based biopharmaceutical companies with at least one product commercially available in the United States.

Our Board of Directors consists of a representative from each member company and includes corporate affairs, commercial, and scientific leaders. The board governs NPC and provides strategic direction through key committees and staff from our member companies who contribute to our efforts through multiple workgroups. For more information, please visit [www.npcnow.org](http://www.npcnow.org).

***NPC is an inclusive community and leverages diversity of thought, background, perspective, and experience.***

# NPC Board of Directors



**Christine G. Marsh, MBA**  
(Chair)  
Senior Vice President  
Market Access



**Christian Nguyen, PharmD, MBA**  
(Vice Chair and Treasurer)  
Senior Vice President  
Value, Evidence, & Outcomes



**Jim Curotto**  
(Member at Large)  
Vice President  
PAH/Rare Diseases Business Unit



**Jeremy Allen**  
(Member at Large)  
Head  
Government Affairs



**Shontelle Dodson, PharmD**  
(Member at Large)  
Executive Vice President  
Medical Affairs



**Dana Lawlor**  
Vice President  
Market Access Strategy



**Ruth Hoffman**  
Executive Director of US Health  
Policy Strategy & Industry Trends



**Mohit Manrao**  
Senior Vice President and  
Head, U.S. Oncology



**Edward W. Feeley**  
Senior Vice President  
Head of Market Access



**Chris Leibman**  
Senior Vice President  
Head of Value & Access and  
Public Policy & Government Affairs



**Chris Mancill**  
Senior Vice President and Head,  
Worldwide Value, Access, Payment and  
Health Economics & Outcomes Research



**Jan E. Hansen, PhD**  
Vice President  
Evidence and Access Unit



**Rekha Ramesh**  
Vice President and Head,  
Global Policy



**Beth Rada**  
Vice President  
Government and Public Affairs



**Blasine Penkowski, MBA**  
Chief Strategic Customer Officer  
Janssen North America



**Courtney Piron**  
UC Country President and Head  
US Public Affairs



**Rick Dudek**  
Senior Vice President  
US Market Access



**Trent McLaughlin, PhD**  
Executive Director  
Global Market Access, & Evidence



**Philip Naughten, PharmD**  
Vice President  
Value and Evidence Generation  
US Medical



**Patty Fritz, MS**  
Head  
U.S. Corporate Affairs

# Key NPC Mentors for Fellows



**John M. O'Brien, PharmD, MPH**  
President & CEO

Leads NPC's strategic vision for research, communications and partnerships, bringing deep experience spanning the private sector, academia and government, including senior positions at HHS and CMS.

**Jon D. Campbell, MS, PhD**  
Chief Science Officer  
*Former SVP of Health Economics at ICER*



Leads NPC's research agenda in concert with NPC's CEO and research team, bringing deep expertise in study design, methods development, applying evidence to decision-making and stakeholder engagement.



**Michael J. Pratt**  
Chief Communications Officer

Leads NPC's communications and engagement strategies. Expert in healthcare, policy and science communications, with experience working with biopharmaceutical companies and in senior roles at HHS.

**Julie Patterson, PharmD, PhD**  
Senior Director of Research



Oversees major research projects at NPC and expert in pharmacoeconomics, drug value and pricing, and patient preferences, and experience in teaching Doctor of Pharmacy and graduate students.

# Fellowship Overview



The Rutgers-NPC Fellowship is a unique opportunity to learn the inner workings of a national health policy research organization supported by the U.S. pharmaceutical industry.

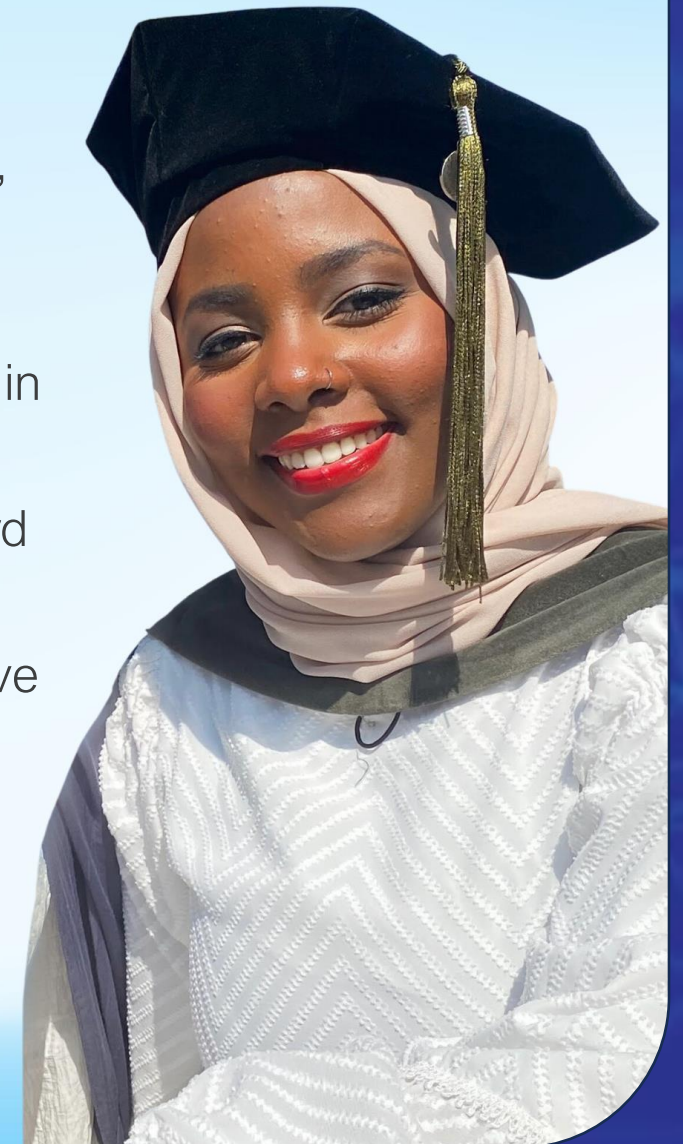
The two-year program bridges the gap between research, policy analysis and communications, and exposes fellows to real-world health policy and public affairs issues that researchers typically do not get elsewhere.

The fellow will report to and be mentored by the President and CEO, and work closely with NPC's senior leadership team, Board of Directors, and member company staff workgroups.

After completing their two-year program, the fellow will be highly qualified to join NPC or a similar organization as a health policy researcher or communicator, or join a pharmaceutical company in a health policy, market access, or strategic communications role. Since 2012, NPC has partnered with respected academic institutions like Rutgers to support professional development through fellowships. Past fellows have gone on to work for NPC members in roles including Associate Director of Policy Research and Director of Public Payer and Health System Strategy.

"During my time at NPC, I've come to understand how important and influential good research is in the healthcare space. Through my fellowship, I've been able to learn from industry leaders with decades of experience and knowledge in research, health policy and communications. I look forward to working with the NPC team and member companies to dive deeper into issues and challenges that affect future innovation and patient care."

**Rayan Salih, PharmD**  
2023 - 2025 Rutgers-NPC Fellow



# Fellow Responsibilities



## Research

Completing essential courses from the ISPOR Short Course Core Curriculum

Leading all aspects of a longitudinal research project, including:

- research design,
- vendor recruitment and management,
- manuscript publication,
- presentation of findings at a national meeting

## Communications

Completing executive media training

Speaking with the press and presenting to high-profile audiences

Leading all aspects of a communications rollout, including:

- content creation
- educational activity
- press and social media plan,
- partner and KOL engagement,
- workgroup briefings

## Policy

Completing the AcademyHealth Health Policy Orientation

Evaluating and summarizing legislation, regulations, and other health policy proposals

Presenting analyses to NPC members

Drafting an official response or comment letter

Collaborating with other policy research groups in Washington, D.C.

## Leadership

Completing the CliftonStrengths assessment

Participating in leadership development sessions designed for a strengths-based culture

Learning the fundamentals of non-profit association management

Contributing to and executing against a strategic plan





### Rutgers Pharmaceutical Industry Fellowship Program

Ernest Mario School of Pharmacy

Rutgers, The State University of New Jersey



**Joseph A. Barone,**  
Pharm.D., F.C.C.P.  
Dean and Professor II  
Ernest Mario School of  
Pharmacy  
Rutgers University



**Carolyn Seyss,**  
Pharm.D., RUCIF  
Fellowship Director  
Institute for Pharmaceutical Industry  
Fellowships  
Ernest Mario School of Pharmacy



**Michael Toscani,**  
Pharm.D.  
Research Professor,  
Fellowship Director Emeritus  
Institute for Pharmaceutical  
Industry Fellowships

#### Program History

In 1984, at Rutgers, The State University of New Jersey, the Ernest Mario School of Pharmacy and two pharmaceutical companies began a first-of-its-kind collaborative pilot program to evaluate the potential contributions of clinically-trained pharmacists within a pharmaceutical industry practice setting. Following the successful pilot, the Rutgers Pharmaceutical Industry Fellowship (RPIF) Program grew significantly and expanded to include 27 companies within the pharmaceutical and biopharmaceutical industry and approximately 350 Fellows.

In 2002, Dr. Ernest Mario generously provided an endowment to establish the [Institute for Pharmaceutical Industry Fellowships](#) to enhance and promote the role of pharmacists in industry through the RPIF Program. The Institute staff members:

- provide leadership and administrative support
- promote quality, communication, scholarly activity, and professional development
- arrange specialized Fellowship training opportunities within the pharmaceutical and biopharmaceutical industry.

In 2018, our Program expanded to offer interdisciplinary Fellows' training by adding select physician Fellowship opportunities to our well-established program.

The RPIF Program has thrived under the leadership of the founder, Dr. Joseph A. Barone, Dean and Professor II of the Ernest Mario School of Pharmacy, Dr. Carolyn Seyss, the Director for the Institute for Pharmaceutical Industry Fellowships, and Dr. Michael Toscani as the Director Emeritus.

The RPIF Program Certificate is now associated with special credentials so our alumni can now proudly identify themselves as **RUCIF (Rutgers University Certified Industry Fellow)**. Well over 1,500 Post-Doctoral Fellows have completed the RPIF Program, most of whom are experiencing influential and rewarding careers in the pharmaceutical and biopharmaceutical industry throughout the US and abroad. The RPIF Program has Preceptors and Mentors from industry who share their knowledge and experiences with the Fellows through an intense but closely-guided training program. Assignments and projects are challenging, meaningful, and designed to enhance understanding of the pharmaceutical and biopharmaceutical industry and the Fellow's functional area(s). Our goal is to provide the environment for Fellows to build the foundations to fuel their careers as future leaders in the industry.



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### **Key Program Features**

The Rutgers Pharmaceutical Industry Fellowship Program **FOSTERs** the growth and development of future pharmaceutical and biopharmaceutical industry professionals and leaders through key program features:

<b>F</b>	<b>Family of Leading Companies</b> – Partners include several of the top global pharmaceutical and biopharmaceutical companies and offer large to small company environments.
<b>O</b>	<b>Outstanding Alumni Track Record</b> – Well over 1,500 alumni hold prominent positions at many leading companies, including VP and C-suite levels.
<b>S</b>	<b>Strong Network</b> — Fellows develop valuable, lasting connections with each other, alumni, Preceptors, and Rutgers EMSOP faculty.
<b>T</b>	<b>Trusted and Proven Since 1984</b> — the Rutgers Fellowship Program is nationally recognized, trusted, and proven as the key pathway to industry for pharmacists as future leaders.
<b>E</b>	<b>Enhanced Career Development</b> – Breadth of experiences informs career path choices, increasingly challenging assignments build depth of experience, and visibility creates opportunities - enhancing the potential for accelerated career paths.
<b>R</b>	<b>Rigorous Academic Component</b> – Rutgers affiliation provides academic and professional development opportunities.

Rutgers, The State University of New Jersey, with over 67,000 students in its three campuses, is one of the major state university systems in the United States. The New Jersey College of Pharmacy was founded in 1892 and was incorporated into the University in 1927. The [Ernest Mario School of Pharmacy \(EMSOP\)](#) is part of Rutgers Biomedical and Health Sciences (RBHS), the only state school of pharmacy in New Jersey, with approximately 1,350 students in its Doctor of Pharmacy degree program. The Rutgers EMSOP is located on the University's main science and technology campus in Piscataway, New Jersey. Because of its relationship with and close proximity to most of the nation's leading pharmaceutical and biopharmaceutical companies, the EMSOP and the RPIF Program are uniquely capable of providing Fellows with advanced training in the pharmaceutical and biopharmaceutical industry.

### **Professional Development Series**

All Fellows gather once monthly as a group to participate in the Professional Development Day (PDD) series, an important component of their training that complements the hands-on experience provided at the partner companies. The PDDs are steered by a committee of Fellows and are designed to enhance the Fellows' leadership skills such as emotional intelligence, communication, critical decision-making, and presentation skills. Fellows develop skill sets under the guidance of external trainers and accomplished RPIF alumni. PDDs also provide general knowledge about various aspects of drug development/commercialization and issues facing the pharmaceutical and biopharmaceutical industry and promote connectivity and a sense of community among Fellows and alumni from different companies and disciplines.

The Fellows can learn from each other through individual and group presentations on topics and issues related to the pharmaceutical and biopharmaceutical industry. The dynamic forum of PDD provides an opportunity for open discussion and debate among Fellows, Rutgers faculty, and company Preceptors. In addition, outside experts provide training and professional development in a variety of areas (e.g., tools for corporate success, professional writing, presentations, meeting facilitation, negotiating, influencing, networking, conflict resolution, giving and receiving feedback, and business etiquette). Other PDD guest speakers include senior industry executives, including our successful RPIF Program alumni, who share their career paths, insights, and experiences. Importantly, PDDs provide an excellent opportunity for Fellows to interact with each other and develop lasting personal friendships and a strong professional network of Fellows, faculty, alumni, and other industry executives.



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### **Application Process and Eligibility Requirements:**

Pharmacy Fellows for the Rutgers Pharmaceutical Industry Fellowship Program are selected on a nationally competitive basis. Candidates must have completed a Doctor of Pharmacy degree from an ACPE-accredited institution before July 1 of the fellowship term.

### **How to Apply:**

The RPIF Program is highly competitive. Candidates will be selected for interviews on a rolling basis, so we strongly encourage you to submit your application as soon as possible.

Interested candidates may submit their application with short-answer questions and supporting materials (letter of intent, curriculum vitae, and 3 letters of recommendation) as soon as October 6, 2023 by visiting our website at: <https://pharmafellows.rutgers.edu/how-to-apply/>

All application materials **must be submitted electronically to the RPIF Website** per instructions on the site.

**Your Letter of Intent & Letters of Recommendation should be addressed to:**

Joseph A. Barone, Pharm.D., F.C.C.P.  
Dean and Professor II  
Ernest Mario School of Pharmacy  
Rutgers, The State University of New Jersey  
160 Frelinghuysen Road  
Piscataway, NJ 08854-8020

### **Alliance of Industry Fellowship Associates Fellowship Offers**

Recognizing that the choice of a Post-Doctoral Industry Fellowship is an important decision, AIFA exists to promote a common aspect of each of our program's cultures by supporting a consensus first offer date of December 13, 2023 for all fellowship candidates.

We hope that other academic and non-academic Fellowship Programs will respect this timeline to allow for best program fit for candidates.

Required Items	Submit by
Application with short-answer questions	October 13th
Letter of Intent (LOI)	October 13th
Curriculum Vitae (CV)	October 13th
Letters of Recommendation (LORs)	December 1st



# AIFA

Alliance of Industry Fellowship Associates



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