

OMNICON HEALTH

Strategic Marketing Fellowship 2027



In collaboration with



Omnicom Health

Strategic Marketing Fellowship

Goal

Provide Fellows with a broad range of applicable business and clinical skills via a diverse learning experience in pharmaceutical marketing strategy.

Objectives

The rotational structure of the program will provide Fellows with a wide array of experiences in different marketing strategy disciplines. Fellows will:

- Gain a comprehensive understanding of healthcare marketing through hands-on experience
- Develop an understanding of marketing and communications within pharmaceutical companies and how they partner with healthcare marketing agencies and strategic consulting organizations
- Learn how business and scientific insight generation, behavioral science principles, and various strategic frameworks inform brand creation and strategy
- Understand the various stakeholders within the healthcare system, their individual business goals, and how they interact with one another
- Gain knowledge of the regulatory environment for professional, patient, and market access marketing
- Learn how a healthcare marketing agency and strategic consulting firm contributes to the success of a brand
- Acquire the skills and experience to be a highly marketable professional, qualified for employment opportunities across a variety of specialties in the pharmaceutical industry and the broader healthcare field

Description

The two year Omnicom Health Strategic Marketing Fellowship consists of three 8-month rotations in different disciplines of healthcare marketing:

1

**US & Global
Scientific Strategy**

biolumina
curiosity builds



2

**US & Global
Strategic Planning**

biolumina
curiosity builds



3

**US Market
Access Strategy**

 **OMNICOM HEALTH**
MARKET ACCESS



biolumina

curiosity builds

Biolumina, founded in 2008, is an award-winning healthcare communications agency that partners with pharmaceutical and biotechnology companies to transform complex science into compelling brand strategies and creative campaigns. Guided by a culture of curiosity, Biolumina helps accelerate the adoption of innovative therapies and improve outcomes for healthcare professionals, patients, and caregivers.

Our capabilities include:



HCP



Patient/DTC



**Customer
experience**



**Strategy &
consulting**



**Behavioral
science**



**Omnichannel
marketing**



**Disease
awareness**



Branded content



Social media



UX/UI



Pharmacy



**Data &
analytics**

Biolumina Fellowship rotations

US & Global Scientific Strategy

In this rotation, Fellows will:

- Be deeply involved in brand building, market analytics, scientific communication, and patient support
- Leverage medical expertise to support brands across the product life cycle spectrum, from early phase 2 clinical studies through loss of exclusivity
- Collaborate with other medical and research professionals (ie, PhDs, MDs, PharmDs) with specialized experience

Key learning areas include:

- Clinical and scientific competitive intelligence
- Business intelligence and analysis
- Medical communication strategies and content development
- Advisory board planning and key opinion leader engagement
- Product life cycle management
- Disease awareness initiatives
- Scientific conference and publication planning
- Creative ideation and content development

US & Global Scientific Strategy Preceptor

Francesca Rothenbacher, PhD **Director, Medical Strategy, SVP**

Francesca has more than a decade of experience spanning healthcare marketing, sales training, and patient and HCP medical education. She is passionate about blending science, strategy, and creative to take brands to the next level. Francesca has served as the lead medical strategist for several award-winning branded and disease awareness campaigns.

Francesca earned a PhD in Microbiology and Immunology from the University of Medicine and Dentistry of NJ (now Rutgers Medical School). Prior to her career in medical writing, she worked as a postdoctoral fellow at the University of Pennsylvania.



“ We are proud to support the growth and development of these Fellows and I am beyond proud to serve as their Preceptor. The program will provide a solid understanding of the field and will certainly challenge their training as they are tasked to help our cross-functional teams address market challenges impacting a diverse expanse of brands and therapeutic areas.”

Francesca Rothenbacher, PhD
Director, Medical Strategy, SVP

Biolumina Fellowship rotations

US & Global Strategic Planning

In this rotation, Fellows will:

- Learn how to apply proven principles of market research, behavioral science, adult learning, multicultural sensitivity, marketing technology, and health literacy to tell a brand's story
- Be involved in creative brief and campaign ideation, workshop creation, and long-term brand planning
- Gain exposure to the logistics of launching a pharmaceutical brand

Key learning areas include:

- Physician decision-mapping
- Patient and consumer journeys
- Brand architecture and positioning
- Market research methodology
- Workshop development
- Creative brief development
- Digital initiatives and channel-mapping
- Creative ideation and content development

US & Global Strategic Planning Preceptor

Jaclyn Slovic

Director, Brand Planning, VP

With over 14 years of experience in Brand Strategy, Jaclyn has partnered with clients across every major industry but specialized in healthcare for over half of her career. Her healthcare experience spans a wide array of disease states, product lifecycle stages, and professional and patient audiences. She currently works across a rare liver disease portfolio focused on highly targeted and authentic experiences for elusive patient populations and narrow subsets of HCPs.

Jaclyn brings extensive experience in uncovering insights through psychology-based market research, sparking transformative ideas through nontraditional workshop approaches, and crafting motivating brand strategies through authentic audience connections. She believes that great brands, memorable creative, and measurable behavior changes are built on insightful strategies that capture a new way of thinking. And insightful strategies are built on open collaboration, employing a breadth of approaches and angles to tackle a problem, and of course a deep understanding of audiences' journeys and experiences.



“ The beauty of the Fellowship program is the opportunity to take on different perspectives, which is critical in creatively solving our customers’ and our clients’ problems.”

Jaclyn Slovic

Director, Brand Planning, VP

Omnicom Health Market Access



OMNICOM HEALTH MARKET ACCESS

Omnicom Health Market Access is a full-service managed markets agency with a diverse staff fully dedicated to ensuring patients have access to the medicines they need. It develops innovative market access solutions across the managed markets value chain, such as access strategies and communications, population health management initiatives, and value proposition frameworks and story creation.

The Omnicom Health Market Access team of 350+ market access experts infuse strategic expertise with a disciplined creative and consultative approach to amplify brand value and drive customer engagement. During the last decade, the strategy team has built a legacy of industry recognition through earning several awards, with creative recognized by *MedAdNews* Manny Awards and *MM+M* Awards. The agency was also the first managed markets agency to ever win “Agency of the Year” (Category III) honors at the 2020 Manny Awards.

AT OHMA WE PROVIDE STRATEGY AND SOLUTIONS ACROSS THE MANAGED MARKETS **VALUE CHAIN**



For Payers, IDNs & Employers

**MARKET
ACCESS**



For Payers, DNs & Employers

**POPULATION HEALTH
MANAGEMENT**



For HCPs, Office Staff & Patients

**PATIENT ACCESS
& REIMBURSEMENT**



For HCPs & Office Staff

**INTEGRATED
PULL-THROUGH**



For Field & Marketing

**MANAGED MARKETS
TRAINING**

Proprietary strategic assets | Market research & analysis | Data & analytics | Value-based care/quality | HEOR & RWE | Key industry alliances

Omnicom Health Market Access Fellowship rotation

US Managed Markets Strategy

In this rotation, Fellows will:

- Learn the complexities of market access across the healthcare ecosystem, including payer strategies, formulary management, and access and reimbursement
- Gain real-world experience in the creation of strategic and tactical solutions that elicit optimal brand coverage and timely patient access
- Work alongside client managed markets marketing teams to drive meaningful change at the point of prescription and medication acquisition

Key learning areas include:

- Evolving and complex market access landscape
- Market access marketing
- Market access customers and stakeholders
- Patient access and reimbursement
- Strategic consulting
- HEOR & data analytics
- Healthcare policy
- Outcomes and quality
- Strategy and tactical development
- Strategic content development
- Learning and development

US & Managed Markets Strategy Preceptor

Lori Wood, MHA

Managing Director, Strategy and Insights

Lori leads strategy practice of 24 strategy staff within OHMA. She has over 30 years of focused payer and organized customer experience. She is responsible for strategic and business planning, access and reimbursement strategies, contracting, and other market access issues. Lori has experience working on various specialty products, retail strategies, patient and practice reimbursement support, employer strategy, and value-based contracting. Lori has worked on many product launches, including women's health, behavioral health, auto-immune, ophthalmic, immunology, and rare diseases. She has been involved in systematic pull through for a variety of products.

Prior to Valuate, Lori worked in various senior management capacities at Aetna/CVS, Magellan Behavioral Health, and Horizon Blue Cross and Blue Shield. Lori is on the faculty of AMCP and frequently teaches courses for AMCP. She has served as Chair for the Value Based Contracting Workgroup, IRA Workgroup and currently leads AMCP's Precision Medicine Initiative. Lori was honored as a PM360 ELITE 2021 Strategist for Rare Disease category.



“ We look forward to working with Fellows in unique and diverse areas within the dynamic market access ecosystem. Fellows will participate in developing strategic, evidence-based approaches and solutions to address market access challenges.”

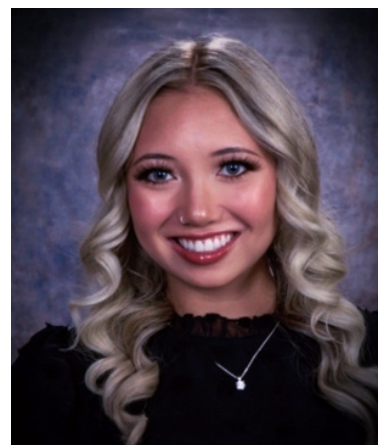
Lori Wood, MHA

Managing Director, Strategy and Insights

Current and Previous Fellows

Alexis Holland, PharmD, RPh **Omnicom Health 2nd Year Fellow**

Being the first fellow at Omnicom Health following the IPG Health acquisition has provided a unique opportunity to experience not only the creative agency and market access sides of healthcare, but also a transformative period in the healthcare communications industry with the integration of teams, capabilities, processes, and cultures. Through hands-on involvement in brand strategy, customer insights, payer marketing, and cross-functional collaboration, I have developed a deeper understanding of how innovative therapies are positioned to meet the needs of healthcare providers, payers, and patients. The fellowship has offered meaningful mentorship, exposure to a wide range of therapeutic areas, and opportunities to contribute to work that helps bring impactful treatments to the patients who need them most.



Dominick de Wolfe, PharmD, RUCIF **Legacy IPG Health Fellow 2023–2025**

The Strategic Marketing Fellowship is a valuable and diverse experience offering a multitude of opportunities to the fellow. Throughout the 3 distinct rotations, a fellow gains an extensive set of skills and exposure to various therapeutic areas, all while learning the function of interdisciplinary teams. A highlight of this program is the relationships built with various excellent mentors to help guide you throughout the fellowship. As a fellow, you are given the opportunity to make an impact on several brands at different stages of their lifecycle. This experience helps make the fellowship a well-rounded and well-supported opportunity to start a career in the pharmaceutical industry.



Alexis Mingey, PharmD, RUCIF **Leagcy IPG Health Fellow 2021–2023**

Following pharmacy school, I knew I wanted a career that would allow me to put my clinical training to work while giving me the freedom to think creatively and see healthcare through a different lens. My time at IPG provided exactly that. Every day I was able to work alongside different brands, clients, and disciplines on everything from creative campaigns, disease state education, to access challenges that pushed me to look beyond learning the data but thinking more strategically about what it means, why it matters to HCPs and patients, and how it will make a difference in the current treatment journey. Working at an agency opened my eyes to a much broader world of healthcare, from the nuances of Global and US markets to the unique challenges of therapeutic areas spanning oncology, dermatology, vaccines, and rare disease. Every experience strengthened my ability to not only interpret data but uncover the deeper insights, laying the foundation for any future career options.





Rutgers Pharmaceutical Industry Fellowship (RPIF) Program

Ernest Mario School of Pharmacy (EMSOP)

Rutgers, The State University of New Jersey

The RPIF Program has thrived under the leadership of the founder, Dr. Joseph A. Barone, Dean and Distinguished Professor of EMSOP, Dr. Carolyn Seyss, the Executive Director for the Institute for Pharmaceutical Industry Fellowships, and is supported by a team of RPIF alumni experienced in the pharmaceutical industry.



Joseph A. Barone,
PharmD, FCCP
*Dean and
Distinguished Professor*



Carolyn Seyss,
PharmD, RUCIF
*Fellowship
Executive Director*



Joseph Fulginiti,
PharmD, MBA, RUCIF
RPIF Associate



Erica Dankiewicz,
PharmD, RUCIF
RPIF Consultant



Patrick Park,
PharmD, MBA, RUCIF
RPIF Consultant

Program History

1984

EMSOP and 2 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 RPIF Program grew significantly and expanded to now include 26 companies within the pharmaceutical and biopharmaceutical industry with almost 300 Fellows.

2002

Dr. Ernest Mario generously provided an endowment to establish RPIF as an Institute to enhance and promote the role of pharmacists in industry through the RPIF Program. The Institute staff members:

- Create the Fellowship structure, providing strategic leadership and administrative support
- Promote quality, communication, scholarly activity, and professional development
- Arrange specialized training opportunities within the pharmaceutical and biopharmaceutical industry

2018

RPIF expanded to offer interdisciplinary Fellows' training by adding physician Fellowship opportunities to our well-established program.

2023

The RPIF Certificate is recognized with special credentials so our alumni can now proudly identify themselves as **RUCIF (Rutgers University Certified Industry Fellow)**.

Well over 1,900 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.

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 sponsor 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. 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.

Key Program Features

RPIF FOSTERs the growth and development of future pharmaceutical and biopharmaceutical industry professionals and leaders.

Because of its relationship with and close proximity to most of the nation's leading pharmaceutical and biopharmaceutical companies, EMSOP and the RPIF Program are uniquely capable of providing Fellows with advanced training in the pharmaceutical and biopharmaceutical industry.

Rutgers, The State University of New Jersey is one of the major state university systems in the United States. EMSOP is part of Rutgers Health and is the only state school of pharmacy in New Jersey. EMSOP is located on the University's main science and technology campus in Piscataway, New Jersey.

While RPIF offers all the benefits of a large program with an extensive network of distinguished professionals, Fellows receive the individual attention of a small program where they are known and supported as individuals.



Family of Leading Companies

Partners include several top global pharmaceutical/biopharmaceutical companies and offer large to small company environments.



Outstanding Alumni Track Record

Well over 1,900 alumni hold prominent positions at many leading companies, including VP and C-suite levels.



Strong Network

Fellows develop valuable, lasting connections with each other, alumni, Preceptors, and Rutgers EMSOP faculty.



Trusted and Proven Since 1984

The Rutgers Fellowship Program is nationally recognized, trusted, and proven as the key pathway to industry, developing foundations for future leaders



Enhanced Career Development

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.



Rigorous Academic Component

Rutgers affiliation provides academic and professional development opportunities.

Application Process and Eligibility Requirements

Pharmacy Fellows for the RPIF Program are selected on a nationally competitive basis. Candidates must have completed a Doctor of Pharmacy 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 **Wednesday, October 14, 2026** 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.

REQUIRED ITEMS:

Application with short-answer questions

Letter of Intent (LOI)

Curriculum Vitae (CV)

Letters of Recommendation (LORs)

SUBMIT BY:

Tuesday, October 20th

Tuesday, October 20th

Tuesday, October 20th

Tuesday, December 1st

ADDRESS LOI AND LORs TO:

Joseph A. Barone, PharmD, FCCP
Dean and Distinguished Professor
Ernest Mario School of Pharmacy
Rutgers, The State University of New Jersey
160 Frelinghuysen Road
Piscataway, NJ 08854-8020



"My experience as an RPIF Fellow has been one of the most meaningful and transformative parts of my professional journey, providing countless opportunities for growth while reinforcing the importance of giving back to the Ernest Mario School of Pharmacy community. I am grateful to draw upon my nontraditional experiences prior to pharmacy school to mentor, support, and advocate for our RPIF Fellows, encouraging them to embrace their own unique backgrounds as strengths in their professional careers. Investing in their professional and personal development is especially rewarding because today's Fellows will become tomorrow's leaders, advancing innovations that improve the lives of patients and strengthen the communities we serve."

John (Eun Sik) Cho, PharmD
Global GMP QA Strategy



"I am incredibly grateful for the personal and professional growth I have experienced as a Rutgers Fellow. Through RPIF and my partner company, I have been able to learn from inspiring mentors, collaborate with talented peers, and pursue opportunities that have accelerated my development. Being surrounded by such a supportive fellowship community has made this experience especially meaningful and has helped me feel prepared and excited for the future!"

Brynn Gilbert, PharmD
Medical Communications



"It is hard to put into words how much this fellowship has meant to me in just my first year. RPIF has challenged me to grow, think differently, and embrace opportunities I never imagined having this early in my career. Knowing that my work has the potential to impact patient care on a global scale has been incredibly rewarding, and I am excited to see how RPIF continues to shape my career and growth as a leader. I encourage future fellows to take advantage of everything the program has to offer because the experiences you gain and the relationships you build will shape your future."

Hillary Anne Reeves, PharmD
Late-Stage Clinical Development



Aligned First Offer Date
December 11, 2026

The choice of a Post-Doctoral Industry Fellowship is an important decision. AIFA exists to promote a consensus first offer date for all Fellowship positions. We believe this is a positive reflection of the cultures our Programs offer, and that culture is a critical consideration in choice of Fellowship.

We hope that other academic and non-academic Fellowship Programs will NOT pressure candidates to accept offers prior to this AIFA-aligned offer date. Candidates should feel free to request an extension for any earlier offer to allow them to consider their options.