



2022-2024

# PHARMACEUTICAL MARKETING FELLOWSHIP PROGRAM

With Change Comes Opportunity™



## Dear prospective Marketing Fellow,

On behalf of RevHealth, LLC and the Industry Pharmacists Organization (IPhO), we thank you for your interest in the RevHealth Pharmaceutical Marketing Fellowship Program. RevHealth is an independently owned, full-service communications agency that specializes in marketing health care products.

As you know, the pharmaceutical industry is well accustomed to rapid change. Our motto at RevHealth is "With Change Comes Opportunity." In this dynamic market, it is those of us who recognize change before the competition who adapt and grow. To this end, we are looking for the best and brightest candidates to participate in our Pharmaceutical Marketing Fellowship Program and help carry the torch of opportunity through change; someone who is adaptable, who is motivated to face new challenges, who demonstrates leadership, and who has an unending eagerness to learn.

At RevHealth, we believe in the deepest clinical insights to lead the promotion of health care brands. This belief is reflected in the 20+ medical professionals within our staff of revolutionaries.

As a RevHealth Marketing Fellow, you will have the opportunity to participate in high-impact projects and gain exposure to multiple pharmaceutical companies, therapeutic areas, and products, all the while using the core knowledge you gained in pharmacy school. As you rotate through different departments, you will develop new skills in creative and scientific strategy, tactical planning, medical writing, and project management. Additionally, our partnership with the IPhO will offer great networking and professional development opportunities, all of which will prepare you for the next steps in your career.

From all of us at RevHealth, we're excited to meet you, and we wish you success in the recruitment process.

Sincerely,



Bruce Epstein, RPh, MBA  
Managing Partner, RevHealth, LLC  
Assistant Visiting Professor, Rutgers University, Ernest Mario School of Pharmacy



BRUCE EPSTEIN

“

*At RevHealth, we believe it's essential for all communications to be rooted in deep scientific and clinical insights. That's why we staff all our teams with trained medical professionals.*

”

# About RevHealth

## Strategic, creative, clinical, and highly experienced

Founded in 2006 and based in Morristown, New Jersey, RevHealth has continued to grow from a head count of just 40 individuals in 2008 to a family of more than 150 revolutionaries today. Our teams have extensive experience in health care marketing, and many have advanced clinical degrees—MDs, PharmDs, and PhDs. Together, our teams work to deliver insightful and meaningful communications that improve the health of patients and the success of our client partners.

## Each unit of RevHealth specializes in a different branch of health care marketing



Professional promotion



Promotional medical education



Medical affairs



Patient education



*"It's the experience of our intellectually and emotionally invested senior-level talent that accelerates the growth of not just RevHealth and our clients' brands, but also our Marketing Fellows, the future leaders in health care marketing."*  
—Bruce Epstein, RPh, MBA



## Awards



## Select client partners

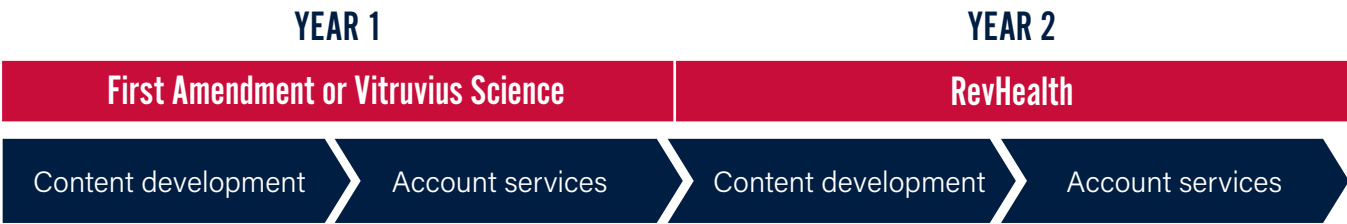




# About the RevHealth Pharmaceutical Marketing Fellowship Program

## Flexible 2-year opportunity to gain a deeper understanding of health care marketing

The Marketing Fellow will rotate through the content and account departments across the units of RevHealth. After the first year, the Marketing Fellow may be invited to work as a full-time employee.



## Content development

- **Develop** strategically aligned promotional and educational materials that meet commercial, medical, regulatory, and legal requirements
- **Create** insight-driven content for a range of target audiences and channels
- **Become** a scientific resource for the internal and external teams
- **Translate** scientific data into a clinically meaningful and market-moving story
- **Help** with concept or campaign ideation

## Account services

- **Partner** with clients to develop and execute strategic and tactical plans
- **Present** and provide support for the strategy, coordination, and implementation of tactics
- **Analyze** a product’s competitive landscape and formulate key competitive insights
- **Work** with senior staff members to identify business opportunities
- **Assist** in the development of marketing materials through the promotional review process with cross-functional teams



### MEET THE DIRECTORS

#### REBECCA CHOW, PharmD

*Group Copy Supervisor, Content Development*

Dr Rebecca Chow and Dr Ushmi Patel serve as the lead preceptors for the RevHealth Marketing Fellowship Program. Both graduated with a PharmD from Ernest Mario School of Pharmacy, Rutgers University. Together, they have over a decade of experience in the disciplines of content development and account services, working in a broad range of therapeutic fields, such as immunology, pediatrics, rare diseases, neurology, infectious diseases, and acute care.

#### USHMI PATEL, PharmD

*Account Director, Client Services*



# With RevHealth Comes Opportunity

## Professional development at RevHealth

- **Open door policy with senior leadership:** Have access to our most strategic thinkers and talented professionals who have decades of industry experience
- **Personalized growth:** Build important professional and personal skills to guarantee success in the pharmaceutical industry
- **Experience more:** Participate in high-impact projects and oversee the full spectrum of the marketing process
- **Project management:** Organize and lead team meetings and projects
- **Academia opportunities:** Become a teaching assistant for the Pharmaceutical Marketing class offered at Ernest Mario School of Pharmacy, Rutgers University
- **Networking:** Foster invaluable professional relationships with internal and external teams
- **Culture:** Experience the camaraderie at RevHealth, a pet-friendly and family-like environment, with a relaxed dress code

## Additional opportunities through our partnership with the IPhO

- **Professional development:** Stay informed on current topics that affect the pharmaceutical industry and network with peers
- **Leadership experience:** The National Fellows Council has several committees that fellows can help lead, including scholarly publications, professional programming, student development, marketing communications, and social media
- **Teaching experience:** Become an instructor as part of the IPhO Institute for Pharmaceutical Industry Learning (webinars)
- **Get published:** Author posters, papers, and/or articles with fellows from other programs and an IPhO leadership team member



## GROW YOUR CAREER

### 20+ MENTORS WITH ADVANCED DEGREES

20+ in-house PharmDs, MDs, and PhDs with roles in strategy, content development, and account services are dedicated to the success of our Marketing Fellows. Through the experiences provided at RevHealth, many PharmD graduates have gone on to become brand managers at large pharmaceutical companies.

*"Uniquely working alongside and learning directly from senior leadership at RevHealth, I gained a diverse portfolio of challenging and rewarding experiences that prepared me for my career in brand management."*

Andrew Meawad, PharmD  
Associate Director, Bayer





# How You Can Become a Revolutionary

## Qualifications

- Apply clinical and therapeutic knowledge from professional curriculum
- Work well within a team, work independently, and motivate those around you
- Continue to grow presentation and writing skills
- Maintain a mature attitude while analyzing new challenges
- Stay calm under pressure
- Manage time effectively
- Have high attention to detail
- Display consistently high moral and ethical standards

## Requirements

- Doctor of Pharmacy (PharmD) degree
- Graduate of an accredited and nationally recognized pharmacy school\*
- US permanent resident

### APPLY FOR THE REVHEALTH PHARMACEUTICAL MARKETING FELLOWSHIP PROGRAM

Use the online IPhO FellowMatch service at  
[http://www.industrypharmacist.com/fm\\_landing.php](http://www.industrypharmacist.com/fm_landing.php)

Application deadline: **January 31, 2022**

For questions, contact us at [fellowship@revhealth.com](mailto:fellowship@revhealth.com)

\*Postdoctoral graduates, who had the opportunity to intern and rotate at RevHealth after taking the Pharmaceutical Marketing course offered at Rutgers Ernest Mario School of Pharmacy, are excluded but are encouraged to apply for full-time positions online at [revhealth.com](http://revhealth.com).

## Meet the Fellows



### CURRENT FELLOWS



#### ANNALISA NGUYEN, PharmD

*Clinical Content Specialist, First Amendment,  
University of Pittsburgh, Class of 2021*

*"My fellowship with RevHealth has provided me with the perfect opportunity to bring my clinical knowledge to a fast-paced industry setting. The beauty of this fellowship is the opportunity to collaborate with a wide variety of brands and to gain exposure to therapies at all stages of development. I am grateful for the ability to be in an environment that fosters and promotes a culture of personal and professional development."*



#### ISMAEL SYED, PharmD

*Copywriter, RevHealth,  
University of Florida, Class of 2021*

*"As a fellow at RevHealth, I have bridged my creative background with my clinical knowledge to help maximize the potential of pharmaceutical brands. The breadth of the fellowship program allows me to work across multiple disease states with various pharmaceutical companies, giving me the experience I need to succeed as a pharmaceutical marketer. My team is invested in my professional growth, and I am consistently inspired by their creativity, passion, and dedication. Overall, I'm very thankful to have this opportunity to leverage my passion for both science and creativity with everyone here at RevHealth."*

### PAST FELLOWS



#### ADAM CHIN, PharmD

*Medical Science  
Liaison - Dermatology,  
Bristol Myers Squibb*



#### ADAM ELESSAWI, PharmD

*Medical Information  
Manager - Global  
Medical Affairs, Alnylam  
Pharmaceuticals*



#### SONA PATEL, PharmD

*Global Training and  
Development (Medical)  
Manager, Amgen*



#### RYAN WOLFE, PharmD

*Clinical Content  
Specialist,  
First Amendment*





For questions, contact us at [fellowship@revhealth.com](mailto:fellowship@revhealth.com)

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