

# AESARA/University of North Carolina Health Outcomes & Market Access Fellowship 2024-2026



# Letter from the CEO



<a href="#">Letter from the CEO</a>	<a href="#">AESARA Overview</a>	<a href="#">University of North Carolina - Chapel Hill</a>	<a href="#">Fellowship Overview</a>	<a href="#">Fellowship Details</a>	<a href="#">Location Details</a>	<a href="#">Current Fellows</a>	<a href="#">Application Details</a>
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In a global healthcare landscape where the scientific breakthroughs and healthcare advancements bring hope for patients yet are coupled with access and affordability challenges for the healthcare system, health outcomes and market access are an increasingly integral part of healthcare decision-making. To formulate a comprehensive strategy, leveraging pertinent health outcomes associated with medical interventions from the standpoint of patients, prescribers, and payers is a fundamental element in crafting an optimal Market Access strategy.

Why is our Health Outcomes & Market Access Fellowship program so vital? First and foremost, it drives the advancement of the field by fostering the next generation of healthcare researchers and leaders. The fellowship program between UNC and AESARA will bridge the gap between theory and real-world application of health outcomes. Our Fellows, armed with their academic rigor, innovative thinking, and strong analytical skills, will delve into the intricacies of the ever-evolving and complex healthcare system, unraveling insights that shape the decisions of policymakers, regulators, payers, healthcare providers, and patients.

The Fellowship program at AESARA, although only 4 years in existence, has been woven from the fabric of many transformative Pharmacoeconomic/Health Outcomes Fellowship programs over the past 3 decades. I am one of many within AESARA who share the common thread of being former Fellows. It is both our honor and privilege to continue the legacy by partnering with UNC Eshleman School of Pharmacy in support of the Health Outcomes & Market Access Fellowship program.

Sincerely,



**Sissi V. Pham**  
CEO

# AESARA Overview



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AESARA is a digital-forward market access agency, designing innovative solutions that enable transformative market access.



We provide actionable insights and deliver results that align with health outcomes and market access strategies for small biotech to large pharmaceutical companies.



Fellows are involved in developing creative solutions in health outcomes and market access directly impacting industry clients. Fellows receive one-on-one mentorship from individuals with years of industry and healthcare consulting experience.



Fellows gain a deep understanding of health outcome research methods, analytical skills, and communication skills.

## AESARA Fellowship Directors



**Richard Stanford, PharmD, MS**  
Strategic Partnerships



**Dan Gratie, PharmD, MS**  
Value Evidence



**Lorie Mody, PharmD**  
Value Evidence

# University of North Carolina - Chapel Hill



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**Fellows will have the opportunity to work with various faculty within the Division of Pharmaceutical Outcomes and Policy (DPOP) and the Practice Advancement and Clinical Education (PACE)**

## DPOP

Our research focuses on health outcomes and how to support medication-taking at the individual, practice, and system level.



**Amanda Seyerle, PhD, MSPH**  
Assistant Professor-DPOP  
Fellowship Co-Director

## PACE

Faculty are engaged in research to advance the future of the profession while improving patient-centered, team-based care delivery.



**Sachiko Ozawa, PhD, MHS**  
Associate Professor-PACE  
Fellowship Co-Director

## Research methods

- Budget Impact Analysis
- Cost of Illness Analysis
- Cost Benefit Analysis
- Cost Effectiveness Analysis
- Discrete Choice Experiments
- Electronic Health Record Analysis
- Focus Groups
- Key Informant Interviews
- Modeling & Simulations
- Survey Data Collection
- Systematic Reviews

# Fellowship Overview



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**In this 2-year PharmD Post-Doctoral Fellowship, Fellows gain a strong command of health outcomes and market access skills, informatics, and communication of evidence to decision makers. The fellowship prepares fellows for a successful career in consulting, academics, or the biopharmaceutical industry. Fellows work directly with mentors in the Eshelman School of Pharmacy and AESARA.**



**This fellowship starts on July 1, 2024.  
There will be 2 positions available.**

## **Master's in Biomedical and Health Informatics**

Fellows have the opportunity to take graduate level coursework and pursue a professional Master of Science degree in Biomedical and Health Informatics. This online UNC program adds the flexibility of pursuing a master's degree while taking part in a full-time fellowship program.

# Fellowship Details



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## Year 1

- Fellows spend **50%** of their time with the Divisions of PACE and DPOP faculty at UNC.
- During the other **50%** of time, fellows work directly with AESARA staff and gain hands-on experience in health outcomes and market access consulting, working with a wide array of pharmaceutical clients and therapeutic areas.
- Fellows gain a deep understanding in health outcomes methodologies and informatics to answer research questions.

## Year 2

- During the second year of the program, fellows spend the majority (**80%**) of time working with AESARA staff, with increased responsibility and an emphasis on client interaction and project management.
- Fellows continue interactions with UNC faculty and complete ongoing projects.

## Program Highlights

- Contact with a variety of biopharmaceutical companies, including the top 10 companies in Pharma
- Exposure to health outcomes and market access strategies across multiple therapeutic areas
- Experience in US/global reimbursement environment
- Develop a working knowledge of economic model development
- Real-world evidence communication
- Healthcare economic information and pre-approval information exchange
- Strong health economics outcomes research foundation
- Effectively work within a matrix environment

# Location



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**This Fellowship takes place at the heart of innovation in North Carolina. Home to Research Triangle Park (RTP), this area is a hub for academic and pharmaceutical activity and is known as one of the largest research parks in the country.**



## Chapel Hill

Chapel Hill, with its tree-lined streets and historic charm, is characterized by the picturesque campus of the University of North Carolina. The town exudes a laid-back atmosphere and a strong sense of community, making it a hub for artistic expression, local eateries, and diverse cultural events.



## Raleigh

Raleigh, the state's capital, stands as a bustling urban center. With its ever-growing skyline and flourishing technology sector, Raleigh has earned its place as one of the fastest-growing cities in the US. The city's vibrant downtown is buzzing with restaurants, music venues, and galleries, showcasing a blend of modern innovation and Southern hospitality.



## Durham

Durham, part of North Carolina's Research Triangle, has evolved into a hub of innovation and culture. With a reimagined downtown, vibrant arts scene, and the influence of Duke University, it attracts intellectuals, entrepreneurs, and creatives. Durham's transformation tells a story of historical roots evolving into a modern and engaging city.

# Current Fellows



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**Ashik Jayakumar, PharmD**  
University of Illinois Chicago  
College of Pharmacy

2<sup>nd</sup> year fellow

“Through the AESARA Fellowship program, I’ve been an essential part of diverse projects, mastering skills such as project management, economic modeling, evidence generation, and HEOR strategy through my client projects at AESARA and research at UNC. My research projects at UNC have provided me a strong foundation in research methodology which I have been able to translate into client projects by finding innovative and new HEOR and Market Access solutions. The fellowship program has been amazing and has set the stage for a successful career in HEOR and Market Access.”



**Denise Garner, PharmD**  
University of Wisconsin-Madison  
School of Pharmacy

2<sup>nd</sup> year fellow

“The mentorship from the AESARA Fellowship is unmatched, with fellowship directors prioritizing fellows’ comprehensive development and growth in the HEOR and Market Access field. They genuinely care about each fellow and ensure that we have a well-rounded experience. One-on-one mentorship is a regular occurrence where we are encouraged to discuss goals and challenges. Real-world projects and collaborative opportunities have enriched both my skills and perspectives in HEOR and Market Access.”



**Amy Wu, PharmD**  
Virginia Commonwealth University  
School of Pharmacy

1<sup>st</sup> year fellow

“What drew me to AESARA and UNC was seeing the endless opportunities to learn, grow, and make a meaningful impact on patient health outcomes. The UNC and AESARA mentors have created a nurturing environment to stimulate innovation and collaboration through research projects and real-world application. The program’s dedication to foster their fellows’ growth has allowed me to shape my own vision for my career. Through this fellowship, I undoubtedly will be equipped to making a difference in patient care and industry advancement.”



**Paige Ngo, PharmD**  
Virginia Commonwealth University  
School of Pharmacy

1<sup>st</sup> year fellow

“The AESARA/UNC Fellowship is the perfect opportunity to build a strong foundation for a career in the pharmaceutical industry. Exposure to different types of projects, across diverse therapeutic areas and with various clients, provides fellows with the chance to gain an incredible breadth of practical experience across both HEOR and Market Access. This is further complemented by involvement in research with UNC and by taking courses through the Master’s Program, where there are opportunities to strengthen technical skill. Overall, the comprehensiveness of the program sets up fellows for future success and makes this program the ideal start to any career.”

# Application Details

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**Applications are open until  
October 22, 2023**  
Early applications are encouraged



## Application

- Curriculum vitae
- Personal statement
- Unofficial transcript
- 3 letters of recommendation

Please send application to [stacey\\_mcglathlin@unc.edu](mailto:stacey_mcglathlin@unc.edu)

Transcript and letters of recommendation can be submitted after October 22 but are required prior to final interviews

