

Evaluating the Efficacy of a Pharmaceutical Industry Coaching Service

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Introduction

The IPhO Coaching Service has been a cornerstone of IPhO offerings for over a decade. Since its inception as the first formal service in 2013 with a single coach, the service has expanded to include multiple coaches, each bringing diverse industry experiences. Despite increased availability of industry coaching services, outcomes data has not previously been available. As the leading provider of industry coaching for both students and experienced pharmacists, IPhO aims to spearhead the measurement and reporting of coaching outcomes to solidify its position as a leader in this field.

Objectives

- Examine the efficacy of professional pharmaceutical industry coaching services in contributing to successful career entry within the industry
- Increase awareness of the positive outcomes of utilizing a proven industry coaching service to assist clients in securing an industry position

Methods

- The IPhO admin database and supporting coaches' files were used to identify contact information on students and experienced pharmacists (N=668) who redeemed coaching credits and or had complimentary coaching from Sep 2013- May 2025. (N=668)
- A total of (N=599) participant profiles were successfully reviewed through LinkedIn. A positive outcome was reported if coaching participants secured an industry position at any point after receiving IPhO coaching services.

Results

Figure 1. Number and % of coaches by request.(N=599)

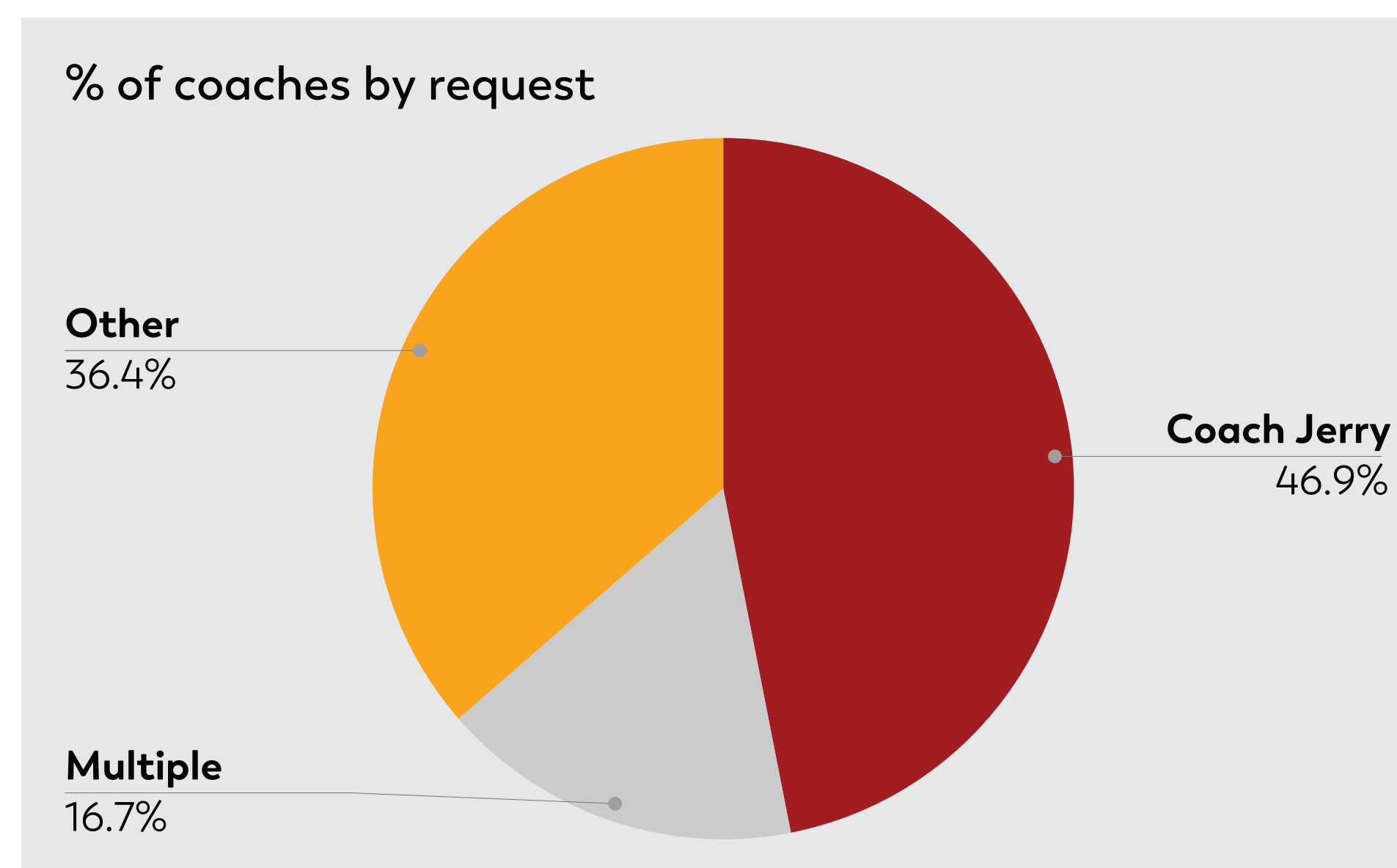


Figure 2. Percentage of coached participants who obtained an industry position. (N=599)

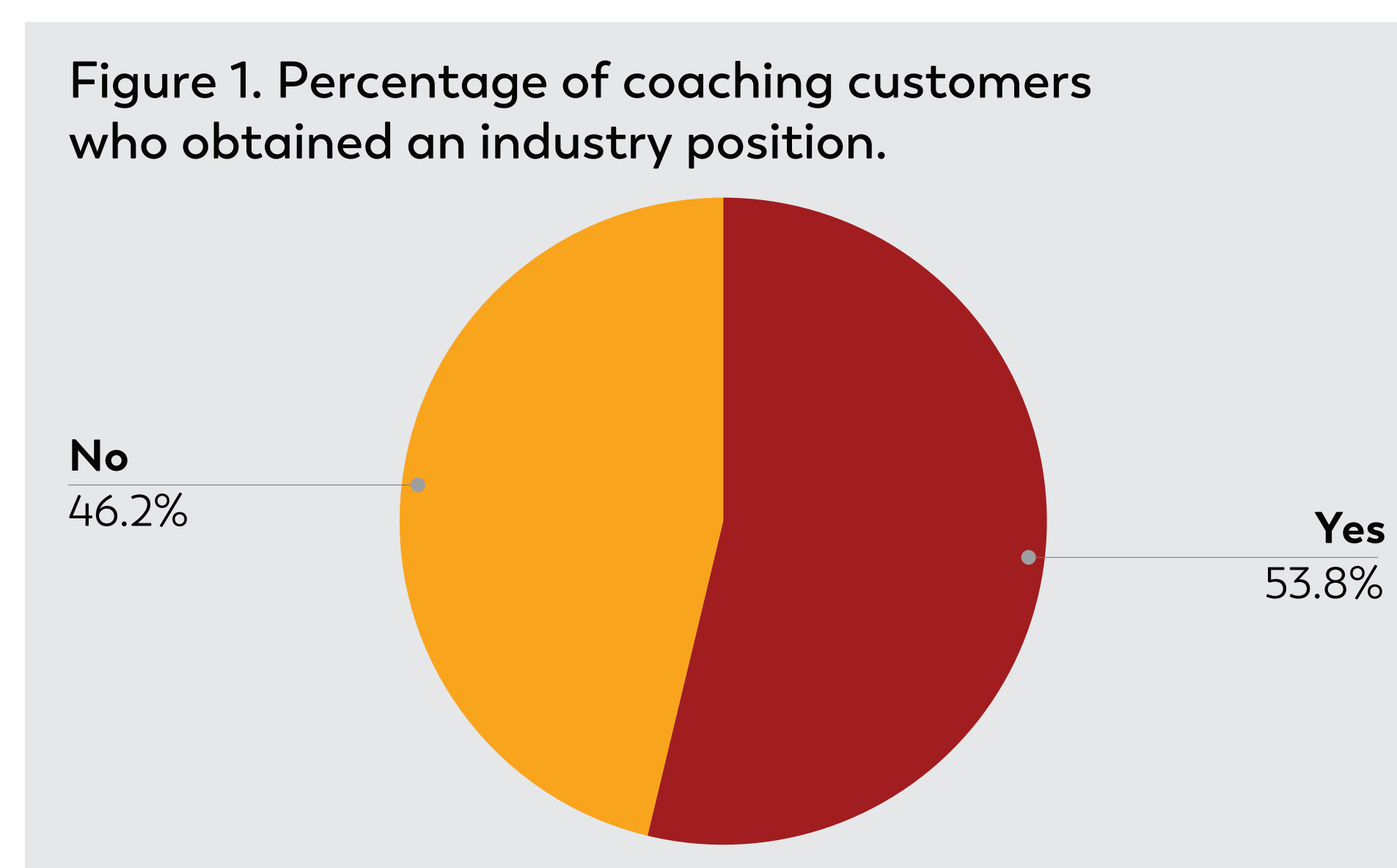


Figure 3. . Percentage of students coached who obtained an industry fellowship.(N=418)

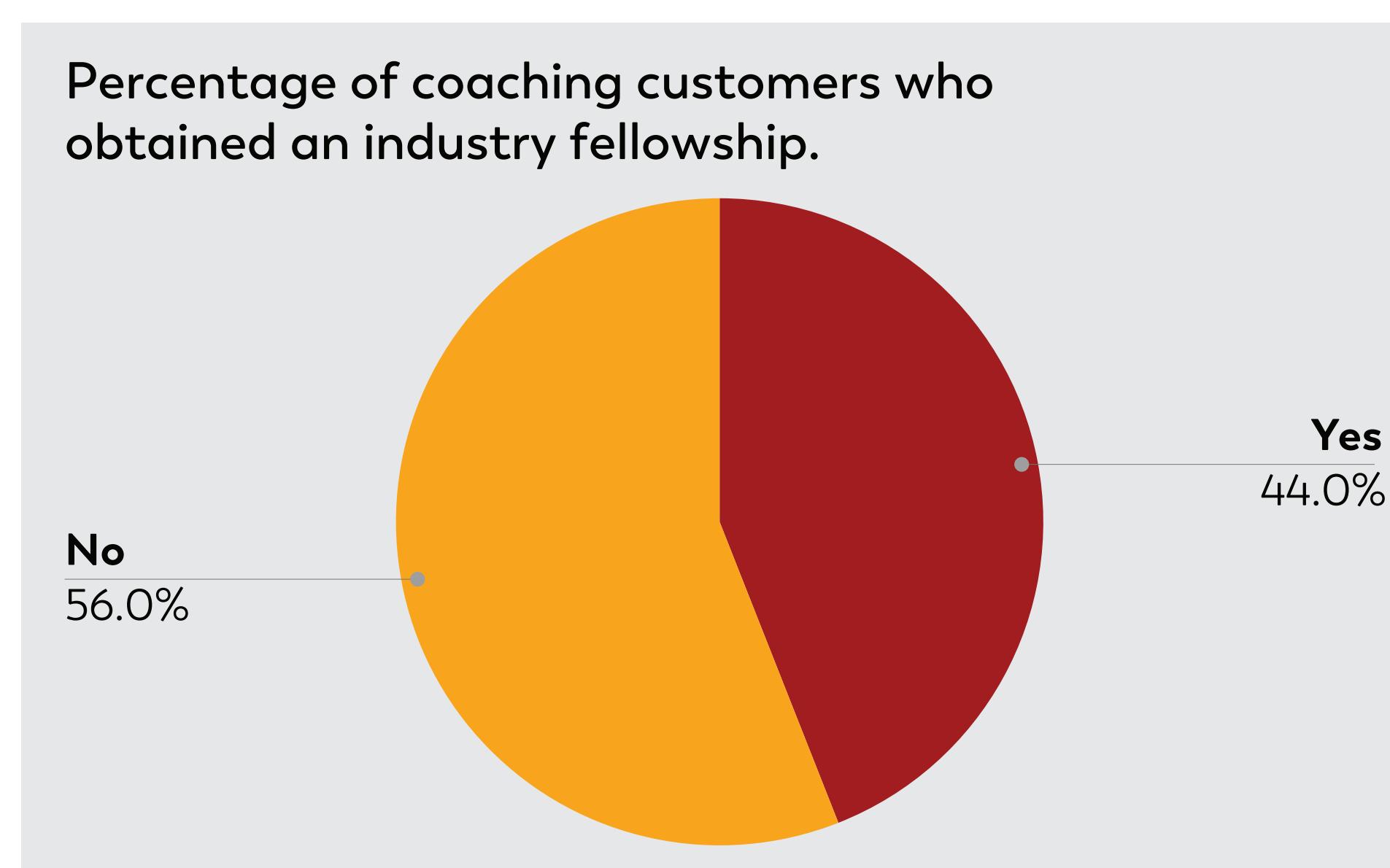


Table 1. Percentage of coaching participants by practice setting at the time of request. (N=599)

Academic/Practice	Clients (N=599)	Percent
Student	418	69.78%
Community	92	15.36%
Hospital	73	12.19%
Unknown/other	8	1.34%
Resident	5	0.83%
Consulting	3	0.50%

Table 2. Functional areas of first industry position after coaching. (N=313)

Functional Area	Clients (N=313)	%
Medical affairs	60	19.0
Medical communications	42	13.4
Regulatory affairs	41	13.1
Marketing/Market research	27	8.6
CRA/Clinical Trial Operations	25	7.9
MSL	25	7.9
Clinical Development	24	7.6
HEOR	15	4.8
Medical information	15	4.8
Managed Markets	13	4.1
Drug safety	13	4.1
Sales	7	2.2
FDA/Other	6	1.9

Table 3. Company types of first industry position after coaching. (N=314)

Company Type	Clients (N=314)	Percent
Manufacturer	237	75.48%
Consultancy	33	10.51%
CRO	25	7.96%
MedComm	12	3.82%
Advertising Agency	7	2.23%

Discussion

Most coaching requests came from students, near 70%, while experienced community and hospital pharmacists accounted for the remaining 30%. (Table 1) The total percentage of coaching participants (N=599) who obtained an industry position was (N=314) 53.8% (Fig. 2). Of the yes positive outcomes (N=193) were for Coach Jerry. Among 418 students coached, (N=184) 44% secured an industry fellowship. (Fig. 3) The functional areas of first industry positions (N=313) are consistent with the variety of industry functional areas where pharmacists play a significant role. The top three areas included Medical Affairs 27.15%, Medical Communications 13.42%, and Regulatory Affairs 13.10%. (Table 2) Most coaching participants began their industry careers with Pharmaceutical/ Biotech companies 75.5% followed by Management Consulting firms 10.51%, Contract Research Organizations 7.96%, and Agencies/ MedComms 6.05%. (Table 3) While these research outcomes are very positive, this study only measures the quantitative outcomes of securing an industry position. There are also other factors beyond the scope of this study which contribute to these successful outcomes.

Conclusion

These findings demonstrate that the IPhO Coaching Service achieves a success rate of 53.8% for students and experienced pharmacists from diverse practice settings. As industry fellowships and direct-to-industry opportunities become ever more competitive, utilizing a professional and proven industry coaching service is very valuable in gaining a competitive advantage.

Disclosures

The authors declare no conflicts of interest related to the content of this poster.

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