



2023-2025

# 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 45+ 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  
Rutgers University, Ernest Mario School of Pharmacy



BRUCE EPSTEIN

“

*At RevHealth, we believe in the deepest clinical insights to lead the promotion of health care brands, [which is] reflected in the 45+ medical professionals within our staff of revolutionaries.*





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# 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 225 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

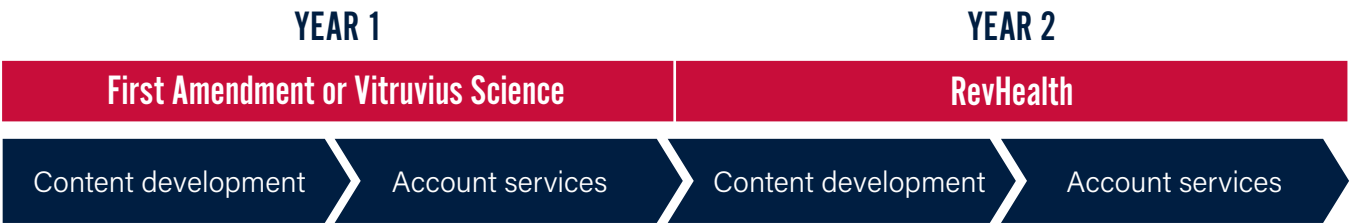




# About the RevHealth Pharmaceutical Marketing Fellowship Program

## 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

*VP, Associate Creative Director*

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

*VP, 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
- **Teaching opportunities:** Mentor APPE rotation students considering a career as an industry pharmacist
- **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

### 45+ MENTORS WITH ADVANCED DEGREES

45+ 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  
[https://www.industrypharmacist.org/fm\\_landing.php](https://www.industrypharmacist.org/fm_landing.php)

Application available on **December 1, 2022**

Application deadline: **January 31, 2023**

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.

# Meet the Fellows



## CURRENT FELLOWS



### VIVI LE, PharmD

Account Manager, RevHealth,  
California Northstate University,  
College of Pharmacy, Class of 2022

*"My love for creativity and communication is what brought me to RevHealth. By being able to rotate through both Copy and Account Services as a fellow, I look forward to further developing my clinical and interpersonal skills which will strengthen me as a pharmaceutical marketer. The wide breadth of clients and products also empowers me to apply my PharmD knowledge and experiences across a wide range of therapeutic areas. RevHealth's warm atmosphere, fun company culture, and conducive learning environment welcomed me with open arms from across the country to make me feel right at home. Marketing is building a story and delivering a message and I am grateful to begin my story with RevHealth."*



### PATRICK MALONEY, PharmD

Copywriter, First Amendment,  
R. Ken Coit College of Pharmacy,  
University of Arizona, Class of 2022

*"This fast-paced, matrix organization provides a unique experience to work intimately with people from clinical, artistic, writing, and business backgrounds. As a result, my clinical pharmacy training allows me to make meaningful contributions to the team as a medication expert. Those contributions help amplify important attributes of our clients' products, ensuring that HCPs and patients collaborate to make optimized treatment decisions. It is an entirely different approach to improving patient care, and I am thankful for the opportunity to contribute in this way."*



### SUZY LIN, PharmD

Copywriter, RevHealth,  
Texas Tech University Health Sciences Jerry H. Hodge School of Pharmacy, Class of 2022

*"As a postdoctoral fellow at RevHealth, I can competitively sharpen my clinical and creative skills and gain experience across multiple pharmaceutical companies and a myriad of therapeutic areas. With this broadened perspective of the business, I have been well-positioned to jump-start my career with the tools and skills needed to be successful in the industry. Additionally, the opportunities and mentorship provided during this fellowship prepared me to seamlessly transition into my current role. As an IPhO partner, RevHealth allowed me to expand upon my leadership capacities and further develop my professional goals. Ultimately, I am grateful to be a part of a family that sets me up for success and supports my professional growth and personal goals."*



# Meet the Fellows



PAST FELLOWS



**ANNALISA NGUYEN,  
PharmD**

*Account Manager,  
First Amendment*



**ISMAEL SYED,  
PharmD**

*Account Manager,  
RevHealth*



**RYAN WOLFE,  
PharmD**

*Senior Medical Writer,  
Internship Program Director,  
First Amendment*



**ADAM CHIN,  
PharmD**

*Field Medical Director,  
Dermavant Sciences*



**ADAM ELESSAWI,  
PharmD**

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



**SONA PATEL,  
PharmD**

*Omnichannel Marketing  
Manager - Cardiovascular,  
Amgen*



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

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