

Leveraging PHARMACY STUDENT EXTERNS to support your marketing initiatives.

Pharmacy Marketing & Sales Summit 2018

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CEO/Founder

CORE Higher Education Group



Why CORE?



- Leading Externship Software
- ~70 Pharmacy Schools

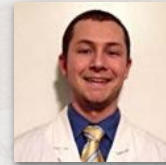


- Externship Site (8+ years)
- For five Schools of Pharmacy

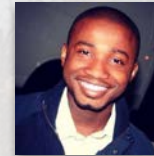
Past & Current



Shannon Staton PharmD
Previous APPE Student
Saint Joseph SoP
Current CORE Employee



Jeff Mazzamurro PharmD
Previous APPE Student
Western New England CoP
Current CORE Employee




Stephen Akinbo
Current APPE Student
Massachusetts College of Pharmacy & HS
PharmD Candidate 2018

Pharmacy Schools

- ~150 in US & Canada
- 6 year program (P1-P4)
- 100% externship final year
- ~15,000 students per class


Externship Explained

- 
- **Student Internship**
 - Paid, part-time work, no credit
 - **IPPE Externship**
 - Credit, ~200 hrs, first 3 years
 - **APPE Externship**
 - Credit, P4 year, ~1500 hrs


APPE Externship

- APPE = entire final year
- 6-7 sites X 6 weeks each
- Unpaid
- School recruits sites
- Student selects sites
- Required sites:
hospital, community/retail,
amb care, etc. + elective

Why Pharmacies Take Students

- 
- Altruistic
 - Recruiting
 - New Ideas
 - Labor

Coffee?

A hand is holding a white tray with several black coffee cups. The cups have black lids and some have white logos. The background is blurred, showing more cups and a person's arm.

Pharmacy
student externs
are **NOT** coffee-
runners!

WIIFM?

11 benefits to
hosting an APPE
student.

#1

Students can conduct **Research.**

- Competitors
- Market Subjects
- CRM / Salesforce
- New tools

Give Presentations to your staff.

- Market Subjects
- Your Competitors
- Your Customers
- Your Partners

Help **Test** your products.

- Beta Testing
- Think-Alouds
- QA Testing

#4

Update company
**Training
Materials.**

#5

Conduct Surveys and customer Follow Up.

#6

Perform Data Entry (within reason)

#7

Perform Cold Calls (within reason)

#8

**Establish Process
& Procedures
for future students.**

Long-term Contact and Resource

- Pharmacy is a large, but SMALL market
- Future influencer?
- Future decision-maker?
- Special projects

Match-Maker?

- Help a client in need of a pharmacist
- Help a student looking for a job
= friends for life!

#11

Excellent PR

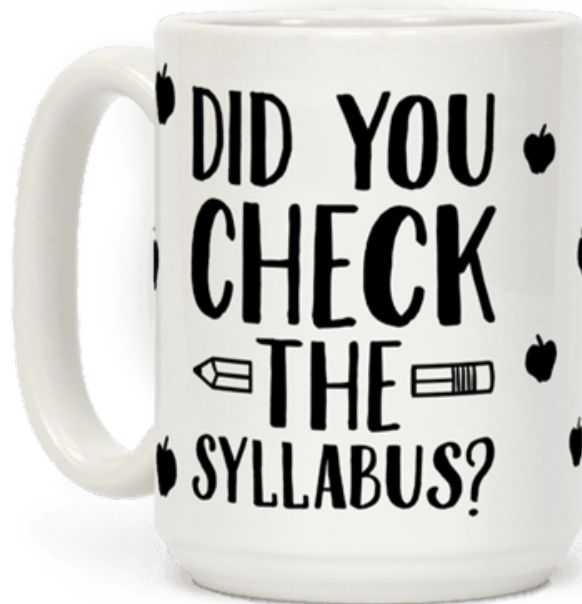
Support Marketing / Sales

- “We are an APPE site.”
- Relate to customers
- University affiliation
- Credibility with customers
- Highlight student work

Two-Way Street

- Interview prep / role-play
- Site visit opportunities
- Networking opportunities
- Unique research
- Presentation coaching
- Exposure to other depts

Example APPE Syllabus



Example APPE Syllabus

The screenshot shows a LinkedIn profile for Jane Doe. The profile header includes a profile picture, name, title, company, location, and a 'Connect' button. Below this is a bio. The 'Experience' section lists two roles: Senior Marketing Communications Manager at Rowe Pharmaceuticals and Marketing Communications Manager at Enzyme Labs. The 'Education' section lists a Bachelor's degree from New York University. The 'Featured Skills' and 'Interests' sections are at the bottom. Annotations 1 through 5 point to specific elements: 1 points to the profile picture, 2 points to the 'Connect' button, 3 points to the job description of the first experience, 4 points to the media image of the second experience, and 5 points to the 'Featured Skills' section.

1. Profile picture

2. Connect button

3. Job description of Senior Marketing Communications Manager


4. Media image of Marketing Communications Manager

5. Featured Skills section




1. LinkedIn & social clean up

Example APPE Syllabus




INFORM & INSPIRE


[Home](#) [About](#) [Examples](#) [Contact](#) [Create Account](#) [Sign-In](#)




















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CORE Higher Education Group | Founder/President

Address: 1300 Division Road
West Warwick, RI 02893

Email: 

My Social: 

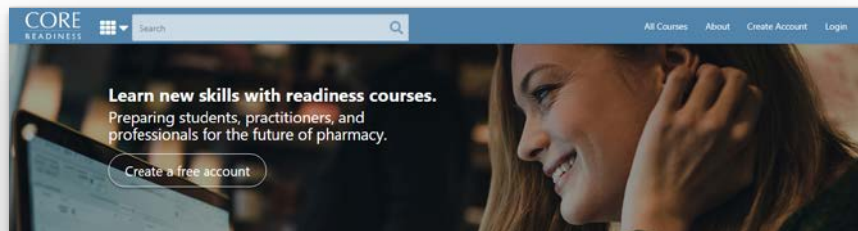
[Expand All](#)

 Biography / Summary	Updated: 01-03-16
 Educational Background	Updated: 05-16-13
 Employment History	Updated: 06-03-16
 COREadiness Transcripts & Certificates	Updated: 09-25-17
 Internships & Externships	Updated: 09-20-13
 Conference, Meeting & Trade Show Attendance	Updated: 11-01-17
 Meeting Sessions Attended	Updated: 11-17-16
 Association & Society Membership	Updated: 05-21-13
 Courses Taken	Updated: 09-21-15
 Continuing Education: CE, CME, CEU...	Updated: 08-27-15
 Affiliations (Universities & Colleges)	Updated: 08-27-15
 Student Development, Preceptorships & Mentorships	Updated: 11-17-16
 Faculty Positions	Updated: 05-27-16
 Blog & Social Media Contributions	Updated: 08-27-15
 Honor Societies	Updated: 02-26-14
 Licenses & Certifications	Updated: 05-17-13
 Publications	Updated: 06-20-13



1. LinkedIn & social clean up
2. MyCred ePortfolio creation

Example APPE Syllabus



1. LinkedIn + social clean up
2. MyCred ePortfolio creation
3. CORE readiness courses



The Pharmacy Experience | A Pharmacy Market Overview
RXInsider

66 modules Advanced



340B Drug Pricing Discount Program | An Overview
COREadiness

1 module Introductory



Cardinal Health: The Innovative Delivery Solutions Group | An Overview
Cardinal Health IDS

1 module Introductory



TCGRx | SmartTrayRx™
TCGRx

1 module Introductory



Corvida Medical | Halo CSTD
Corvida Medical

1 module Intermediate



CVS Health. | A Company Overview
CVS Health

1 module Introductory

Example APPE Syllabus



1. LinkedIn + social clean up
2. MyCred ePortfolio creation
3. CORE readiness courses
4. 4 TED Talks / week

Example APPE Syllabus



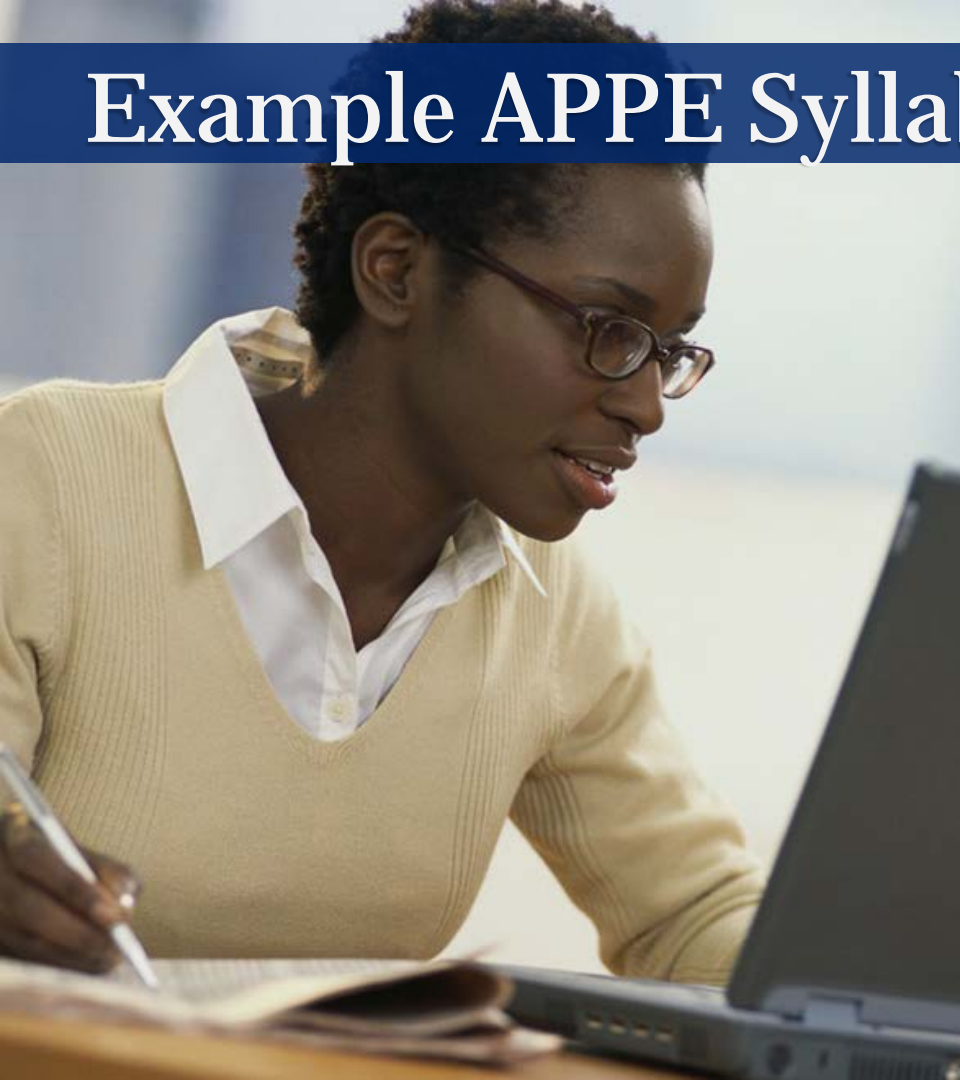
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4. 4 TED talks / week
5. 2 CE activities / week

Example APPE Syllabus



1. LinkedIn + social clean up
2. MyCred ePortfolio creation
3. CORE readiness courses
4. 4 TED talks / week
5. 2 CE activities / week
6. 2-3 x 30 min presentations / week

Example APPE Syllabus



INSIDER

1. LinkedIn + social clean up
2. MyCred ePortfolio creation
3. CORE readiness courses
4. 4 TED talks / week
5. 2 CE activities / week
6. 2-3 x 30 min presentations / week
7. Special projects & final project

Example APPE Syllabus



1. LinkedIn + social clean up
2. MyCred ePortfolio creation
3. CORE readiness courses
4. 4 TED talks / week
5. 2 CE activities / week
6. 2-3 x 30 min presentations / week
7. Special projects & final project
8. Any downtime = NAPLEX study

Requirements & Expectations

- Licensed pharmacist
- Preceptor buy-in
- Positive environment
 - Pharmacy-focused
 - Engaging
 - Educational
 - Professional
- Mid & final evaluations

Process

1. Contact EE office of a school
2. Site description + syllabus
3. Site contract + requirements
-
4. Submit availability
5. Students research & select sites
6. Students get scheduled

Questions?

References

CORE Higher Education Group: <https://corehighered.com/>

CORE ELMS (software): <https://corehighered.com/core-elms-externship-management.php>

RXinsider: <http://www.rxinsider.com/>

ACPE (accredited school list): <https://www.acpe-accredit.org/>

LinkedIn: <https://www.linkedin.com/>

MyCred ePortfolios: <https://mycred.com/>

TED Talks: <https://www.ted.com/>

CORE readiness Courses: <https://corereadiness.com/>

CE Search Engine: <https://cesearchengine.com/>

NAPLEX Exam: <https://nabp.pharmacy/programs/naplex/>

Gregory Cianfarani RPh: <https://mycred.com/p/3526844043>