

**Newsletter Editors:**

Mary Bridgeman and  
Rachel Meyers

**CONTACT US:**

**FAX: 732-445-7553**

**Donna Feudo, RPh**

Director of Experiential  
Programs

732-445-5215 x401  
dmfeudo@  
pharmacy.rutgers.edu

**Marta Levitskiy**

Coordinator of  
Experiential Programs

732-445-5215 x417  
marta.levitskiy@  
pharmacy.rutgers.edu

**Janice Weinstein**

Secretarial Assistant

732-445-5215 x428  
janwein@  
pharmacy.rutgers.edu

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## Practice Site Spotlight: Peloton Advantage, LLC

Peloton Advantage, LLC, an approved Preceptor Site for the Ernest Mario School of Pharmacy at Rutgers, is a medical communications company based in Parsippany, NJ. The company, and its specialty divisions, TEMPO and Echelon Brand Communications, focus on the planning and execution of medical communications including strategic publication planning, sales force training, managed care initiatives, and medical content development for the pharmaceutical, biotechnology, and medical device industries.

As of August 2010, Peloton Advantage has hosted 5 student preceptees from Rutgers; each received a series of 1-on-1 orientation meetings with Peloton Advantage employees, a thorough overview of the role of a PharmD within the company, and a basic overview of other internal roles to ensure a well-rounded educational experience. Students who choose a rotation with Peloton Advantage have the opportunity to work directly with internal medical staff, clients, and thought leaders to learn the ins and outs of medical communications.

Peloton Advantage's 3 staff Preceptors, Amar Patel, PharmD, Vrinda Mahajan, PharmD, and Bina Patel, PharmD — all former Rutgers School of Pharmacy graduates — individually craft assignments for their students and provide mentorship throughout the 5-week

rotation. During this time, students function as part of internal account teams, learning from the strong scientific knowledge, clinical perspective, and industry expertise each team member offers. Students receive hands-on experience developing medical content for projects such as journal manu-

scripts, clinical abstracts, poster presentations, case studies, and slide presentations. With Peloton Advantage currently working across more than 20 products covering all major therapeutic areas, students have the chance to learn about a variety of medical communications offerings.

Alex Chin, a current Rutgers Doctor of Pharmacy student, performed an experiential rotation with Peloton Advantage in May 2010 and was enthusiastic about his experience. "Peloton Advantage's APE provided me with an experience unparalleled to any other rotation currently offered. Having little exposure to the field of medical communications prior to the rotation, I was blown away by how vast, yet underrepresented, this area of pharmacy is. The incredibly diverse projects that Peloton Advantage offers allowed me to gain a comprehensive understanding of the role of a pharmacist in the medical communications industry."

Preceptor Amar Patel agrees: "The role of a PharmD outside of the retail pharmacy and

hospital sector is underestimated. It would have certainly been helpful to have more exposure or awareness of these nontraditional paths for pharmacists during college. Those students with an interest in writing, researching, and learning new therapies should seek a rotation within medical

communications to learn more about these exciting opportunities." Preceptor Vrinda Mahajan adds "Since joining Peloton Advantage, I have developed strong medical publication skills. Being exposed to several therapeutic areas and working on a variety of publication and research projects is challenging and builds strong competencies in writing and literature evaluation." Preceptor Bina Patel notes that "Working closely with internal teams, pharmaceutical clients, and thought leaders provides opportunities to network and further enhance communication skills."

Stephanie Salamanca, Senior Director of Medical Resources at Peloton Advantage, finds the program extremely rewarding: "It has been a truly wonderful experience meeting the students and helping them to explore new and exciting career paths in our industry." For more information on programs at Peloton Advantage, you can contact Stephanie at [ssalamanca@pelotonadvantage.com](mailto:ssalamanca@pelotonadvantage.com) or you can visit their website at [www.pelotonadvantage.com](http://www.pelotonadvantage.com).



## Pharmacy “Phun” at Jersey City’s National HIV Testing Day

By Catherine Fanego, Pharm.D.  
Candidate 2011

Out of 1 million people in the US living with HIV, 21% are undiagnosed. Why is there such a large percentage of undiagnosed patients? Is there something we can do to help and encourage the community to get tested? Yes, in fact pharmacists are respected healthcare professionals who can highly motivate people to take control of their health conditions.

This past June, pharmacy students, in collaboration with Pathmark Pharmacy, reached out to the community during Jersey

City’s National HIV Testing Day. To emphasize the significance of HIV testing and pharmacists’ role in medication therapy, students educated participants by incorporating interactive games such as plinko and a pharmacy “phun” board to educate the community.

Medications play an essential role in disease progression within the HIV positive population. The pharmacist, being the most accessible health care provider, serves as a great resource to patients to answer questions, aid in adverse reaction management and most importantly, emphasize the importance of medication compliance.

In order to educate the community on risks associated with HIV and the importance of HIV testing and prevention, stu-

dents used interactive games. The lollipop-filled pharmacy phun board served as a great attention grabber. Participants approached the board, selected a lollipop and were asked an HIV related question. Another great hit was the pharmacy plinko board. Excitement grew as each person released a wooden chip at the top of the plinko board and watched it descend. Questions were selected depending on where the chip landed at the bottom of the board. The importance of medications, compliance, and prevention were just some of the many topics covered in the questions.

After a “phun”-filled day, Jersey City community members left knowing the significance of HIV testing, medication compliance and the critical role pharmacists play in an HIV patient’s medication therapy.



Have an idea for a future newsletter item or have a question you would like addressed in a future issue?

Email Donna Feudo at [dmfeudo@pharmacy.rutgers.edu](mailto:dmfeudo@pharmacy.rutgers.edu). We are always looking for new ideas!

## Preceptor Development Continuing Education Program

In appreciation of the time our preceptors spend with Rutgers students each rotation cycle, the Experiential Committee will be hosting a free live preceptor development continuing education program entitled, “Optimizing Pharmacy Rotation Experiences: Keys to Preceptor Success” (ACPE UAN #0038-000-10-014-L04-P / Knowledge Based Activity). The program will provide 4 contact hours (0.40 CEUs) of live ACPE credits. The program will be held from 9:00 am to 3:00 pm on Wednesday, October 6, 2010, at the Continuing Studies Conference Center at Rutgers University, located on 178 Ryders Lane in New Brunswick, New Jersey. Free parking is provided on site and a lunch will be served.

The purpose of the program is to share practical advice and real-life experiences regarding managing pharmacy students on introductory and advanced pharmacy practice experiences. The program will also review specific policies of the Ernest Mario School of Pharmacy regarding student rotations and resources available to you as one of our preceptors. The program will conclude with small group discussions where you can share your experiences and learn from others, raise concerns or problems you have experienced and how you solved them, or seek advice from other practitioners.

We hope that you will be able to join us for this exciting program. For more information, please visit the preceptor information page on the Ernest Mario School of Pharmacy Website ([pharmacy.rutgers.edu](http://pharmacy.rutgers.edu)). Registration is due to Vickie Georgiana in the Continuing Education Department by September 27, 2010. The program will be provided on a “first come, first served” basis, due to constraints of the conference space.

## Upcoming Student Program Dates:

<b>September 28, 2010</b>	Residency Showcase Busch Campus Center, Rutgers University
<b>November 4, 2010</b>	Community Interview Day Ernest Mario School of Pharmacy
<b>November 5-7, 2010</b>	New Jersey Pharmacist Association's Annual Convention Atlantic City, New Jersey
<b>November 12-14, 2010</b>	American Pharmacists Association/Academy of Student Pharmacists Midyear Regional Meeting Alexandria, Virginia
<b>December 5-9, 2010</b>	American Society of Health-Systems Pharmacist's Midyear Clinical Meeting Anaheim, California
<b>February 8, 2011</b>	American Pharmacists Association/Academy of Student Pharmacists Career Fair Ernest Mario School of Pharmacy
<b>March 25-28, 2011</b>	American Pharmacists Association Annual Convention Seattle, Washington

### How to Set Up Your Access to the Pharmacist's Letter Preceptor Training and Resource Network

Did you know that preceptors of the Ernest Mario School of Pharmacy are granted **free** access to the Pharmacist's Letter website? This site is a valuable resource, and includes access to continuing education courses, sample journal clubs, webinars, and an opportunity to network and ask questions of fellow preceptors nationwide. How do you access your account?

1. Go to the **Rutgers, The State University of New Jersey** page at: [www.pharmacistsletter.com/?referer=rutgers/ptrn](http://www.pharmacistsletter.com/?referer=rutgers/ptrn) and choose the login option that's best for you: a personal subscription, an employer-provided subscription, or no other subscription.
2. If you don't have a subscription, you'll need to set up a CE ID# for access. Click "**I'm new to Pharmacist's Letter—sign me up for Preceptor CE and Resources!**" and fill out the provided form to establish your CE ID#.
3. How to remember your CE ID#! Your CE ID# will follow this formula:
  - "RUTGRP-"
  - PLUS the first six letters of your last name
  - PLUS the last letter of your first name
  - PLUS the last four digits of your SSN

**Examples: John Smith = RUTGRP-SMITHJ1234; Mary Johnson = RUTGRP-JOHN SOM5555**

- If your last name has fewer than six letters, your CE ID# will include your entire last name
- If you have an apostrophe or dash in your last name, it will count as one of the six letters

If you are not sure how to access, call: (209) 472-2240 for assistance creating an account

2<sup>nd</sup> Annual

# PHARMACY SPEED NETWORKING

Its not just what you know. Its who you know!

Share your career experiences with students and network with other pharmacists. Come join us for a relaxed evening of conversations, dinner, and refreshments.



Managed Care

HELP STUDENTS LEARN TO

## NETWORK

January 27<sup>th</sup> 2011

Busch Campus Center MPR

6 : 00—9 : 30 pm



Hospital



Clinical

Pharmaceutical Industry



Community



Specialty

Co-Sponsored by:  
AMCP Student Chapter, AZO Student Chapter, and  
Rutgers Career Services

If Interested:

Please RSVP by December 23<sup>rd</sup> 2010 to:  
[rxnetworking@gmail.com](mailto:rxnetworking@gmail.com)

At the 1<sup>st</sup> Annual Rutgers Pharmacy **Speed Networking** event in 2009, over 80 pharmacy students attended, and it was a unique opportunity for them to explore potential career paths by networking with over 40 professional pharmacists. Here are some thoughts that pharmacist attendees expressed in a follow-up survey:

When asked, "How many contacts have you maintained with someone you met there who you did NOT know prior to the event?" there was a total of **33 new connections** with an average of 1.94 new connections per survey respondent. When asked, "How many contacts have you maintained with someone you met there who you DID know prior to the event?" there was a total of **68 current relationships strengthened** with an average of 4 current relationships strengthened per survey respondent.

We encourage you to share your career experience with pharmacy students as well as network with other pharmacists at the 2<sup>nd</sup> annual event, which will be held on **Thursday, January 27, 2011** from 6:00pm to 9:30pm at the Busch Campus Center Multi-Purpose Room (MPR). No preparation is necessary! Just come join us for a relaxed evening of conversation, dinner and refreshments.

If you are interested in participating, please RSVP by December 23, 2010 to **RxNetworking@gmail.com**. Please include your **name, employer, degree(s), and career field**.

## **Visit Our New Preceptor Website!**

**A new preceptor website, with links to our grading forms, preceptor newsletters, and current events has been developed. Please visit the 'For Preceptors' link on the Ernest Mario School of Pharmacy website at <https://pharm.rutgers.edu/content/preceptors>.**

