

Appendix I: Select Job Listings for Health Communication Specialists Health Communication Ph.D. Proposal

Positions for health communication professionals holding a Ph.D. are many. According to the [Bureau of Labor Statistics](#), “ten of the 20 fastest growing occupations are healthcare related;” “Healthcare will generate 3.2 million new wage and salary jobs between 2008 and 2018, more than any other industry.” For example, for the week of September 12, 2011, the [American Public Health Association](#) listed 109 job postings which required an advanced degree. The positions ranged from Health Administration (Sr. Deputy Director, Community Health Administration) to Research Associates, Program Directors, Communication Directors, Advisors, and Specialists just to name a few. The following are representative positions in research, government, for-profit, international health, and health organizations.

Position One: Senior Evaluator

Professional Data Analysts, Inc. (PDA) is an independent evaluation and statistical consulting firm specializing in the fields of public health and the behavioral and medical sciences. We are recognized as an expert in the field of tobacco cessation research and evaluation and are contracted by Departments of Health across the United States. We are a small firm of about 17 people and our offices are located in St. Anthony Main adjacent to downtown Minneapolis. Please visit our website at www.PDAstats.com.

PDA is currently seeking a Senior Evaluator to take on roles in multiple projects relating to tobacco cessation and other public health initiatives for the purposes of program improvement and accountability. The applicant will need to be experienced in both formative and summative evaluation. Strong writing and oral communication skills are essential. The job is available immediately for the right candidate.

PDA offers a competitive benefits package and is an equal opportunity and affirmative action employer. To apply, please submit your cover letter, resume, a five page or longer writing sample, and a graduate transcript to jobs@pdastats.com Please include in your cover letter any relative experience you have had.

Specific Responsibilities

- Design, implement, and manage evaluations
- Write proposals, reports, and conduct literature reviews
- Create or adapt data collection tools and protocols
- Monitor and coordinate data collection, conduct interviews, and do site visits
- Analyze data and interpret results
- Run meetings and present findings to clients
- Supervise and manage staff

Position Two: Director, Scientific Communications, Nephrology Franchise

Alexion Pharmaceuticals, Inc. is a biopharmaceutical company working to develop and deliver life-changing drug therapies for patients with serious and life-threatening medical conditions. Alexion is engaged in the discovery, development and commercialization of therapeutic products aimed at treating patients with a wide array of severe disease states, including hematologic and

kidney diseases, transplant, other inflammatory disorders, and cancer. Soliris® is Alexion's first marketed product. Alexion is evaluating other potential indications for Soliris as well as other formulations of eculizumab for additional clinical indications, and is pursuing development of other antibody product candidates in early stages of development.

Position Responsibilities:

- Lead the scientific communication activities related to Nephrology franchise for eculizumab
- Plan, develop and implement scientific symposia and advisory boards in support of product commercialization, including guidance on agenda and content development, faculty recommendations and speaker management
- Work with external authors, speakers on oral presentations, posters, abstracts, slide sets and publications
- Oversee global publication strategy in Nephrology and ensure local/regional publication strategy is integrated with global strategy
- Develop and manage publication planning and ensure its timely implementation, including electronic review/approval of manuscripts
- Develop/drive global communications plan and oversee flawless execution of tactics both internally and externally
- Develop and execute Nephrology educational plan, including CME and congress activities
- Ensure that all developed materials are reviewed and appropriately signed off according to Alexion SOPs and maintain archive of approved materials.
- Review medical content for accuracy and positioning on key regulatory documents, publications and slide presentations
- Identify and screen appropriate vendors, solicit and evaluate proposals, and make recommendations to management.
- Manage all financial and contractual aspects of assigned projects, including vendor relationships.
- Establish strong working relationships with key stakeholders internally (product teams, clinical teams...) and externally (eg, opinion leaders, patient advocacy groups, professional societies).
- Provide strategic insights into KOL development activities, and support identification and development of opinion leaders for nephrology franchise
- Proactively assist in the development of public relations materials for communicating data milestones (eg, clinical trial results, interim study analyses, reviews by safety monitoring boards, etc.) and ensure key stakeholders are kept up to date.
- Provide scientific input into the development of commercial strategies and key scientific messages for nephrology franchise
- Establish strong relationship and work in close partnership with medical information team

Position Three: Behavioral Science Research Investigator

Kaiser Permanente Colorado Institute for Health Research (IHR; on the Internet at <http://www.kpco-ihp.org/>) seeks applicants for an experienced (i.e. mid-career or senior) behavioral science research investigator. This individual will be responsible for developing a program of extramurally funded research to advance the knowledge of human behavior as it contributes to health and/or health risk. Research areas may include testing behavioral interventions with the potential to prevent or manage illness, promote health, and/or improve methods of care delivery, increase knowledge, and translate research to practice.

Essential Functions:

- Lead, and collaborate with others, both within and outside the IHR, to develop research proposals and write grants for external funding that align with the mission and strategic direction of the IHR
- Lead, and collaborate with others, both within and outside the IHR, in the translation of behavioral science research into practice (clinical and community; local and national).
- Disseminate findings through peer-reviewed publications, presentations at scientific meetings, internal and external seminars, and other venues.
- Participate in multi- and transdisciplinary collaborations and in national and international professional associations and conferences.
- Provide consultation, review or co-investigator collaboration on IHR colleagues' projects and studies, as well as mentorship to junior level investigators.
- Provide oversight of research projects; May assume some administrative duties including representation on Research Committees.
- Stay current in area of research interest through reviews of the relevant literature; educate self about the latest methods and evidence related to behavioral research.
- Share relevant, up-to-date knowledge with other staff, including providing in-service seminars, training and mentoring on behavioral research methods, issues, and the latest scientific evidence.
- Maintain knowledge of standard operating procedures for research and perform in accordance with applicable regulatory requirements related to human research participants and HIPAA requirements.

Position Four: Health Policy Analyst

For more than 200 years, the Massachusetts Medical Society has remained a prominent leader in furthering the goal of quality medical care through our advocacy and educational efforts, and healthcare publications. Our premiere publication, the *New England Journal of Medicine*, continues to inform and educate physicians around the world of cutting-edge research and advances in medicine.

Our staff of 400+ dedicated employees offers an impressive range of experience and expertise, and shares an ongoing commitment to enhancing the quality of medical care.

You will serve as a key staff resource for research and analysis in a variety of areas including health policy, access to care, physician workforce and practice environment issues, and health care systems, quality and cost. Responsibilities involve primary and secondary research, survey development, quantitative and qualitative analysis, and reporting of research and survey results. In addition, this role involves serving as a liaison to assigned committees, task forces,

community organizations, coalitions, contractors and vendors, and supporting the Society's efforts with various health care constituencies.

Position Five: Medical Science Liaison: Southern California

A global pharmaceutical company is coming off the launch of their first US product, and therefore they are finishing the build out of their MSL team. They are looking to hire four (4) MSLs in the territories below. This privately held company has a novel product in break through cancer pain, and they are looking for great liaisons to take them to the next level. If you're looking for an opportunity to grow your career in a small emerging company, this is an opportunity to explore.

Position Description

The Medical Science Liaison will participate in medical education for healthcare professionals through local and regional presentations at offices, investigator meetings, advisory boards, and other appropriate venues to enhance product knowledge. You will give presentations related to the company's products and/or associated disease states. The interactions with KOLs may be proactive or in response to unsolicited requests, managing research and educational activities at targeted institutions and practices with national opinion leaders and other decision makers. The MSL will also collaborate with Managed Markets team, both field-based and at the home office, to identify opportunities and needs that can be addressed via communication of scientific, medical, and health economic information.

Like most companies, you will be asked to identify, establish and maintain collaborative relationships with national opinion leaders, investigators, institutions and professional societies strategic to appropriate product development and use. The MSL will work closely with commercial colleagues in some of these activities.

The best MSLs add value to company-sponsored external speaker programs via identification of new speakers, providing feedback to home office on success of programs, and coaching of speakers on scientific content.

Position Six: Marketing and Communications Specialist - RTI International - Research Triangle Park, NC, United States

RTI International is seeking applicants for the role of Communications Specialist to serve as part of RTI's Global Health Group (GHG). The Global Health Group is an expanding group at RTI which currently has a staff of 450 with work in over 20 countries, including two regional offices in Nairobi, Kenya and Bangkok, Thailand. GHG implements broad-based programs in HIV/AIDS, malaria prevention and vector control, neglected tropical disease control, reproductive health, maternal child health, health systems strengthening, health governance, health policy and other related fields.

The Communications Specialist will manage a variety of internal and external communications activities for the Global Health Group in support of business development, marketing, and global health program development. This position is based in Research Triangle Park, North Carolina and reports to the Vice President (VP) of Business Development, Marketing and Communications.

Position Seven: Health Systems Specialist - USAID - Abidjan, Cote D'Ivoire

The Health Systems Specialist functions as Chief of the PEPFAR CI Health Systems Strengthening (HSS) Branch (office) and will assist PEPFAR CI to transition from an emergency to a more sustainable country program. S/he is one of six senior-level specialists/Branch Chiefs and reports directly to the USAID PEPFAR Country Director on all program matters. The incumbent's supervisor is the Deputy Program Manager, under the Global Health Support Initiative – II Contract. The incumbent will design and oversee implementation of health sector reform and related systems strengthening activities to be supported under the PEPFAR CI program. Such activities aim to reinforce basic systems, practices and tools that are necessary for optimal institutional performance, improved health outcomes, and sustainable programs. Systems, practices and tools include, inter alia, sound governance, health cost financing, management information systems (MIS), human resources management, decentralization, and procurement. Moreover, the HS Specialist will also have major responsibility for securing CI “ownership” of the USG-GOCI PEPFAR Partnership Framework and Implementation Plan, and for timely execution and conformance with the terms of the Plan. This position is located in the PEPFAR Office, American Embassy, Abidjan, Côte d'Ivoire.

Position Eight: Senior Adviser, Health (Polio) - UNICEF - New York, NY, United States

Under the guidance of the Senior Adviser Immunization (Chief Immunization), you will be responsible for the technical guidance, planning, coordination and management of the Polio Eradication Program activities in PD/Health in the context of UNICEF's Medium Term Strategic Plan under Key Result Area 1: Young Child Survival and Development.