

Health Communication Certificate

Class of 2019



Imre Varju
Health Education Strategist
MSPH Department: SMS

FCB Health



FCB Health is a major, multi-award winning healthcare and pharmaceutical advertising agency. They provide their clients with multichannel capabilities, including payer strategy and marketing, professional education, video production, strategic planning, and media services. Imre works as a Health Education Strategist at FCB Health in New York City. He helps design medical and health education strategies for a variety of drugs based on clinical trial data, while applying behavioral health theories, and adult learning and health literacy principles.



Allison Spinelli
Manager
MSPH Department: HPM

Janssen Pharmaceutical Company



The Janssen Pharmaceutical Companies of Johnson and Johnson is an organization that aims to innovate and empower people with the tools they need to make informed decisions and achieve the best possible results for their health. As a Manager within the Global Medical Affairs Department in the New Jersey office, Allison provides support on a myeloma product. She performs evidence communication from company-sponsored studies and investigator-initiated studies, external key opinion leader engagement, global pre-launch disease area training, and develops Janssen's global strategy.

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Staci Carney

Manager

MSPH Department: HPM

Vynamic



Vynamic is a healthcare industry management consulting firm with offices in Boston and Philadelphia. They operate on the notion that there are better ways to deliver "the right experience" to their clients, lead healthcare industry change, immerse in regions bustling in healthcare industry innovation, and harness the power of a healthy culture in order to deliver the best results. Staci joined Vynamic in their Philadelphia office to be surrounded by life-long learners who are passionate about healthcare. She serves as a Manager on a Medicaid health plan where she is learning about Medicaid and how they win state contracts. Soon, she will work on a project to improve company culture by using effective communication strategies.



Kaitlin Cassidy

Associate Account Executive

MSPH Department: HPM

BGB Group



BGB Group is an independent healthcare communications agency in New York City that delivers medical and marketing consulting services, promotional advertising, medical education, and digital strategy and execution. Kaitlin hoped to pursue a career in health policy and communications upon graduation. While at Mailman, she interned at BGB Group as an Account Intern and currently works as an Associate Account Executive.

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Therese Buendia

Research Analyst

MSPH Department: SMS

Research Partnership



Research Partnership is the largest independent healthcare market research and consulting agency in the world; they consist of healthcare specialists who combine evidence with expertise to bridge the gap between research and consultancy. Research Partnership collaborates with clients from the global pharmaceutical, medtech, and biotech Industries to prove research intelligence and strategic recommendations can elevate healthcare brands and help them thrive in a complex and challenging environment. Therese is passionate about understanding how technology, research, and communications intersect to improve health outcomes. She is currently working there as a Research Analyst.



Gerrie Lim

Copywriter

MSPH Department: HPM

Evoke



Gerrie is passionate about digital health and communications, and she works as a Copywriter for Evoke, a leading marketing, media, and communications agency designed for health and wellness. They help their clients navigate the complexities of the healthcare landscape, with a vision to make Health More Human™. Evoke has offices in New York, Philadelphia, San Francisco, Princeton, Chicago, Los Angeles, London, Singapore, and Dubai. They partner with many of the world's leading health and wellness clients to build durable businesses, create indelible brands, and develop markets for sustainable growth.