MONICA E. HEIDESCH

monica.heidesch@uga.edu :: www.monicaheidesch.com

EDUCATION

PhD Candidate — 4th Year for '21-'22
University of Georgia: Terry College of Business
Major: Risk Management and Insurance
Minor: Marketing: Consumer Behavior

Master of Health Administration — December 2014
Ohio University
College of Health Sciences and Professions

Certificate in Financial Planning — August 2007
Florida State University
Center for Academic & Professional Development

Bachelor of Business Administration, Finance — June 1994
Mercer University
Stetson School of Business and Economics

RESEARCH INTERESTS

Life Insurance Demand, Prescription Drug Spending and Pharmacy Benefit Risk Sharing, Health Insurance Literacy of Health Care Providers, Consumer Behavior and Decision-Making Under Uncertainty.

WORKS IN PROGRESS

Heidesch, M., Carson, J. "The Evolution of Life Insurance Within the United States"

Heidesch, M., Carson, J., Watson, T., Ragin, M., "The Demand for Life Insurance: Breathing New Life Into the Conversation"

Heidesch, M., "The Relationship Between U.S. Prescription Drug Spending and Pharmaceutical Rebates"

Heidesch, M., "The Impact of Self-Compassion Amelioration on Decision-Making and Consumer Insurance Demand."

Heidesch, M. "Do Profitability Levels of Pharmacy Benefit Managers Relate to Prescription Drug Spending?"

Heidesch, M. "Health Insurance Literacy of Health Care Providers: Who Knows What, and Does it Matter."

Heidesch, M. "Enterprise Risk Management in Healthcare."

PRESENTATIONS

Western Risk and Insurance Association March 2021
Virtual
"The Demand for Life Insurance: Breathing New Life Into the Conversation"

Southern Risk and Insurance Association December 2020
Virtual
"Is U.S. Prescription Drug Spending Associated with the Financial Performance of Health Insurers or Pharmacy Benefit Managers?"

Southern Risk and Insurance Association November 2019
Charleston, SC
"Rebates, Spread Pricing, and Remuneration: The Evolution of Pharmacy Benefit Managers"

TEACHING EXPERIENCE

Instructor of Record

RMIN 4000: Risk Management and Insurance Fall 2020

Teaching Assistant

RMIN 5110: Employee Benefits Fall 2021
RMIN 5510: Life Insurance Spring 2020
RMIN 5110: Employee Benefits Fall 2019
RMIN 4100: Theory of Interest Fall 2019
RMIN 5510: Life Insurance Spring 2019
RMIN 4100: Theory of Interest Fall 2018

INDUSTRY EXPERIENCE

Executive Sales Consultant August 2015 - January 2018
Merck & Co., Northeast Georgia

- Assisted clinicians in managing prescription drug benefit pull-through initiatives, and supported managed care/prescription benefit collaboration via national account initiatives.
- Consistently exceeded sales goals, and received numerous sales awards throughout my time at Merck, with the most recent achievement being Presidents Club recipient for 2017.
- High performing team point person for the district as well as account management point, winning numerous awards for performance in both capacities.
- Planned and led multiple live and virtual presentations to promote sales team professional development and sales goal reinforcement.
- Performed CRM training for teams regionally.
- Consistently participated in strategic planning with critical stakeholders for key accounts.
- Built strong client relationships and provided high value-added services, functioning within compliance at all times.

Senior Sales Consultant May 2014 - August 2015
IQVIA/Janssen Pharmaceutica, Northeast Georgia

· Assisted physicians and their support staff with prescription drug benefit pull-through initiatives, and supported managed care/prescription benefit collaboration via national account initiatives.
· Improved territory from the bottom 50% in the nation beginning May of 2014, to finish the year of 2014 at second place in the nation, well within the top 5% for the year.
· Championed cloud based IT processes resulting in significantly increased territory team communication and collaboration between the permanent Janssen employees and multiple CSO team members.
· Functioned as the district's disease state trainer.
· Initiated key relationships between local health care systems, accountable care organizations, and the national account manager.

Lead Digital Marketer July 2012 - May 2014
St. Mary's Health Care System, Athens, GA

· Collaborated with the Marketing team to develop and coordinate digital marketing strategies.
· Formulated and managed results oriented digital marketing projects, coordinating reviews and approvals across all internal stakeholders and various service line leaders, and managed all projects through completion.
· Implemented content management system utilization throughout all the healthcare system's websites, resulting in significantly lower vendor costs and the ability to immediately edit content internally.
· Designed landing pages and content for new projects, and analyzed inbound marketing analytics to measure digital campaign performance and continually optimize content.
· Maintained website content to ensure conformance with policies and external regulatory requirements.
· Created and championed the implementation of a digital marketing governance for the entire health care system.
· Achieved adoption and implementation by the facility of a customer relationship management (CRM) management tool to track, measure, and analyze physician relation activities.

Director of Operations May 2010 - July 2012
Smart House Calls, LLC., Athens, GA

· Collaborated with the CEO to develop and manage the operational processes and logistics for this start-up telemedicine solutions company, taking it from the beginning infancy phase into its adolescence phase.
· Established and maintained vendor relationships.
· Created company's first employee benefits manual including training, compliance, benefits, and internal processes.
· Created and implemented telemedicine utilization flow processes and protocols for training of both the internal sales team as well as external health care customers.

Senior Professional Adult Vaccines Representative October 2006 - May 2010
Merck & Co., Northeast Georgia

· Achieved significant tangible sales success selling tangible medicines.
· Continually performed business analysis to maintain ideal messaging, ideal targeting, ideal frequency.
· Consistently exceeded sales goals.
· Provided ongoing customer support and resolved potential problems, ensuring future reorders and growth.
· Functioned as the clinical trainer for the district.
· Coordinated strategies, tactics, meetings, and programs with both customers and colleagues.

Cardiovascular Account Specialist May 2005 - October 2006

CV Therapeutics (acquired by Gilead), Northeast Georgia

· Joined CVT as one of its first 60 biotech sales reps hired in the nation.
· Launched and subsequently promoted a novel key product to Cardiologists, PCPs, and local institutions.
· Promoted ancillary products to multiple specialists, PCPs, and local institutions.
· Gained favorable pharmacy benefit/formulary acceptance for my main product in several key institutions within my geography, working with appropriate stakeholders and following pharmacy and therapeutic committee protocols.

Senior Cardiovascular Territory Manager April 2003 - May 2005

Sanofi-Aventis Pharmaceuticals, Northeast Georgia

· Recruited by Sanofi to join a new 72 person national cardiovascular specialty division.
· Promoted key products to Institutions, specialists, and PCPs.
· Achieved the only positive territory growth in Georgia after a state-wide NDC block via the BCBS formulary for primary product.
· Successfully transitioned during the merger from Sanofi to Sanofi-Aventis.
· Earned numerous sales awards, as well as two MVP awards voted on by peers and management.

Senior Sales Consultant December 1995 - April 2003

Novartis Pharmaceuticals, Northeast Georgia

· Managed my territory effectively to maximize revenue from its sales potential, receiving numerous sales awards throughout tenure.
· Continually performed business analysis of the territory, adjusting strategy as necessary.
· Worked to pull through national account initiatives regarding prescription benefits.
· Maintained ideal messaging, targeting, and frequency to appropriate HCPs and institutions.
· Won awards for team leadership and team training.
· Appointed as the district trainer for both product knowledge and computer training.
· Transitioned with Sandoz during the merger with Ciba to become Novartis.

Office Manager/Optometrist Relations March 1993 - December 1995

National Vision Holdings, Inc., Norcross, GA

· Managed physician relations with contracted optometrists working in Wal*Mart Vision Centers.
· Collaborated with the CEO, CFO, and in-house legal counsel to develop plans of action for physicians in breach of contract, overseeing pull through either back to compliance or termination of contract.
· Significantly increased operational efficiencies by developing a new process for tracking optometrist contracts via a Microsoft Access database.
· Supervised AR/AP and payroll, managed administrative staff, and trained on customer service skills, consistently maintaining high satisfaction ratings.

Research Analyst: Commercial Appraisals October 1990 - October 1992

Integra Realty Resources, Miami, FL

· Worked with project leaders to assist in performing initial client assessments and analysis to identify research requirements.
· Autonomously performed field, and in-house, research and interviews for commercial real estate appraisals, PUD and large tract property valuation studies, feasibility studies, and market analysis publication reports.
· Assisted the executive team with document organization and compilation during projects.
· Obtained information, documents, and approvals from local and state agencies.
· Created reports, executive summaries, and boardroom presentations for completed projects.

MEMBERSHIPS

Mensa

National Honor Society, Phi Eta Sigma

American Risk and Insurance Association (ARIA)

Southern Risk and Insurance Association (SRIA)

Western Risk and Insurance Association (WRIA)

American Society of Health Economists (ASHE)

SERVICE

Current Webmaster for Southern Risk and Insurance Association (SRIA)

Yoga Alliance: 500 Hour Registered Yoga Instructor

Former Board Member for Community Boating of Athens, Inc. 2011-2014

U.S. Sailing Association: Certified Level I Sailing Instructor

PROGRAMMING EXPERIENCE

Comfortable working with Stata, SPSS, mTurk, OmniUpdate, and numerous CRMs and MS Office products.

REFERENCES

David Eckles (706) 542-3578
P. George Benson Professor deckles@uga.edu
Risk Management and Insurance
Department of Insurance, Legal Studies, and Real Estate
Terry College of Business
University of Georgia

James M. Carson (706) 542-3803
Daniel P. Amos Distinguished Professor in Insurance jcarson@uga.edu
Risk Management and Insurance
Department of Insurance, Legal Studies, and Real Estate
Terry College of Business
University of Georgia

Myla B. Capers contact information
Regional Sales Director shared upon request
Biogen