

# MONICA HEIDESCH

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## EDUCATION

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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** *hybrid*  
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

## TEACHING EXPERIENCE

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**Instructor of Record**

RMIN 4000: Risk Management and Insurance Fall 2020  
*teaching portfolio available at [www.monicaheidesch.com](http://www.monicaheidesch.com)*

**Teaching Assistant**

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

## ACADEMIC AND EDUCATIONAL AWARDS

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2021 Spencer Doctoral Candidate Scholar Awarded by the Spencer Educational Foundation

## MEMBERSHIPS

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American Risk and Insurance Association (ARIA)  
Southern Risk and Insurance Association (SRIA)  
Mensa  
Phi Eta Sigma: Freshman National Honor Society  
Tri-Alpha: National Honor Society for First-Generation College Students

## INDUSTRY EXPERIENCE

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### **Executive Sales Consultant**

August 2015 - January 2018

*Merck & Co., Northeast Georgia*

- High Performing Team (HPT) trainer for the district as well as account management point, winning numerous awards for performance in both capacities.
- Consistently exceeded sales goals, and received numerous sales awards throughout my time at Merck, including being a President's Club Award Winner for 2017.
- Planned and led multiple live and virtual presentations to promote sales team professional development and sales goal reinforcement.
- 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.
- Assisted clinicians in managing prescription drug benefit pull-through initiatives, and supported managed care/prescription benefit collaboration via national account initiatives.
- Performed CRM training for teams regionally.

### **Senior Sales Consultant**

May 2014 - August 2015

*IQVIA/Janssen Pharmaceuticals, 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/Optometrists Relations**  
*National Vision Holdings, Inc., Norcross, GA*

March 1993 - December 1995

- 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**  
*Integra Realty Resources, Miami, FL*

October 1990 - October 1992

- 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.

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**PROGRAMMING EXPERIENCE**

Comfortable working with Stata, SPSS, mTurk, eLC/D2L/Brightspace LMS, OmniUpdate, and numerous CRMs and MS Office products.

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**RESEARCH INTERESTS**

Consumer Behavior Impacting Life Insurance Utilization Decisions: Organizational Behavior and the Influence of Leadership: Vertical Integration Dynamics between Health Insurers and PBMs

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**WORKS IN PROGRESS**

Heidesch, M., "The Effect of Self-Compassion Amelioration on Decision-Making."

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

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

Heidesch, M., Graciano, T., Marais, J.C. "A Path Toward Transparency: Illuminating the Opacity Within the Vertical Integration of Health Insurers and Pharmacy Benefit Management."

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

## SERVICE

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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

## PRESENTATIONS

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| <b>Southern Risk and Insurance Association</b><br>Virtual<br>“The Role of American Piousness in Life Insurance Demand.”  | November 2021 |
| <b>Western Risk and Insurance Association</b><br>Virtual<br>“The Demand for Life Insurance: Breathing New Life Into the Conversation”  | March 2021    |
| <b>Southern Risk and Insurance Association</b><br>Virtual<br>“Is U.S. Prescription Drug Spending Associated with the Financial Performance of Health Insurers or Pharmacy Benefit Managers?” | December 2020 |
| <b>Southern Risk and Insurance Association</b><br>Charleston, SC<br>“Rebates, Spread Pricing, and Remuneration: The Evolution of Pharmacy Benefit Managers”                                  | November 2019 |

## REFERENCES

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| <b>David Eckles</b><br>Professor, Risk Management and Insurance<br>Department of Insurance, Legal Studies, and Real Estate<br>Terry College of Business<br>University of Georgia  | Ph.D. Advisor<br>deckles@uga.edu<br>(706) 542-3578                                 |
| <b>James M. Carson</b><br>Daniel P. Amos Distinguished Professor in Insurance<br>Risk Management and Insurance<br>Department of Insurance, Legal Studies, and Real Estate<br>Terry College of Business<br>University of Georgia | Dissertation Chair<br>(706) 542-3803<br>jcarson@uga.edu                            |
| <b>Myla B. Capers</b><br>Regional Sales Director<br>Biogen  | Former direct supervisor at Merck & Co.<br>contact information shared upon request |