

MONICA HEIDESCH, PHD, MHA

mheidesch@brenau.edu

EDUCATION

Doctor of Philosophy in Business Administration University of Georgia: Terry College of Business Major: Risk Management and Insurance Minor: Marketing/Consumer Economics	August 2022
Master of Health Administration Ohio University College of Health Sciences and Professions	December 2014
Certificate in Financial Planning Florida State University Center for Academic & Professional Development	August 2007
Bachelor of Business Administration, Finance Mercer University Stetson School of Business and Economics	June 1994

TEACHING EXPERIENCE

Instructor of Record

MG 301: Principles of Management	Fall 2022
HC 304 Economics, Finance, and Budgeting in Healthcare	Fall 2022
HR 401: Benefits and Compensation	Fall 2022
RMIN 4000: Risk Management and Insurance	Fall 2020
<i>teaching portfolio available at www.monicaheidesch.com</i>	

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

2021 Spencer Doctoral Candidate Scholar	Awarded by the Spencer Educational Foundation
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RESEARCH INTERESTS

Vertical Integration Dynamics between Health Insurers and PBMs: Uncertainty and its Impact on Consumer Behavior: Organizational Behavior and the Influence of Leadership: Economic History

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.”

MEMBERSHIPS

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

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

PRESENTATIONS

Southern Risk and Insurance Association

November 2021

Virtual

“The Role of American Piousness in Life Insurance Demand.”

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?”

PROGRAMMING EXPERIENCE

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

INDUSTRY EXPERIENCE

Assistant Professor of Management August 2022 - Present
Brenau University, College of Business and Communication, Gainesville, Georgia

Graduate Research and Teaching Assistant as a PhD Student May 2018 - August 2022
University of Georgia, Terry College of Business, Athens, Georgia

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

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

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

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

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

Cardiovascular Account Specialist May 2005 - October 2006
CV Therapeutics (acquired by Gilead), Northeast Georgia

Senior Cardiovascular Territory Manager April 2003 - May 2005
Sanofi-Aventis Pharmaceuticals, Northeast Georgia

Senior Sales Consultant December 1995 - April 2003
Novartis Pharmaceuticals, Northeast Georgia

Office Manager/Optometrists Relations March 1993 - December 1995
National Vision Holdings, Inc., Norcross, GA

Research Analyst: Commercial Appraisals October 1990 - October 1992
Integra Realty Resources, Miami, FL

REFERENCES

Supplied Upon Request