# MONICA HEIDESCH

mheidesch@gmail.com :: 706-614-6976 c

## EDUCATION

Doctor of Philosophy in Business Administration — July 2022
**University of Georgia**: Terry College of Business
Major: Risk Management and Insurance
Minor: Marketing/Consumer Economics

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

## TEACHING EXPERIENCE

**Instructor of Record**

RMIN 4000: Risk Management and Insurance — Fall 2020

*teaching portfolio available at 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

2021 Spencer Doctoral Candidate Scholar — Awarded by the Spencer Educational Foundation

## 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

## INDUSTRY EXPERIENCE

**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/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.

## PROGRAMMING EXPERIENCE

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

## RESEARCH INTERESTS

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

## 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

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?"

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

## REFERENCES

Supplied Upon Request