MONICA HEIDESCH

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PROFESSIONAL SUMMARY

Ph.D. Candidate in Risk Management and Insurance with a focus in Healthcare and Consumer Behavior. Industry experience in biotech/pharmaceutical companies and healthcare systems. Research interests include pharmacy benefit risk sharing and healthcare expenditures, life insurance demand, ambiguity aversion effects on consumer insurance choices, and consumer behavior under uncertainty.

EDUCATION

PhD Candidate — 2018 - Present
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

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 and/or Pharmacy Benefit Managers?"

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

WORKS IN PROGRESS

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

Heidesch, M, “An Examination of the Association Between U.S. Prescription Drug Spending and Pharmaceutical Rebates”

Heidesch, M, “The Impact of Self-Compassion Amelioration on Loss Aversion and Consumer Insurance Demand.”

Heidesch, Monica E. “Are Profitability Levels of Pharmacy Benefit Managers Tied to Increases in Prescription Drug Spending?”

Heidesch, Monica E. “Health Insurance Literacy (HIL): Who Knows What, and Does it Matter.”

Heidesch, Monica E. “Assessing Enterprise Risk Management in Healthcare.”

TEACHING EXPERIENCE

Instructor of Record

RMIN 4000: Risk Management and Insurance	Fall 2020

Teaching Assistant

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

ACADEMIC AWARDS AND HONORS

- RMIN Ph.D. Student Summer Research Scholarship, University of Georgia (2021)
- Spencer Doctoral Candidate Scholar (2021)

SERVICE

- Current Webmaster for Southern Risk and Insurance Association (SRIA)
- Former Board Member for Community Boating of Athens, Inc. 2011-2014

MEMBERSHIPS

American Risk and Insurance Association (ARIA)
Southern Risk and Insurance Association (SRIA)
Western Risk and Insurance Association (WRIA)
American Society of Health Economists (ASHE)
National Honor Society, Phi Eta Sigma
Mensa

PROGRAMMING EXPERIENCE

Stata, SPSS, S&P Market Intelligence, mTurk, OmniUpdate, MS Office Products, and numerous CRMs including Salesforce.

INDUSTRY EXPERIENCE

Graduate Research and Teaching Assistant; IOR August 2018 - Present

University of Georgia, Risk Management and Insurance Department

- Function as the Instructor of Record (IOR) for the Risk Management and Insurance (RMIN 4000) introductory class to undergraduates. Includes class design and full autonomy over instruction.
- Assist professors in identifying, assimilating, and analyzing appropriate datasets with current econometric methodologies in an effort to move research interests forward.
- Assist professors in other RMIN related courses as a teaching assistant. Duties include individual lectures, proctoring, grading, and the holding of office hours for student support.

Executive Sales Consultant August 2015 - January 2018

Merck & Co., Northeast Georgia

- Assisted clinicians and/or their administrators in managing prescription drug benefit pull-through initiatives, and supported managed care/prescription benefit collaboration via national account initiatives.
- Consistently exceeded sales goals, receiving numerous sales awards throughout my time at Merck. The last award achieved before transitioning into my Ph.D. program was attaining the President's Club award for my performance in 2017.
- High performing team trainer for the region as well as account management point, winning numerous awards for achievements in both capacities.

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 Director of Marketing 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 the entire healthcare system, resulting in significantly lower vendor costs and the ability to immediately edit content internally.
- Analyzed inbound marketing analytics to measure digital campaign performances and continually optimize content.
- Created and championed the implementation of a digital marketing governance for the entire health care system.
- Achieved adoption by the facility of a customer relationship management (CRM) management tool to track and measure 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, ideal targeting, and ideal frequency to appropriate health care providers and institutions.
- Coordinated strategies, tactics, meetings, and programs with the district, winning awards for team leadership and 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.
- Project managed a physical construction build-out project for office space expansion.
- 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 achieve research requirements.
- Autonomously performed field and in-house research, and conducted 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 executive summaries and boardroom presentations for completed projects.

REFERENCES

David Eckles (706) 542-3578
Professor of Risk Management and Insurance deckles@uga.edu
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
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University of Georgia

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