


Persona

February, 2020 by Pam Piotrowski

Product	Pharmacist's Letter
Persona	B2B buyer – Experiential Rotation Coordinator; ABA School of Pharmacy

About

	Name: Billy Nguyen		Type: B2B Buyer/Decision Maker
	Title/Role: Experiential Rotation Coordinator		Reports to: Pharmacy School Dean
	Industry/Segment: Pharmacy/Retail		
	Years in this job: 10	Age: 55	Education: PharmD/MBA
	Technical Proficiency: Proficient		
	Technology: School : PC, laptop, mobile devices. Home: mobile (tablet and cellphone)		

Situation

Typical day in the life of your persona

Billy is responsible for the experiential rotation program for all students during their pharmacy training. This includes building their list of pharmacies willing to host students for rotations, approving them and their locations, and providing education and training for those preceptors or trainers. His goal is to provide the best educational experience for his students and also supporting those preceptors as part of the school's adjunct faculty.

He often starts by reading his emails on student and faculty needs and reviewing his schedule for the day, which includes calls and meetings with faculty, the Dean, and student meetings to discuss rotation placement. He will also review current rotation activity and deal with any issues where students are not performing well in their rotations and determine a plan for improvement with the student and preceptor. Part of the student placement requirements include required training for the student, such as HIPAA and other compliance topics.

Recently, their head of library and educational resources retired due to health issues and he has been asked by the Dean to take on these duties as well. This includes reviewing and evaluations current clinical and educational resources for students and faculty and determine gaps. He must find budget-friendly options to fill these gaps.

Daily workflow has been especially challenging this past year with COVID. Student and faculty meetings have been converted mostly to video meetings, and electronic resource usage has increase in importance and usage.

At the end of the day, which has become longer, Billy travels home to his wife and two kids, which takes him about 45 minutes.

Typical interaction with your product

Billy is very familiar with the PL product as he has used it for years for his own CE needs. He also uses PL courses to provide required training to his staff and students. His faculty likes to use it for their CE as well, especially since many no longer work as a practicing pharmacist and like to keep up to date on new industry standards.

The faculty tend to use what the school is provided for free in their classroom education, but generally only think of PL for CE. not for clinical education resources for projects, so they tend to not include it in classroom discussion. Billy does tend to look for product that provide students no cost solutions, and lower cost post-graduation.

A perfect day

A perfect day for Billy is when his meetings and calls all end on time, and he has really meaningful interactions with his students. His ability to help them be successful pharmacists means everything to him and reflects his success. If he can get home in time (no traffic) to have dinner with his family, and attend his son's baseball games, he's especially fulfilled and happy.

Top of mind issues

- How will he have enough experiential sites to place all of his students?
- Are his preceptors happy? How about his students?
- Are his students getting a great experience at their rotation sites?
- Do I have enough resources electronically to get my students and faculty through this COVID crisis?
- Are my students safe on thir rotations during this COVID crisis? What can I do to help?

Other Information

Professional Details (memberships, licenses, associations)

- Pharmacist license (TX, AZ)
- Certified Immunizer (but CPR is expired)
- Belongs to ASHP

Information Sources (subscriptions, reading materials)

- Internet news groups – he likes to review the emails and text notifications as he is getting ready for/traveling to work in the morning.
- Blog groups/emails from APhA/ASHP membership/state pharmacy association newsletters
- Wall Street Journal, among other news sources

How the persona is rewarded or motivated (compensation, bonuses, other recognitions)

- Billy enjoys recognition from his Dean, especially during meetings and calls and he mentions the extra duties
- He receives an annual bonus based on corporate performance
- He loves hearing success stories from his students
- He loves hearing from his preceptors that the students are well prepared

Budget approval levels and ROI expectations

- Billy expects to be able to show his finance and leadership team that the products he purchases are used and provides the information needed to train faculty and students.
- Billy is expected to meet budget constraints on all resources selected.
- He also wants to ensure that the training he purchases meets training needs expected from our preceptors.
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