

# R.Ph Craig Prince

## PHARMACIST - Community Volunteers In Medicine

Thornton, PA - Email me on Indeed: [indeed.com/r/R-Ph-Craig-Prince/a822dd53b18e251b](https://www.indeed.com/r/R-Ph-Craig-Prince/a822dd53b18e251b)

### WORK EXPERIENCE

#### PHARMACIST

Community Volunteers In Medicine - West Chester, PA - March 2012 to Present

Provide comprehensive pharmaceutical care services in a primary care medical home and dental clinic serving uninsured families in Southeastern PA. Procure and dispense medications, provide expert consultation, medication therapy management and counsel for patients and prescribers. Support intensive diabetes management and smoking cessation patient interventions.

#### DIRECTOR, EMPLOYER INITIATIVE

Neuronetics, Inc - Malvern, PA - February 2010 to July 2011

- Defined and developed the employer strategy, business case, health and productivity value proposition, marketing communications resources, customer/stakeholder segmentation and engagement plan to align the brand managed markets strategy for a novel technology to manage major depressive disorder.
- Direct and coordinate internal efforts across senior management, medical affairs, health outcomes research, creative agency, brand management and national account groups to support prime objective of securing national coverage policy for a newly introduced treatment technology.
- Developed and presented the TMS health and productivity value proposition at leading national employers, national business health coalitions and thought leader organizations.

#### DIRECTOR, ENTERPRISE MARKET DEVELOPMENT - MANAGED MARKETS

Johnson & Johnson Health Care Systems - Piscataway, NJ - June 2005 to February 2010

- Successfully deployed a minimally invasive surgeries value initiative, attaining 40% market share advances for minimally invasive vs. competing procedures in targeted geographies.
- Convened 50 leading employers to identify unmet critical needs in workforce health management resulting in development and deployment of unbranded strategic initiatives enabling employers to actively engage health plans and providers in favor of health products and services of demonstrated value.
- Led development of a self-directed, behavioral science based, online weight management program offered as an unbranded strategic initiative in health plan settings.
- Directed development of robust, evidence supported, employer focused business case and value propositions for J&J offerings in cardiac ablation, rheumatoid arthritis and minimally invasive surgeries.
- Delivered expert "voice of the customer" employer liaison as part of an enterprise-focused managed markets business development team and to brand groups at medical device and biotechnology operating companies.
- Advanced market awareness, accelerated adoption and grew business for J&J brands in close collaboration with our customer- facing employer and health plan account executives.

#### NATIONAL ACCOUNT DIRECTOR - LONG TERM CARE

Johnson & Johnson Health Care Systems - Piscataway, NJ - January 2003 to June 2005

- Accountable for J&J portfolio business results at a large, national account in LTC. Built and managed key account relationships at executive and senior operating levels. Develop, negotiate and manage J&J portfolio contracts. Plan, coordinate and direct field pull-thru initiatives.
- Developed and directed deployment of cost model and quality improvement initiative for urinary incontinence in the long term care facility, implemented by regional LTC field selling teams.

- Represented J&J at national professional associations in LTC. (ASCP and AMDA)

### **LONG TERM CARE BUSINESS DIRECTOR**

Janssen Pharmaceutica, Inc - Titusville, NJ - May 2001 to January 2003

Developed and executed Mid-Atlantic Senior Care business plan for key pharmacy, chain nursing home and assisted living customer bases. Developed, negotiated and closed portfolio contracts. Directed pull through planning and coordination. Successfully implemented clinical/added value programs.

### **NATIONAL ACCOUNT DIRECTOR - SENIOR CARE DIVISION**

ALZA Corporation - Mountain View, CA - April 1999 to May 2001

- Developed and implemented the Senior Care national account plan at key national LTC pharmacy providers (Omnicare, Pharmacia, and NeighborCare), chain nursing home and corporate assisted living accounts. Generate and coordinate field pull thru plans for contracted products.
- Develop and deploy a urinary incontinence in LTC burden of illness cost model and implementation resource kit supporting the value of effective pharmacologic management.

### **LONG TERM CARE ACCOUNT MANAGER - MID ATLANTIC**

ELI LILLY AND COMPANY - Indianapolis, IN - 1993 to 1999

### **MARKETING COMMUNICATIONS ASSOCIATE**

Indianapolis, IN - 1991 to 1993

SPECIALTY SALES REPRESENTATIVE - HOSPITAL - 1985 to 1991

### **RETAIL SALES REPRESENTATIVE**

- 1983 to 1985

### **EDUCATION**

#### **B.S.Pharmacy**

Mass. College of Pharmacy & Science - Boston, MA

### **ADDITIONAL INFORMATION**

Results driven, accomplished healthcare business professional offering deep clinical and business acumen, tied to a record of success in sales, market development and account management in the pharmaceutical, biotechnology and medical device sectors. Expertise includes

- National Account Management
- Managed Markets / Employer Market Development
- Business Development, Strategy and Planning