

Jodieann J. Stephenson's Reflective Project Report
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My Fall Internship at Grey Group, New York



My name is Jodieann J. Stephenson and I was offered an internship at my dream company. One of the best feelings was receiving a phone call from the HR department and we spoke for a little while then she set up the interview with the Creative Director Mr. Ray. The interview was a few days later and I interviewed with him and within 5 minutes he hired me. It was one of the best feelings in the world because I doubted myself so many times and especially being able to complete the internship in time, I didn't think it would be possible. The fact that I am able to learn how to do something and they are teaching me the right way how to do things correctly. I'm still very much new to the healthcare marketing world, which is still very challenging but I am up for a challenge which has always been something that I always emphasize whenever I interview. It truly is a win to be working at my dream company. It really has kick started my career in ways I couldn't even imagine. I absolutely love every moment of being at Grey and it looks incredible on my resume. It will certainly open many doors for me.

Internship Summary # 1- Week of October 10th

Task focus: Onboarding, gaining server access, becoming familiar with the agency and the brands pertaining to the agency that I will work on.

Hours: 15

Summary: The first week of my internship (10/12 & 10/14) was spent on becoming familiar with the agency. This past summer, I interned at ghg | GreyHealth Group as a pharma/medical copywriting intern. Starting at Grey Group, I was very familiar with the healthcare marketing industry, which combined my love for writing and educating patients on different diseases. I met with the HR onboarding specialist who showed me around the office and how to enter my weekly timesheets to my boss. Shortly after the finishing the HR paperwork, I was taken to meet my boss Creative Director Sayan Ray, who funny enough worked at the same agency as my past boss at ghg. I met with my boss' assistant Kathy who took me downstairs to get my computer and take my I.D. badge photo.

At the start of this internship, my goals are to become more familiar with the healthcare marketing industry because I think this is the field I want to go into. Healthcare/medical writers make a ton of money as well as offer patients an means of a solution to understanding complex drugs and their purpose. As I look back at when I was first in college, studying biology, it really did prepare me for the journey that I am now on.

I'll be working with my boss and the team at work to create patient brochures, journal ads for healthcare practitioners to use to educate their patients on specific drugs and therapies. For some of the materials I have to be very vague about because I signed a confidentiality agreement. My goal is to create unique pieces for my portfolio, learn about launching a brand, learn Adobe Acrobat, and learn how to write for pharmaceutical companies.

Four main goals I want to accomplish are:

1. Learning how to correctly annotate and fact check documents using the American Medical Association style guides.
2. Also, how to successfully launch a brand; write in a specific tone from HCP2Patient, DTC (direct to customers).
3. To be given a brief and work on it from ideation to execution
4. To learn how to work on a diverse team. I have gotten the chance to work with many students my age, but now I want to work with seasoned professional.

I am very proud that I was able to acquire an internship at my dream agency doing my passion.

Internship Summary # 2- Week of October 17th

Week #2 of 10/17 (5 hours), 10/19 (5 hours) and 10/21 (5 hours)

Hours: 15

Task focus: Attend weekly status meeting, annotate U.S. advertisements (direct mailers, journal ads), research competitors in our market, learn how to write/understand a prescribing information (PI).

Summary: As I began settling into my second week at Grey Group, I'm beginning to feel more at home. This past summer I interned at ghg in the same building so I am constantly running into people who I worked with and they are all so happy and proud of me for returning within the WPP family. At Grey, each day we have a team "Status" meeting where we meet with the Account manager (ACM), the Project Manager (PM), the global and U.S. team for the brand, the U.S. digital team, the strategy team and the creative team, which I'm on. After we have status, which lasts for 30-45 minutes, I return to my desk where I check emails. I then check in with my boss Sayan to find out what projects I should work on.

My days are spent by working on a Print journal advertisement for a medication that I am not able to mention because of the confidentially agreement that I signed. The journal ad is a form of advertisement for a doctor to learn about a particular medicine and the benefits that it may have for their patients. The ads are very informative however because of strict FDA laws every claim that is made in the ad must be annotated using AMA style. Due to the fact that I interned a ghg this past summer, I learned how to annotate AMA style and to write a manuscript for the journal ad. Also, I brought on to work on another project, which included a different type of drug. The task was to create "cool and fun" team bonding activities. We had to pitch several ideas, which went in to various ideations. Many of our ideas were rejected and the account manager told us to rework our ideas and they also killed many of our ideas. We reworked the concepts idea for sales representatives to attend a summit to learn about a disease and create cool ideas/games for them to participate in rather than a traditional presentation.

One of the things I learned by attending meetings is that Virtual Reality (VR) is a huge trend that has now recently spilled over into the world of healthcare marketing. There is a lot of money going into building big data center to aggregate content and provide patients which accessible and fun information. Traditional forms of patient education are slowly becoming obsolete because of the population of millennials who make up half of the U.S. Also, many millennials are still healthy and are tasked with taking care of their aging parents. It is now Friday and my week is ending. We have our daily status to touch base on the projects I missed out on the day before. After status, I check in with another senior copywriter to find out if there are any projects that I can join in on. He is very senior in his field and he explains everything to me, it is very comforting because I am still so very new.

My next big project is to work on a very Top-secret project. There is a document for a new brand where it still needs to be approved by the FDA before it becomes accessible and available to the general public. I am learning the process that the U.S. Food & Drug Administration (FDA) is extremely tough on the drugs it approves. When a pharmaceutical company submits a new drug for approval, the amount of research and fact check, and supporting documents, clinical trials, lab reports and etc. that must be submitted is insane. The lawyers/legal/compliance team that reviews the information takes several months or even years. I read various clinical trials data to try and become familiar with the new product and what it is offering the patients. Also, I looked at the competitors who are already in the market to see how our product is different and to try and uniquely position our product. It is a very interesting process. Once I did that, I was given a

draft of a very important document to look over and to review to understand the nuances of how it was written and understand how to use it as a source for annotating documents.

Internship Summary # 3- Week of October 17th

Week #3 of 10/24 (5 hours), 10/26 (5 hours) and 10/28 (5 hours)

Hours: 15

Task focus: Attend daily status, rework ideations from the previous week and incorporate account manager's feedback, annotate clinical data figure, and worked on a presentation deck.

As I enter into my third week at Grey Advertising, I am so happy to have joined the company. I am starting to get the hang of being there and working with my new team. I am learning so much about drugs and the different types of diseases that are out there. I have learned so much about how the body changes the older you get and it is very interesting. As this week starts, I attended our weekly status meeting held at noon in the big room where the entire team gathers and we discuss the digital initiatives and the projects that the client and the FDA are expecting to approve early next year. I am still working on concepting ideas for the project and I'm working with 2 other creative, 1 senior writer and 1 art director. I worked on another project for a training pitch deck, a PowerPoint deck, which I am familiar with because I have worked on at my first internship at HNW Inc. It was really cool to see how Grey organized their pitch deck and how different it was from my previous agency. It was also nice to see how they made use of their Market Research data to develop key insights and messages to use to for their target audiences.

Our client believes in a lot of Marketing Research so every message which we create we have to send it out to have each message tested by influencers in the pharma world. The message testing is similar to a focus group where they have influencers in the pharma world review messages that we want to use as promotional pieces or banner advertisements even brochures, they review it and the influencer rates the messages using a specific scale made by the client and the company and they try to get feedback from the influencers. Market research is very expensive, beginning around \$100,000 and exceeding to \$1.5 million. After then the market research session is completed they analyze the data and package it into a master PowerPoint document where they have all the key insights they received from the influencers.

I really enjoy being able to mix my two favorite loves, writing and marketing together to create a holistic message. I learned how to annotate a clinical data document and how to source the information correctly. I used a different format at my summer internship at ghg | GreyHealth Group which is completely different from how they annotate at Grey. On another note, I received my first good job for my boss which was nice it really solidified that I chose the right career and it always feel good to be reminded that you are doing a good job no matter how old you are— it's always a great feeling.

Internship Summary # 4- Week of October 31st

Week #4 of 10/31 (5 hours), 11/2 (5 hours) and 11/4 (5 hours)

Hours: 15

On Monday 10/31, I celebrated my first Halloween at Grey, it was really. Grey showed Halloween movies in the kitchen where staff could bring their computers to work and watch movies. Also, later in the afternoon they had a Halloween contest where the staff could dress as any elaborate costume that they wanted and enter in a contest and the winning team would receive \$200 American Express Gift card. If I had been there for longer I would have dressed and then entered the competition.

Unfortunately, because I was uncomfortable, I didn't dress up. Per usual, I had my weekly Monday afternoon meeting with the team where I learned about all the projects, which were going on at work.

I received my first route that was sent to me by the project manager Anthony. Anthony is the project manager on my team who manages all of the projects that is on the account, the client account. I worked on my first direct mailer pieces, which are traditional marketing pieces that are sent by a company to a customer or a prospect, a potential customer. The direct mailer pieces are intended to go to the healthcare professional to educate him/her about the drug we are advertising, and in return they will introduce their patients to the new treatment that our client is offering, It was really cool to get to review the copy from the pieces and then try my own iterations of the copy and then to annotate the copy that I wrote. I also had to think about how the direct mailer piece would be mailed and I had to consider the budget as well as the shipping cost of the mailer. Would I create the mailer to be a 2-dimensional piece or a 3-dimensional piece, would there be a gift that comes with the mailer, is yes, what would that gift be and how many of the receivers would get the gift. Regarding the gift, it would have to be under a certain price because anything above \$100 each, it would be considered a bribe and the Food and Drug Association would be notified and it could potentially lead to a major lawsuit, so that had to be considered.

Sometimes, I think about how grateful I am and how lucky I was to get this job because this has become a way for me to get into my dream career as a writer. I am so grateful that my boss saw something in me and believed in me because I am super grateful to have joined the team and how fun it's been. One of the best things about being at Grey is that I am working on an entirely new team, and we are helping to launch a NEW drug/prescription that will change the lives of patients who are suffering from a disease. These patients will now be able to access and potentially be prescribed a drug that may ease their symptoms and can potentially lead to remission, which is the end goal. I think about the kind of work that I am doing and I couldn't be in the best position ever to be working on a drug that will change the world and I am a part of that history, it's a really cool feeling to have. I get to see the skeletons of everything from when an article is in manuscript form, to when it's sent to the client, to when we receive client directions and we revise it and then it goes into layout format then when it is sent to the production company and then it is in mechanical format then sent for final development, it's really cool. Another project that I was able to see very 11/4 was the storyboard for the TV commercial we were pitching to the client. I was able too look on their server and poke around and see all the documents which had the talents headshots, their voiceovers, their potential "casting outfits" and the budget for the talent.

Internship Summary # 5- Week of November 7th

Week #5 of 11/7 (5 hours), 11/9 (5 hours) and 11/11 (5 hours)

Hours: 15

Today it was really cool to be a part of the team. It's now been about one month since I've been at Grey Group. It's going very well I have to say. I feel like I'm bonding very well with the team there. Being at Grey I feel like I have finally found what interest me and I found a way to get into Columbia University because I could potentially study healthcare for graduate school. The team at Grey is very helpful and supportive. As usual we have our weekly meeting which features all the team so we can have a touch base for what is expected for the week.

We finally got back word back from the team as to what the client feedback were for the ideation that we were doing. On Monday I was supposed to submit my timesheet and to have it signed by Sayan. I covered for a full-time writer who went on vacation to Switzerland to meet her boyfriend. I checked in with Jeff and Shauntelle to make sure that I had work for the week. I worked on creating the banners advertisement for the woman who I was covering for the week. I gave my very important document to another writer, which was hard for me to not have it to work on a document that I needed it for.

On Wednesday, the 9th, it was really hard to come to work because it was directly after the election. I arrived for our usual 10 am meeting with the team, to my surprise, many of my co-workers are liberals or democrat so it was nice to have their support. Grey overall seems like a pretty liberal place and it's nice to know that you work with people who support the views you share. It was really hard to do any work that day but we still kept our usual work going. I worked on fact-checking a document by comparing the document that the client had sent back and incorporate their changes. Sometimes clients make simple comments in Adobe Acrobat and it doesn't make sense or it is another claim that the client is trying to make which doesn't help the claim that we proposed and it would need supporting data. Also, I worked on creating charts. On a side note I learned how important it is to be close to your computer because they send so many emails at Grey. It was a really weird day to be in the office. One of the documents that I was supposed to have worked on had to be on hold because we need client direction to figure out where to go next with the document.

On Friday, I had to submit my timesheet for the week because if not then I would not get paid on time. I had to check in with the project manager to find out if there were any updates on the project ad far as client feedback. I sat with the Art Director Antonio to review a document that had some changes from the client. I sat with him and learned how to use Photoshop to create pixels for the banner ads and I verbally told him where to place the new copy with direction from what the client had mentioned in the markup document. It gets a little confusing sometimes because I don't have all the job codes for work and don't know what hours to bill to. I learnt how to write important pieces, which included the efficacy, safety, and savings.

Internship Summary # 6- Week of November 14th

Week #6 of 11/14 (5 hours), 11/16 (5 hours) and 11/18 (5 hours)

Hours: 15

On Monday 11/14, I attended the status where we touch based about all of the projects we are working on and about the new full-time employees who were joining the team. There is now an

appointed Associate creative director (ACD) for the brand. I worked on new branded pieces, pieces that have the brand's logo on it before we launch it in the first quarter (Q1). In Q1, the FDA will be approaching over product; between now and then this period is called the pre-launch.

On Wednesday 11/16, I had a PCA review for 5 hours. I sat on in an important call with the Food and Drug Association (FDA) to approve message for the new drug that Grey is help launching. Also, on the line was the client which we were launching the drug for Q1. We had at least five of our teammate on the call. We discussed the language, which we used in all of our promotional marketing pieces, the FDA gave very prescriptive directions on what changes we should make to the pieces, which I appreciated. We had a 30-minute lunch break and once that was over we came back to where we had left off and continued the discussion. The discussion was about the remaining changes we were to make on the language we used in the TV commercials. This took up most of my entire day. Once the call was finished, I briefly took a look at the document, which the senior copywriter would create, which we would refer to as our bible for the mean time. The document had all of our claims and annotations in it.

On Friday 11/18, I worked on the "bible" document which is a composition of all of the language and claims that was approved by the FDA which was on the 11/16. The "Key Claims Document/Bible (KCD)" is a compilation of the claims that were review with the PCA/FDA/Med Legal using Veeva Vault (a cloud enterprise content management system used specifically for life sciences to manage content and data). The document is a Word document roughly 50-60 pages with claims, references, data charts and other suggested language that the FDA approved us to say. In the review, a few days ago, I was able to see how they changed the sentences word for word. It was a really cool experience because seeing them doing the changes from earlier on, by then I had received the document I was already familiar with the claims that they had already put into the document.

Internship Summary # 7- Week of November 21st

Week #7 of 11/21 (5 hours), 11/23 (5 hours) and 11/25 (5 hours)

Hours: 15

On Monday, November 21st, I made it just in time for our weekly status at noon. We had the entire team meet before the holidays descended on us. When we met with account and the project management we learned that the client was going to go on vacation sometime soon so we needed to get a lot of our pieces that still needed client direction over to the client ASAP. I reviewed again the direct mailer, which is a piece that would be mailed to the specialist doctors and key opinion leader (KOL). The directed mailer needed to be annotated because we had sort of finalized the KCD that had all the claims with guidance from the FDA and the legal team. I updated the direct mailer piece using the claims from the KCD in manuscript format in Word document so that when the art director was routed the piece, they would know what new claims were to be added in, and then separately I had to "markup" the PDF version of the direct mailers so that we had both the manuscript and the PDF file that were consistent. Once I completed my work, I had to send it over to the project manager who would add the most updated file to the

server. I have server access however I don't have access to add anything to the server, which is annoying. Perhaps, one day when I'm full-time I will be able to add files to the server without a problem. This took up most of my day, but it was really cool to compare the manuscript and see how the PDF was being built in layout format.

On Wednesday, November 23rd, we had a half-day at the agency from 9am until 1pm. We are all instructed that the agency would be closed at 1pm, which is nice because people who were traveling for thanksgiving had time to leave early. The main project manager for our team was about and so was about half our team. I met with Shauntelle, the senior writer on the brand to talk about what I would do for the day. She briefed me on the status of several projects like the tactics that I worked on earlier when I started. We received feedback from the client, which went to account and then was sent to the creative. I partnered with the senior writer and art director on the document to incorporate the feedback from the client along with new recommendations. I worked on new copy for the tactics because the client recommended that the explored other copy ideas. It was really fun; I realized that I really enjoyed tactic creation probably because I did so much of it in my first agency internship where we would have long strategic meetings about the different ways to strategize it made it all relatively not as challenging as if I had just started. One of the things that I really appreciate is that all of your work experiences make you a better person for the job you're destined to do. All the things you've done before always prepares you for what's next in your career/future. I really enjoy working on creating new copy for different tactics, I think it is really a strength of mine.

On Friday, November 25th, 2016 we returned back to work. It was a relatively slow day because most of the employees were away for the holiday. We didn't have a status because so many people were away. I worked on creating new branded banner ad idea with the winning concepts that Grey had originally pitched to the client. This required me to search through their server to find all the old projects that worked on earlier in the year. Once I found all the old pieces, I was able to look at the work and get an idea of where our brand idea came from and then match it back to the brand strategy book that I received my first week at Grey. Once I got the backhand story of what I needed then I began my work. I wrote copy for new branded banner ads that would show up on various sites. The next task that I worked on was creating misspelled SEO words for when people search the product. I got a list of words from the senior writer, which told me what the words were then I would write various iterations of how the words could possibly be misspelled, or other words that would be associated with the work. It was cool to work on it because I got a sense of how SEO works and the behind the scenes of how it works. Lastly, I submitted my timesheets with all the hours and all the projects I had worked on for the week. Usually, I try to submit my timesheet on end of day Friday or early Monday morning, if you don't submit your timesheet on time, the computer systems lock you out then you have to go downstairs to IT and then they reactivate the computer.

Internship Summary # 8- Week of November 28th

Week #8 of 11/28 (5 hours), 11/30 (5 hours) and 12/2 (5 hours)

Hours: 15

On Monday, November 28th I returned to the office feeling completely refreshed and energetic, it was also my 8th week at Grey since beginning my internship on October 12th. As I enter my 8th week, it is a bittersweet moment. I can't believe that I interviewed with the Creative Director, Sayan Ray, who gave me a job when I was still so new to healthcare. It's so great that he believed in me so early on and really gave me a chance to show what I can do. The team and I met at noon for our weekly status meeting to spearhead the week ahead. It was nice to see all the different parts of the team together, from the digital team to the U.S. & Global team, the HCP, DTC side, we were all there for status. We learned that we received the new prescribing information (PI) for the drug that we are launching in the first quarter whenever the FDA approves the drug. The project manager told me that my primary job was to compare the old PI to the new PI, highlight the new changes and make a comment with the old changes and name it the "Comparison PI" as of 11/28. The PI is roughly 21 pages long.

Due to the confidentiality agreement, I can't discuss all the information that is enclosed in the document other than the basics. Generally, the PI has the brand name and the scientific name of the drug, a description of what the drug is, the clinical data, adverse effects, the mechanism of action (how it works), the clinical trials (the phases of the drug testing and development). One of the things that I have to do when I review the document is to double-check all of the numbers to make sure that they add up correctly. For example, there was a section in the PI that the numbers were different from the numbers that were in the table and I had to flag it, tell the senior writer and account to let them know so they can query with the client about the information. This saves time because if you create pieces with the wrong #'s the FDA will rip us apart and ask where are the sources and if anyone fact-checked. Once I finished I sent over the document to the writer's team, once the head writer reviewed it and told me it was good, I had to review the pieces we did before to make sure the pieces matched the new language in the new PI and of course there was changes to make.

On Wednesday, November 30th, the morning before I left to work, I saw the commercials of our competitors product's commercial and it's so cool to know that we are working on something similar but a little more advanced which truly offers a better alternative for patients. One of the most important things we are trying to offer to our patients is remission. Remission is a temporary recovery. The drug will ease the pain that patients feel, help the buildup of inflammation, lessen morning stiffness and pain in their joints. It's really gratifying to be a part of this unique journey in a patient's life, especially because they will never know that you were a part of a possible miracle but only you and the team who are working on it will know. I think that's why I really want to stay in healthcare because there's so much complex information to simplify for our patients and readers around the world. When I arrived to work, immediately I saw an email from the account team, which told me to swing by the room for a PCA review that we were doing with the FDA team. We needed to review the claims that we sent them. There

were about 18 different documents to review in Veeva Vault. The meeting with PCA was very long as usual, a few documents that they had already reviewed we had to revisit because since the PI had changed then the way that we referred to the claims needed to change as well. We were told in the review that the documents needed to also add the claim numbers to the document which is apparently how they track all the claim pieces that they review.

On Friday, December 2nd, was the last day for me to work 5 hours to complete my 120-hour requirement for the internship course. I was so excited to attend work that day. It was also the beginning of a new month and I was excited because I made it to my third month being a Grey. The day was very hectic; I began my day by annotating a document that was routed to me from Thursday night but I wasn't in the office. Once I got that out of my Q, I had a kickoff call with the client to attend with account, the associate creative director, the digital team and one guy from strategy. The client was very prescriptive as to what they wanted us to do and how they wanted the end product to be. The ask was simple, it was to create a document using an existing document with the same format and then to change it so it refers to the drug name.

My task was to write it out in manuscript format and have it done for later in the afternoon. There was also another agency on the phone that we would send the MS to so they can design it and build it. It was my first time that a client had two different agencies on the phone that were asked to work together. Most of our work was just to prep the documents and then send it out to the client and they would initiate the next steps of getting in touch with the other agency but it was cool to join in on that phone call. Once that was finished I had about 15 minutes until I met with the writers on our team. The new associate creative director (ACD) created the meeting so we could discuss where we were at on the projects and how things were going. There are only 5 writers including myself who work on the brand. Our new ACD asked us if there was anything we felt that we needed that we weren't getting, or were there any deadlines that were not scoped correctly just basically asked what issues we were having that needed to be solved.

All the writers went around the table to discuss all the things that they wanted to work on, what worked and what didn't work. After the meeting the ACD asked me to stick around after the meeting. It was only he and I and he asked me how I was doing at Grey and if I was enjoying my time here and what I wanted to do after graduation. I told him that I really enjoyed being at Grey and it is a nice challenge and I am learning so much, I shared that I am very new to the healthcare space and that I enjoying being able to simplify complex ideas so the communication channel between the doctor and the patient is clear. He asked me what were my plans moving into the New Year. I told him that I will be available the same three days a week and would be willing to continue working at Grey if the opportunity presented itself to me. He asked would I like to stay and I said absolutely yesssssss!! So, I will be continuing from here until end of May just in time for graduation and it seems I may have a fulltime job there when I graduate in June.

Internship Summary Conclusion

As I look back over the past couple months that I've spent interning at Grey Group, I am very impressed that I was able to make it through. I have been so fortunate to have had this experience and learn an incredible amount of skills that I can take through my career. I feel that I have grown so much since I've started working at Grey. I feel more confident in voicing my opinions and sharing other ideas because sometimes people feel as if they can walk over me. Now I know how to stand my grounds and speak up for myself, I've learned to ask for more work and not just be passive and wait for them to send it my way. At my last couple internships, it was difficult for me to communicate all the things I was feeling because I didn't quite feel that I was able to truly express myself because I felt so young and that they saw me as a little girl. Now I'm growing up and developing as a stronger writer. All my skills that I'm learning at Grey is transferable in any career. In hindsight, these past eight weeks has really been a challenge for me, psychologically, physically, emotionally, and professionally. I have developed professionally in more ways than one. I know have a clear idea of where I want to be in my life and I won't let anyone or anything get in the way of that.

One of the many challenges I had at first was trying to get a sense of how to do my job. I started and there wasn't really like a guideline of how to do your job, there never is. I went in and not knowing what to expect and just tried my best. Over the eight weeks I guess they saw that I developed and became a stronger writer for them to offer me an extension until I graduate which is incredible. It would be a dream to work there directly after graduating. In the long run, this internship has helped me developed more skills than any class could help me achieve.

My 2016 started off with so many uncertainties and I had no idea where I was going in my life, I was just trying a bunch of random things and I stumbled in a few opportunities that led to my current career path and I couldn't be more grateful. I have been able to work on various concepts for many different brands. It has been especially gratifying to see so many commercials on TV that I have worked on and to know that I played a small part in their copy development or their social media approaches. Lastly, one of the best advice I could give to anyone reading this or any Professional & Technical Writing student is to never be afraid to try something new. It is when you are most scared and do not know what will happen next which makes you let your guard down and then you succeed.