

**GLAXO SMITH KLINE MARKETING  
HIV RESIDENCY ROTATION**

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**Rotation Name:** Marketing Rotation, GlaxoSmithKline

**Rotation Location:** GlaxoSmithKline  
Bureau d’Affaires du Quebec  
771 Rue Gougeon  
Ville St. Laurent, QC H4T 2B4

**Preceptor:** **Sara Leclerc**  
**Daniel Arseneault**

**Rotation Duration:** 2 weeks

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**Brief Description of Rotation Site, Preceptor(s) and Rotation.**

**Rotation Site:**

GlaxoSmithKline is one of the world’s largest pharmaceutical companies. Headquartered in the United Kingdom, GlaxoSmithKline employs more than 60,000 employees worldwide in over 70 countries and invests approximately £1.2 billion annually on Research and Development into new therapeutic compounds. In Canada, GlaxoSmithKline Inc. employs over 1200 employees with the head office located in Mississauga, Ontario. To service the Quebec population, GlaxoSmithKline also has a substantial business office located in Montreal. The Canadian operating company has been designated one of the ten designated Research and Development centres within the GlaxoSmithKline world and, outside of the US and UK, has the largest Medical Sciences Division (encompassing Medical Information, Clinical Research, Regulatory Affairs, Biostatistics) employing over 175 people in 1998.

GlaxoSmithKilinc's business philosophy is to grow profitably by becoming an active partner with its customers in every therapeutic field it is involved in. GW strives to be a leader in the pharmaceutical industry in improving disease outcomes in the healthcare system by promoting the optimal use of medicines with innovative programs and services to deliver value to its customers. GlaxoSmithKilinc has a strong positive culture throughout the company based on corporate values.

### **Rotation Description:**

Overall, the resident will be exposed to several areas of GlaxoSmithKilinc as it pertains to the HIV/AIDS therapeutic area.

During the rotation, the resident will be working with the GSK HIV Marketing group located in Montreal, Quebec and will be asked to contribute to a project in that regard. The purpose of this aspect of the rotation is to provide the resident with exposure as to how promotional strategies for HIV/AIDS medications are developed and implemented.

### **General Rotation Goals:**

1. To analyze and present the scientific literature from recent publications or conferences (both verbally and in a written format) to aid in promotional strategies, with a focus on HIV/AIDS;
2. To understand the process of how promotional materials are reviewed and approved within the company;
3. To allow the resident to be exposed to how pharmaceutical products are marketed through working with the HIV Marketing group;
4. To develop an understanding of how pharmaceutical products are marketed in Canada, and what differences there are between Canada and the U.S. and/or Europe, in terms of approval of marketing tools;
5. To learn how pharmaceutical representatives are trained;
6. To learn what the legal constraints associated with direct-to-consumer / physician marketing are (e.g., what information must be mentioned, what information is prohibited from being disseminated, etc.) and to differentiate between Canadian and U.S. policies on this;
7. To develop an understanding of how scientific data and prescription sales data are incorporated into marketing plans;
8. To gain an understanding of how marketing, education and research budgets are set for each year, and how various projects are evaluated and prioritized with respect to return-on-investment for the company as well as contribution to medical knowledge or advancing principles in HIV care;
9. To gain an understanding of what the process for new drug approval is in Canada.

### **Objectives of Rotation:**

At the completion of this rotation, the resident will be able to:

1. Show proficiency in analyzing the medical literature and/or data presented at conferences and communicating effectively to the HIV marketing group.
  - Determine the nature and depth of the request (e.g., verbal vs written, brief summary vs in-depth review of the literature);
  - Obtain the appropriate background information relating to the request;

- Develop a systematic search strategy in order to determine the appropriate references to utilize and in which order to utilize these references;
  - Locate the relevant information in an efficient and timely manner;
  - Accurately judge when sufficiently reliable information has been obtained and critically evaluate the medical literature;
  - Accurately and concisely summarize the relevant information which is appropriate for the question;
  - Communicate effectively as necessary (either verbally or in a written format) to respond to the medical information request.
2. Describe how promotional materials are reviewed and approved within GlaxoSmithKline;
  3. Explain how pharmaceutical products are marketed by the HIV Marketing group;
  4. Describe how marketing tools and marketing plans differ between Canada and U.S. and/or Europe;
  5. Describe how pharmaceutical representatives are trained at GlaxoSmithKline;
  6. Describe legal constraints associated with direct-to-consumer / physician marketing;
  7. Explain how scientific data and prescription sales are incorporated into marketing plans;
  8. Explain how yearly budgets are determined for marketing, education and research and how projects are prioritized;
  9. Describe the process of new drug approval in Canada.

**Resident's Responsibilities:**

1. Analyze and present the medical literature and/or data presented at recent conferences on a given therapeutic topic related to HIV/AIDS as determined by the preceptor;
2. Participate in meetings with the HIV Marketing group whenever possible (example: business review, marketing plan, budget determination)