

Julia E. Hoag, D.V.M.



- Expert in study design, health communication and medical writing,
- Expert in opinion leader identification, health communication, and medical writing,
- Demonstrated ability to effectively facilitate learning for different educational background and learning styles,
- Results-oriented manager, organizer and problem solver.

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Current Position

2014-present: Director of Medical Marketing, Vaxt Marketing:

- Provide medical and clinical insight to marketing needs for human and animal health and nutritional products

Global Pharmaceutical Industry Experience

2002-2004: Senior Global Medical Affairs Manager, AstraZeneca Pharma. PLc (Lund, Sweden) Medical Affairs Team Leader for Single Inhaler Therapy EU Approval, Symbicort:

- Gained approval for new product indication in European market, Provided corporate interface to international opinion leaders on phase 3 research,
- Supported legal team used to interface with European Union (EU) and Reference Member States (RMS) regulatory authorities, Organized and presented scientific support for new indication,
- Wrote, edited and presented medical manuscripts, scientific conference abstracts and posters on asthma clinical trials, including abstracts presented at AAFP, AAAAI, and ACCP, and articles published in The Lancet and New England Journal of Medicine, and others,
- Wrote and programmed interactive, intranet-based corporate training in support of product launch.

1998-2002: AstraZeneca Pharma (Delaware, USA) – Regional Product Development Scientist Lead Medical Affairs Manager Budesonide Inhalation Suspension for Asthma Management in Infants and Young Children:

- Teamed for successful FDA approval of first nebulized steroid product for infants with asthma, publication support for appropriate marketing claims and legal communications,
- Technical support for medical advisors, medical training programs, and academy conferences,
- Developed and conducted internal training programs for sales and marketing teams,
- Supported marketing claims of product line for Key Opinion Leaders (KOL) in asthma and allergy,
- Led national responsibility for KOL-pediatric pulmonology and aerosol delivery technology,
- Supported field sales teams with personal visits to key prescribers.

1987-1998: Fisons Pharma (Now Sanofi-Aventis: Delaware, USA) – Regional Field Scientific Liaison; Project Lead for Cromolyn Sodium in Ophthalmologic Conditions; Regional Leader, Nedocromil Sodium development:

- Established ocular product as first line therapy for orphan indications,
- Established corporate relationship with top 25 national opinion leaders in corneal disease; generated supportive research and literature on indications for the launch first new asthma drug in a decade,
- Provided medical affairs support in 12 state region via identification of opinion leaders and interface with sales force in support of key formulary directors, medical decision makers and formulary panels,
- Provided publication support for appropriate market claims,
- Scientific lead on medical marketing team for drug positioning and FAQ's for new drug,
- Managed \$1 Million+ budget for support of continuing medical education in a 12-state area,
- Created the first industry-supported Problem-Based-Learning-for-Asthma program.

Veterinary Experience

2012-2013: Staff Veterinarian, Banfield Pet Hospitals Northern Illinois:

- General medicine and surgery with a special focus on ophthalmology and allergy in computerized, production-based corporate veterinary chain,
- Holistic approach to the management of illness including nutritional, nutraceutical, physiotherapeutic and pharmaceutical modalities balanced to maximize long term wellness.

1997-Present: Veterinary Relief Services USA and Global Veterinary Consultant: Ghana, Zambia and Nepal:

- Small animal and equine primary and emergency care in private practice in USA, Zambia, & Nepal,
- Small animal surgery, anesthesia and supportive care training of Nepali vet students in private practice, Bhaktapur, Nepal
- Veterinary care consultant to Street Dog Nepal, Kathmandu Animal Treatment center and Bhaktapur Animal Welfare society, Nepal,
- Rabies control programming and mass vaccination delivery in dense, high poverty urban areas of Zambia and Nepal,
- Government Panelist on the privatization of the veterinary profession in Zambia,
- Research on feral dog population and canine disease in Nepal.

1984-1987: Equine and Small Animal Veterinary Practitioner: Illinois

- High density small animal medicine and referral surgery practice, Rosemont Veterinary Hospital,
- Mixed small animal, equine and dairy practice, and introduced clinic newsletter at Hartland Veterinary Hospital

Training Experience

2009: Consultant: AED/EQUIP2 Evidence-based Decision Making in Zambian Ministry Of Education:

- Created interactive sessions that resulted in model for program repetition nationwide,
- Co-facilitated group activities, managing event logistics to complete 2 x 1-week sessions within budget,
- Improved Ministry Of Education understanding of the value of monitoring and evaluation in the Zambian education system within the 8 Zambian Education districts with history of poorest performance.

2007-2008: Training Manager: Zambia Threshold Project:

- Organized training for GRZ ministry employees designed to assist Zambia meet the Millennium Challenge goals, including needs assessment of government agencies, and project budget projections,
- Identified local providers for computer skills training, customer service training and other programs, and conducted competitive bidding for same,
- Wrote and conducted training programs on ethical decision making in government.

2004-2006: Training Consultant: Ghana Veterinary Medical Association:

- Designed and conducted first ever interactive continuing education program in small animal hematology in Ghana, with GVMA Vice-President Dr. Richard Suu-Ire, based on identified educational needs around the under-use of state veterinary laboratory.

1987-2004: Pharma-base training experience including:

- Wrote and programmed interactive, intranet-based corporate training in support of product launch at AstraZeneca linking sales claims training with supportive literature and competitive product defense,
- Developed and conducted internal training programs for sales and marketing teams for Fisons, Rhone-Poulenc Rhorer and AstraZeneca on the topics of respiratory physiology, immunology and pharmacology specific to corporate products at national sales conferences, regional training programs and via learn-at-home audio-video,
- Managed \$1 Million+ budget for support of ethical continuing medical education in a 12-state area from a home-based office that adhered to national guidelines on pharma-supported ed programming, including speaker identification, support and documentation,

- Created the first industry-supported Problem-Based-Learning-for-Asthma program at Fisons Pharmaceuticals, including selection and training of facilitators, creation of teaching case library and evaluating outcome of program on knowledge of NHLBI guidelines on asthma management, that was recreated at other major pharmaceutical companies including Astra.

2007-2011: Consultant Wildlife Conservation Society Zambia:

- Created *One Health* training materials for the COMACO project, including field-side, low literacy visual training on HIV prevention, child spacing, management of diarrhea in children and purification of water,
- Conducted training on food preparation safety and hygiene for ex-poachers turned safari-camp cooks,

Other Global Consulting Experience

2010-2011: Cooperating Partners Group Coordinator Program office, *USAID*:

- Led writing team and edited five-year Country Development Cooperation Strategy for USAID Zambia,
- Completed the USAID-wide 2010 Performance Plan Report,
- Conducted meta-analysis of development best practices in the South-Eastern Africa region,
- Conducted semi-annual Mission-wide Paris Declaration Compliance survey.

2007-2011: Consultant, Wildlife Conservation Society Zambia:

- Redesigned and updated the www.Itswild.org website for the WSC COMACO project,
- Created and implemented radio marketing program for the organic **ItsWild** product line, including coining the marketing tag line, “*Good for Zambia, Good for You!*”
- Created the **ItsWild** Cook Book - healthy gourmet cooking with local organic produce.

2006: Consultant: NAMRU Leishmaniasis Research Group; Ho, Ghana: Project to identify animal reservoirs of leishmaniasis sp. in a 3-village human outbreak zone. Additional goal to quantify insect vector populations in same area.

2004: Consultant: Engender Health: Data analysis for a Survey project of Health Care Delivery specific to infant delivery and child health care of 3 major presenting signs including diarrhea, fever and cough, in the 26 poorest performing districts of Ghana.

2004: Consultant: Acad. for Educational Development & Ghana Sustainable Change Project: Document editing

Education: 1994: Problem-Based Learning Facilitation: Rush-Presbyterian-St. Luke’s College of Medicine, Chicago, IL USA: Dr. Howard Zeitz, MD: Dean

1987: Small Animal Ophthalmology Mini-Residency; College of Veterinary Medicine, University of Illinois Urbana, Dr. Lloyd Helper - mentor

1980-1984: Doctor of Veterinary Medicine with Bachelor of Veterinary Science: College of Veterinary Medicine; University of Illinois Urbana

1976-1980: Agricultural Mechanization/Pre-vet curriculum; *University of Illinois Urbana*

Credited Full Publications (Un-credited publications as medical writer available upon request):

Hoag JE, McFadden ER. Long-term effect of cromolyn sodium on nonspecific bronchial hyper-responsiveness: a review. *Ann Allergy*. 1991 Jan;66(1):53-63.

Irani AM, Cruz-Rivera M, Fitzpatrick S, Hoag J, Smith JA. Effects of budesonide inhalation suspension on hypothalamic-pituitary-adrenal-axis function in infants and young children with persistent asthma. *Ann Allergy Asthma Immunol*. 2002 Mar;88(3):306-12.

Compatibility of budesonide nebulizer solution with other asthma aerosols: Data on File, AstraZeneca PLC

Joshi P, Hoag JE: Trypanosomiasis in domestic dogs in Bhaktapur, Nepal: A Case Report: Presented at the Nepal Veterinary Medical Conference, May 2014: In Press

Joshi P, Hoag, JE: 2013 Survey of street dog population in Bhaktapur, Nepal: Presented at the Nepal Veterinary Medical Conference, May 2014: In Press

Invited Lectures: Available upon request

References:

- Lauren Millette, PhD: Sr. Vice President/Group Managing Dir. Medical & Scientific Affairs, Cline Davis & Mann, USA LMillette@cdmworldagency.com
- Pamela L. Mason, BS, CCMEP, FACME Dir. Medical Education Grants Office AstraZeneca PLP, USA pamela.mason@astrazeneca.com
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