



PHARMACEUTICAL MARKETING RESEARCH • BUSINESS SOLUTIONS

INTERN CASE STUDY

Carter L. Smith, Ph.D., Associate Team Executive

As a Ph.D. student studying Social and Organizational Psychology, Carter Smith was initially skeptical of the idea of an internship in market research, concerned that it might lack the challenge and rigor of academia. But after a conversation with BioVid's founder, Andrew Aprill, Ph.D., Carter decided it would prove both challenging and rewarding precisely because of the company's dedication to the highest methodological standards. He recalls Andrew describing the company as "the Ferrari of market research firms," referring both to its size and methodological rigor. It was a metaphor that resonated with him and piqued his interest in the intern program.

His Internship Experience

Carter served as an intern during the summer following his first year as a Ph.D. candidate at Temple University, and found the experience so rewarding that he returned the next summer. Because BioVid's internship program was fairly new at the time, Carter experienced trial by fire, participating in a wide variety of assignments. From conducting in-depth phone interviews to developing complex survey instruments, he engaged in all facets of market research and felt fully integrated by summer's end. "I was entrusted with increased responsibilities and encouraged to apply my specific academic interests and abilities to my work," he said. "It really made me feel that I had something meaningful to contribute."

Carter also found that the BioVid internship experience was satisfying on a personal level. By helping healthcare companies gather and understand critical data on which to base decisions that would impact patient health, he felt a sense of purpose in his work.

His Role Today

"Working for BioVid is proving to be just as engaging and intense as my graduate studies," he said. "Studying complex therapeutic domains and often interacting with the top experts in these fields can be demanding, but it is also an extraordinary opportunity to learn and challenge yourself. BioVid has definitely afforded me considerable opportunities for daily intellectual stimulation. It's part of what makes BioVid such a great match for me."

Carter joined BioVid in January 2004 after completing his doctoral program, and was promoted shortly thereafter. An expert on the issue of patient adherence, one of the hottest issues in healthcare -- on which BioVid is a leading authority -- Carter appreciates the challenges created by the methodological discipline at BioVid on real issues that impact patient lives. "We take the time to do a job well, and our clients are better served by it," he said.