



PHARMACEUTICAL MARKETING RESEARCH • BUSINESS SOLUTIONS

## **INTERN CASE STUDY**

### **Harold Arnold, Ph.D., Associate Team Executive**

Harold Arnold followed an unconventional path to his BioVid internship and ultimate full-time job. After spending more than a decade as an accomplished IT professional with an M.S. in Systems Engineering, he secured an M.S. in Marriage and Family Therapy and an M.A. in Social and Organizational Psychology. Ultimately, he joined the Social and Organizational Psychology Ph.D. program at Temple University, where he met Andrew Aprill, Ph.D., the founder, president and CEO of BioVid, who was giving a guest lecture and piqued his interest in BioVid.

#### ***His Intern Experience***

Harold spent four months as a BioVid intern in the summer between his second and third years of the Ph.D. program, building the relationships that ultimately would result in the full-time position he holds today. Because of his clinical background as a marriage and family therapist, he was immediately comfortable in the company's qualitative studies. He quickly integrated himself, conducting in-depth one-on-one interviews, analyzing results, and reporting to clients.

Harold was impressed with the methodological rigor he found at BioVid. "I had been immersed in academic research, so had little context for research in the corporate environment," he said. "BioVid quickly opened my eyes to the role of sound methodology in generating data on which healthcare companies can make critical decisions that ultimately impact patient health."

Specifically, he found himself on one client project in which he conducted in-depth interviews with African American prostate cancer patients. As an African American himself, he was taken by the relevance of BioVid's work and its impact on complex, sometimes life-threatening health problems faced by people with whom he identified. What's more, he felt he could deliver valuable perspective to pharmaceutical clients on the role of ethnicity in healthcare decision-making.

#### ***His Role Today***

Harold joined BioVid as an Associate Team Executive in the Fall of 2004, and is involved in all aspects of the company's work on behalf of its pharmaceutical and healthcare clients – research design, execution, analysis and reporting on both the quantitative and qualitative fronts. "I liked the people and the environment, and conducting both quantitative and qualitative work. BioVid is just a great match for me," he said.