Pharmacy alumnus returns to campus as Executive-in-Residence guest lecturer

Colleagues of Pharmacy alumnus, Gary L. Tauscher, ’62, will be on the ISU campus April 18-21 as the special guest lecturer for the Pharmacy Executive-in-Residence 2005 spring program.

Tauscher’s discussions will include topics regarding pharmaceutical industry career opportunities, pharmaceutical pricing, marketing the practice of pharmacy and the evolution of pharmaceutical marketing.

The former Eli Lilly & Company and Boston Healthcare Associates executive will lecture on April 18 and 20 to Drs. Kerry Casperson and Paul Cady’s classes.

In addition to lecturing, Tauscher also will be the monthly guest speaker for the Pharmacy Student Senate. His presentation, “Marketing the Practice of Pharmacy” is slated for Tuesday, April 19, at noon in room 125 of Leonard Hall. Alumni and healthcare professionals are invited. To attend, please RSVP to Kathleen at 282-4597, since lunch will be provided.

“We have many alumni who have distinguished themselves in their profession,” Dean Joseph Steiner said. “The Executive-in-Residence program provides a great opportunity for our students to learn from an expert and to see firsthand where their education at ISU can take them. We are very fortunate to have Gary spend the week with us and appreciate his willingness to interact with the students.”

Since graduating from Idaho State, Tauscher completed two-years of postgraduate work in business administration at Butler University in Indianapolis. He also attended executive management programs at Stanford University and Duke University.

Tauscher joined Eli Lilly and Company as a pharmaceutical sales representative in Provo, Utah in 1963. His responsibilities at Lilly included sales management, at both the manager and director level. He worked ten years within Eli Lilly International Corporation, three of which he spent in the United Kingdom, where he directed the affiliate’s pharmaceutical marketing operation. Tauscher was also appointed director of the European Diabetes Care Business Unit and orchestrated the launch of Lilly’s biosynthetic human insulin throughout Europe.

Most recently, Tauscher was responsible for major affiliate launches of five major compounds, the most recent being Prozac in the United States.

In 1992 he was appointed Executive Director of U.S. Marketing Plans for C.N.S. and anti-infective products. While at Lilly, Tauscher served several years on the Dean’s Advisory Council for the College of Pharmacy.

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"Get Up and Get Going" diabetes health fair scheduled for April 30 at ISU Leonard Hall

Idaho State University College of Pharmacy students, in conjunction with other ISU health care students and area professionals, will sponsor the “Get Up & Get Going” diabetes health fair from 8 a.m. to noon, Saturday, April 30.

The health fair will be held at the College of Pharmacy Eugene O Leonard Hall, 970 S. 5th Ave., ISU Building #8, Pocatello. Admission is free.

Pharmacy students will provide free services to the public, including medication reviews, cardiovascular risk assessment, glucose monitoring, hemoglobin A1c monitoring, foot checks, and blood pressure readings. ISU physical therapy students will provide foot, gait and posture analysis while ISU dental hygiene students offer diabetic oral care consultations. Organizers are encouraging the public to bring all current medications in for a review conducted by pharmacy students and faculty. Other area healthcare professionals will provide information on the services they offer. This information includes exercise and dietary considerations, over-the-counter medications, safe herbals and foot care for diabetics. Several other vendors will present displays on oral hypoglycemic medications, insulin, test strips and glucose meters and technology for diabetes care.

Two guest speakers will be featured:
- Dr. Cindy Wilson, College of Pharmacy associate professor, will present “Exercise and Diabetes.”
- Dr. Peter Vik, ISU Department of Psychology associate professor, will discuss “Psychology & Diabetes.”

For more information, visit http://pharmacy.isu.edu or contact Dr. Cindy Wilson, assistant professor of pharmaceutical sciences, 282-3670, or Alisa Stewart, student coordinator at stewalis@otc.isu.edu.

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Tauscher also was a member of the Presidents Council of the American Psychiatric Association Foundation, and served on the advisory board of the National Coalition of Hispanic Health and Human Services Organization.

From 1993 to 1997, Tauscher served on the board on the National Depression, Manic Depression Association. He has been a member of the board of directors of the National Mental Health Association for 10 years and currently is immediate past chair of the Board, chair of the Nominating and Board Development Committee, and member of the Executive Committee.

After completing a 30-year career with Eli Lilly and Company, Tauscher joined Boston Healthcare Associates as Vice President of Marketing in January of 1994. Boston Healthcare Associates is a consulting firm dedicated to the healthcare industry and has core competencies in business development, strategic planning, managed care marketing, and clinical research services. In 1996, Tauscher became a senior consultant to Boston Healthcare Associates and operated as an independent healthcare marketing consultant from his office on Hilton Head Island, SC.

Since retiring to Hilton Head Island, Tauscher has served on a variety of local civic boards including the Beaufort Jasper County Mental Health Association and the South Carolina Mental Health Association. He has also served on the boards of the Port Royal Plantation Club, the Port Royal Landowners Association, and the Hilton Head Senior Men’s Golf Association. He can be contacted by telephone or fax at 843-689-6848 and by e-mail at tauscher@adelphia.net.