

Rachel C. (Koontz) Lancaster
+1-502-938-4373
Rachelcklancaster@gmail.com

SUMMARY

Pharma writer with over 10 years of professional work experience in market access, business, and product development. Expertise in writing, proofreading, and editing. Experienced in Word, PowerPoint, Excel, Outlook, QuickBase, and Adobe Creative Suite. Major strengths in project production, research, problem-solving, and customer service management. Familiarity and experience with FDA regulations and Federal Acquisition Regulations (FAR). Proven record of meeting deadlines and compliance requirements, and making strong, ethical business decisions. Experience in leading teams of 2-10 people to achieve a project goal within a defined timeline. Previous experience coaching and managing teams of 8-10 people in retail and food service settings.

PROFESSIONAL EXPERIENCE

Lumantry (fka Cyan Health), Remote July 2021-Present

A diverse organization that supports pharmaceutical manufacturers across 20+ countries in launch readiness and commercialization of brands and new indications through award-winning product campaigns and communications. Lumantry was formed by merging several organizations under the ownership of Arsenal Capital Partners.

Senior Copywriter 2022-Present

Reporting to Vice President, Senior Creative Director of Copy, producing market access materials for assigned brands based on brand guidelines, clinical studies, and working knowledge of AMA style.

- Provides copy support to account leads on various promotional, clinical, and training materials directed primarily at payers, field teams, and account directors
- Develops pre-launch, launch, and post-launch materials for assigned pharma brands, including preapproval information exchange pieces, value propositions, personal and nonpersonal promotional communications, microsites, implementation guides, disease backgrounders, and coverage communications
- Leads copywriting for assigned pharma brands, from manuscript to final approval
- Prepares materials for approval, including referencing and annotating copy according to pharma brand style/guidelines and AMA Manual of Style
- Collaborates with account services, art, science associates, and other team members to research, craft, and refine messaging targeted to specific audiences including health plans, doctors, and patients
- Studies and provides expert insights on past and ongoing clinical trials for assigned pharma brands
- Develops creative concepts and headlines for projects and pitches
- Provides mentorship and collaborative support to junior writers
- Suggests, designs, and implements process changes related to the copywriting team

Copywriter 2021-2022

Reported to Creative Director of Copy, producing market access materials for assigned brands based on brand guidelines, clinical studies, and working knowledge of AMA style.

- Worked on a new launch product creating value propositions, personal and nonpersonal promotional materials, microsites, and implementation guides
- Provided copy support to account leads on various promotional, clinical, and training materials directed primarily at payers, field teams, and account directors
- Developed pre-launch, launch, and post-launch educational materials for assigned pharma brands
- Led copywriting for assigned pharma brands, from manuscript to final approval
- Prepared materials for approval, including referencing and annotating copy according to pharma brand style/guidelines and AMA Manual of Style
- Collaborated with account services, art, science associates, and other team members to research, craft, and refine messaging targeted to specific audiences including health plans, doctors, and patients
- Studied and provided expert insights on clinical trials for assigned pharma brands
- Developed creative concepts and headlines for projects and pitches

OncoMed Specialty, LLC dba Onco360 Oncology Pharmacy, Louisville, Kentucky October 2019-July 2021

A dedicated oncology pharmacy that strives to improve the lives of patients battling cancer. Onco360 is a division of BrightSpring's pharmacy services.

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Proposal Writer 2019-2021

Reported to Proposal Manager who reported directly to Chief Commercial Officer, producing fully compliant proposals in response to RFx (RFPs, RFIs, RFQs, etc.) for pharmaceutical companies regarding new drug therapy launches. Contributed to CareMed Specialty Pharmacy, ConnectMed360 Patient Support Services, and Onco360 Oncology Pharmacy submissions. Compiled available information to create and edit written responses.

- Read through RFx to write appropriate responses for pharmaceutical companies that are looking for a network of specialty pharmacies to distribute their product(s) or a patient support services provider to manage patient assistance programs for their product(s)
- Completed review of final proposals before sending to account executives for submission to potential pharmaceutical partners
- Coordinated with pharmacy operations, account executives, program managers, and clinical experts to develop thorough, data- and process-driven responses to questions within the RFPs, RFQs, or RFIs
- Ensured written proposals meet the request's criteria for compliance
- Edited and managed library of responses for consistency, following AP Style and company standards
- Managed proposal projects, including team members, from start to finish to ensure a fully compliant response that meets its deadline
- Led introductory and review calls with executives and C-suite officers to garner input on projects
- Developed and adhered to a timeline for each project based on the request's deadline to ensure the final proposal is submitted in a timely manner
- Created and edited capabilities and finalist presentations in PowerPoint for vendor selection process
- Completed work on more than 40 proposals and presentations since October 2019
- Reviewed and provided feedback on Onco360 press releases related to new product launches
- Produced and edited email communications on behalf of the Office of the President and executive leadership to send to clients, internal employees, and partners

ADP, LLC, Louisville, Kentucky February-October 2019

Comprehensive global provider of cloud-based human capital management solutions and a leader in business outsourcing services, analytics, and compliance expertise.

Proposal Consultant 2019

Reported to Senior Director, Global Proposals – Worldwide Sales Operations Center of Excellence, produced fully compliant proposals in response to RFx for companies with 50 to 999 employees. Compiled available information to create written responses.

- Read through RFx to write appropriate responses for companies with 50 to 999 employees
- Completed review of final proposals before printing, binding, and shipping to potential customers nationwide
- Coordinated with product development teams and sales executives to develop responses to questions within the RFx
- Ensured written proposals meet the request's criteria for compliance
- Assisted content team in editing and managing library of responses to keep them up to date, following AP Style and company-approved style guides
- Managed proposal projects to ensure a fully compliant response that meets its deadline
- Led introductory and review calls with executives and senior management to garner their input on relevant projects
- Developed and adhered to a timeline for each project based on the request's deadline

Res-Care, Inc. dba BrightSpring Health Services, Louisville, Kentucky June 2016-February 2019

A diversified, independent provider of home and community-based healthcare services. BrightSpring launched its initial public offering in January 2024.

Proposal Manager September 2017-February 2019

Reported to Director of Business Development, Proposals, producing fully compliant business proposals in response to RFx. Compiled available information to create written responses to requests for proposals, information, or qualifications. Worked with executives and senior management to complete projects.

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- Read through RfX to write appropriate responses for HomeCare Services, Residential Services, Workforce Services, and SpringHealth Integrated Care, including RfX for federal, state, and local government contracts
- Completed review of final proposals for self and other Proposal Managers before printing, binding, and shipping to nationwide funding partners
- Coordinated with executive directors, regional directors, vice presidents, and presidents to gather relevant and timely information to include in responses
- Ensured written proposals meet the request's criteria for compliance
- Coached Proposal Resource Coordinator on each project regarding graphics, templates, and submission criteria
- Managed proposal projects, including team members, from start to finish to ensure a fully compliant response that meets its deadline
- Led introductory and review calls with executives and senior management to garner their input on relevant projects
- Developed and adhered to a timeline for each project based on the request's deadline
- Managed additional projects, such as the creation of user guides for Quick Base, migration of information into Quick Base, completion of research and white papers, and revision of graphic elements
- Completed more than 50 proposals and six research projects between September 2017 and January 2019

Proposal Resource Coordinator June 2016-September 2017

Reported to Vice President of Business Development Proposals, producing fully compliant business proposals in response to RfX. Reviewing documents for error and compliance before submission. Working across all lines of business to gather necessary information for proposal completion.

- Created outlines, templates, and graphics for proposal managers for residential, home care, workforce, and SpringHealth lines of business, including those for federal, state, and local government contracts
- Completed review of final proposals before printing, binding, and shipping to funders nationwide
- Coordinated with executive directors, regional directors, vice presidents, and presidents to get necessary signatures and approvals for proposals
- Wrote portions of proposals under guidance of Proposal Managers
- Created binder cover templates for use with proposals across all lines of business
- Created and edited new policy and procedure manuals for licensing applications as needed
- Ensured proposals shipped via UPS on time to meet funder deadlines
- Completed work on more than 100 proposals between June 2016 and September 2017

Commonwealth Insurance Partners, Louisville, Kentucky **September 2015-May 2016**

Locally owned insurance brokerage for companies and individuals within the Kentucky and Indiana markets.

Account Manager

Produced insurance quotes and proposals for clients with 2-50 employees. Resolved individual and group client issues with insurance carriers. Enrolled, terminated, and altered members through carriers' systems. Compiled commission statements from various carriers for company tracking. Assisted in completing tax forms for clients.

PharMerica Corporation, Louisville, Kentucky **May 2013-September 2015**

A leading institutional and community-based pharmacy services provider, serving long-term care, senior living, hospitals, home infusion, behavioral, specialty, and oncology pharmacy markets. In March 2019, PharMerica merged with BrightSpring Health Services under ownership by global investment firm KKR.

Product Development Coordinator January 2014-September 2015

Reported to Director of Product Development. Managed two nationwide pilot programs: DischargeRx and Split Bill at Discharge. Created communication and marketing pieces around more than six products and services and wrote and designed the user guides for each. Designed all process and training materials for products and services and trained all clients and internal managers on processes for new programs.

- Designed all official forms required for various services
- Proofread marketing materials and client communications

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- Managed support and development of ViewMasteRx web portal in Agile/Scrum environment
- Cooperated with multiple departments to create functional processes for all programs
- Received, interpreted, and responded to feedback from clients and other departments to improve programs and services

Product Development Intern May 2013-December 2013

Wrote and designed user guides for ViewMasteRx web portal. Created communication and marketing pieces around the launch of the new portal and assisted with the migration of 500+ clients and internal users from old to new ViewMasteRx URL. Assisted with the management of one pilot program with the Product Development team.

EDUCATION

Master of Arts, *Communication*
Bellarmine University

Bachelor of Arts, Cum Laude, *Public Relations*
Minor, *Writing*
Western Kentucky University

PROFESSIONAL DEVELOPMENT

Communicating with Confidence
A Crash Course in Writing Well: Learn to Write with More Style, Flair, and Impact
Influencing without Authority
Unconscious Bias
Word Advanced Excel Intermediate
Adobe Photoshop Intermediate
Adobe InDesign Intermediate
PowerPoint Intermediate
QuickBase Intermediate
Visio Intermediate
Mentorship with Copy Supervisor, Katie Hayes (Lumanity)
Mentored under Sr. Proposal Manager, Marion Akers (Res-Care/BrightSpring)

VOLUNTEERISM

Events volunteer with Kentucky Humane Society, 2015-2023
Member, Board of Directors, Louisville Youth Orchestra, 2019-2021