

Stepping off a Cliff

Going it Alone or How to Survive in an Outsourced World

Donna Sees & Kerry Kushinka, PharmIntell

Types of Contractors

Three different types of contractors

- 1099 Contract directly with Pharmaceutical/Technology Company
- 1099 Contract with Service Provider (PharmIntell, Kelly)
- Business owner/self-employed



Surviving and Thriving as a Contractor

Consider your life situation:

- Understand your work requirements
 - Interpersonal - do you need to be around people everyday?
 - Flexibility – can you work to meet deadlines when needed?
 - Accountability – how much responsibility do you feel comfortable with?
- Create a financial plan
 - As a contractor, you may be responsible for your retirement, insurance, disability, etc.
 - What is your back-up plan?
- Find a career coach
 - Someone who knows you and your work; a sounding board



Characteristics of a Successful Contractor

- Ability to learn quickly and remotely
- Embraces change
- Adaptability
- Self-disciplined
- Proactive



PharmIntell Consulting

Scientific & Business Intelligence Firm

- Limited Liability Company (partnership); Founded in NJ in 2006
- 27 Information Professionals (F/T and P/T) with average of over 20 years of experience
- Revenue has grown steadily

Client Industries

- Pharmaceutical
- Medical Devices
- Healthcare
- Consumer Products/Utilities/Other

Expertise

- Drug Pipelines
- Market & Competitive Intelligence
- Clinical Information Research
- Pharmacovigilance & Drug Safety
- Knowledge Management
- Information Resource & Vendor Management



PharmIntell Consulting: What We Do

Market / Competitive Intelligence

CI / MI Alerts

Competitor Briefings

Company Profiles

Trend Analyses

Pipeline Research

Patent & Trademark Monitoring

Regulatory / Clinical Research

Pharmacovigilance

Post-market Surveillance

Clinical Evaluation Reports

FDA Submission Research Support

Clinical Evidence Research

IACUC Research

Research & Development

Product Development Research

Key Opinion Leader Identification

Technology Research

Patent Research

L&A Identification and Due Diligence Support



Stepping off a Cliff – Find a Landing Place

Register with specialized employment agencies such as:

- The LAC Group - <http://www.lac-group.com/>
- ProLibra - <http://www.prolibra.com/about.html>
- The Cadence Group – <http://www.cadence-group.com/>
- Kelly Services sometimes has library/information center positions

Or reach out to a service provider that handles information and library services, Knowledge Management or CI work such as PharmIntell, Copyright Clearance Center, TPR International



Stepping Off a Cliff - Starting a Business

My own experiences only – you should consult a business attorney and accountant to be sure you are doing everything the right way – different states have different regulations

Don't be taken in by companies that claim to file incorporation certificates or obtain a Federal ID for you – with some basic research you can do all these things for yourself

Resources

- US Federal Government – Small Business Administration - sba.gov
- SBA supports America's Small Business Development Centers (SBDC) throughout the US; often based at state and local community colleges – free counseling, free or inexpensive classes
- Association of Independent Information Professionals (AIIP) – support, mentoring, help finding clients/work, discounts on resources for members
- Leadership & Management Division of SLA



Going It Alone – Sole Proprietor

- Can simply use your own SS# and your own name OR register a DBA name and get a Federal Employer ID (FEIN)
- Income will be reported by clients to you and the IRS on 1099 Form
- Income and expenses reported on a Schedule C attached to your tax return
- Be sure to calculate and pay quarterly estimated taxes or you will pay a penalty at tax time

Challenges

- Most large corporations will not deal with individual contractors or consultants unless you are operating as a corporation and can show that you have all necessary insurance AND multiple clients
- Be prepared for ebbs and flows in work load and income



Forming a Corporation

- **Legal** – Find an experienced business attorney to advise you as to what type of corporation (LLC, S Corp) and to help you create key documents such as certificate of incorporation, company charter/bylaws and employee contracts; partnerships have advantages
- **Incorporate** in your own state or another with favorable fees and requirements (Delaware) by filing a Certificate of Incorporation with the Secretary of State. Incorporating protects your personal assets from creditors if something goes wrong legally or financially
- **Apply** for a Federal Employer ID number (FEIN) through the IRS
- **Register** - If hiring employees, register with the State Department(s) of Revenue for filing withholding taxes. If you have employees in other states, even if working from home, you are “doing business” in those states and must register your business there with the Secretary of State
- **Banking** – Set up a bank account to keep business funds separate from personal funds
- **Accounting** – Select a software package to track invoices, expenses and income – Quickbooks works well but there are others. Find an accountant who is experienced with small businesses
- **Insurance** - Will need Worker’s Compensation Insurance as well as Business Owner’s insurance and possibly Errors & Omissions Insurance
- **Payroll** – Most software packages can handle payroll but it can get complicated, especially if you have employees in multiple states; recommend using a payroll company such as Paychex or ADP
- **Employment Law** – Familiarize yourself with employment laws that may impact your business using the US Dept of Labor website, such as filling out I-9 forms for your employees (verification of US work status) or classifying employees as exempt v. non-exempt



Finding Clients - Get Started

- Decide what services you will offer; create a business plan with goals and how you will achieve them
- Research the resources you will need to provide services and set up subscriptions and/or purchase software, but keep upfront costs to a minimum – use free sources as much as possible. You will need to factor in resource costs when setting pricing
- Need a website – plenty of easy do-it-yourself options for building one and affordable options for hosting such as inMotion, iPage and HostGator
- Inform your business colleagues and friends that you are in business
- LinkedIn – Set up a company profile and expand your connections



Certifications that will help you secure business

- WBENC – Women’s Business Enterprise National Council – most recognized certification organization in the US; very thorough vetting process
- National Minority Supplier Development Council – Minority owned business
- Small Business – sba.gov



Feel free to reach out to either of us for additional information

- kerry@pharmintellconsulting.com
- Dksees@Comcast.net

Thank YOU!

