

Yale University

President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2024

Organization information

<i>Name of organization</i>	SalivaDirect, Inc
<i>Full street address</i>	396 Mansfield St., New Haven, CT 06511
<i>Website or link to social media page</i>	https://salivadirect.org

PPSF Fellow's direct supervisor

<i>Name</i>	Brittany Choate
<i>Title</i>	Program Manager
<i>Cell phone number</i>	480-766-8127
<i>E-mail address</i>	brittany@salivadirectinc.org

What is the best way for prospective student applicants to contact you with questions about your proposal?

- Send an e-mail with questions

Placement dates (8-11 weeks between Tuesday, May 28, 2024 through Friday, August 9, 2024)

May 28, 2024 through August 9, 2024

Are placement dates flexible? Are there any dates on which your Fellow must work?

Yes, dates are flexible. There are no required dates.

Proposed work schedule (*work week should equal (and not exceed) 37.5 hours per week*)

Candidates may work up to 37.5 hours/week; we do ask that they at least meet a minimum of 15 hours/week. This is a remote position so there is some flexibility in hours based on applicant's time zone.

If a hybrid schedule is offered at your site, please describe:

NA

Organization description (*mission statement, population served. 1,000 characters or less*)

SalivaDirect is a nonprofit organization revolutionizing diagnostic testing by advancing equitable, accessible saliva-based testing solutions. Whether developing new laboratory protocols for infectious and chronic disease testing or partnering with communities to deliver novel testing solutions, SalivaDirect is working to improve public health response efforts around the world.

Founded at Yale University in 2020, SalivaDirect has spun out into an independent nonprofit. Over the years, SalivaDirect's network has grown to include 200+ designated laboratories across 40+ states, which have administered 7 million+ tests. SalivaDirect also has been independently validated in 13 countries worldwide.

SalivaDirect offers reliable, sensitive PCR tests validated for the detection of SARS-CoV-2 with more targets on the horizon (e.g. influenza, RSV, mpox). All tests are designed to reduce testing costs and increase patient access.

Learn more about SalivaDirect at www.salivadirect.org.

Write a 1-2 sentence summary of the work that the Fellow would be conducting.

The Fellow would act as a Program Associate, assisting in activities that enhance the reach, breadth, and longevity of SalivaDirect Inc. Program Associate(s) work under the direction of/report to the SalivaDirect Team Lead for their respective team assignment (Business and Strategy, Communications & Engagement, or Regulatory Compliance and Data). Work is primarily remote and requires occasional virtual training, day-to-day use of technology, and a working knowledge of collaborative online tools.

Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

Day-to-day responsibilities will vary based on the team an intern is matched with. For example, interns may assist with or be offered opportunities to learn the following skills:

- **Business and Strategy:** assist with developing market research databases outlining key competitors in the diagnostics industry, gathering contact information from CLIA-laboratories to execute sales/marketing strategies, planning SalivaDirect's annual conference, identifying and coordinating with stakeholders to advance research and development of new products.
- **Communications and Engagement:** assist with developing impactful, informative graphics and text for social media channels as well as newsletters, scientific posters, webpages, etc.; assist with SDI outreach and engagement activities, such as virtual webinars, conference preparations, and on-the-ground community partner event coordination.
- **Regulatory Compliance and Data:** assist with maintaining designated lab and contracting databases, distributing and tracking responses to required surveys, contracting with new and existing labs, researching and interpreting regulatory requirements, and gathering key data points for FDA submissions or other key contracts/needs.
- For all interns, responsibilities will include:
 - Learning and using protocols as passed down from SalivaDirect Team Leads.
 - Working as part of a team, stepping into roles, as needed, and with mutual respect in all interactions.
 - Being proactive and independent in completing routine tasks as well as reporting progress and requesting additional work (when schedules permit).

List any specific skills/experience required for the project

Desired skills and abilities:

Business and Strategy:

- Experience doing market research and landscape analyses
- Experience in fundraising, with an emphasis on grant writing and event planning
- Experience working with corporate partners, government agencies, and other stakeholders on strategic business goals
- Experience with data analysis and/or database management
- Deep understanding of product differentiation in the life sciences industry

Communications and Engagement:

- Experience with social media management (specifically Twitter and LinkedIn)

- Experience drafting copy for media (digital and/or print, e.g. newsletters, websites)
- Experience with using communications platforms (e.g. Canva, Hootsuite, Squarespace, Gmail, Slack)
- Experience with stakeholder engagement (written, virtual, and/or in-person)
- Experience with project coordination/documentation

Regulatory Compliance and Data:

- Research (computer-based)
- Working knowledge of Tableau, Excel, and Google Workspace suite
- Experience inputting and maintaining data
- Experience with survey administration and data analysis
- Experience with Qualtrics Survey is a plus

For all Program Associates:

- Ability to thrive in a fast-paced, evolving work environment.
- Ability to prioritize tasks, working independently and with self direction.
- Leadership and organizational skills.
- Clear and concise written communication skills.
- Professional demeanor, even in the face of a dissatisfied client or teammate.
- Working knowledge of scientific principles and/or a willingness to learn.
- Experience working with and accounting for diverse perspectives.

Additional requirements

Technological literacy (e.g. proficient in Google suite, Microsoft Office, Slack).

Ability to actively participate in a virtual team environment, including weekly meetings, tasks, projects, and communications.

Briefly describe any work that Yale PPSF Fellows and/or Yale students have done with your organization.

Previous and current students have supported all activities outlined this posting. Specifically, more detailed highlights include: organizing the SalivaDirect Annual Meeting (from hotel venue research to speaker coordination to onsite logistics), cultivating new business partnerships (from researching leads, participating in prospective meetings, and supporting contract development; and contributing to social media and website coordination (designing outreach materials, executing engagement plans, and day to day management).