

HBA BULLETIN

THE NEWSLETTER OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION *Required Experience for Healthy Careers* NOVEMBER/DECEMBER 2004

The HBA Now Accepting Nominations for Prestigious Woman of the Year Award

Nominations for the healthcare industry's highly prestigious "Woman of the Year" (WOTY) award sponsored by the Healthcare Businesswomen's Association are now being accepted through January 7th, 2005. It is a great honor to be Woman of the Year, and criteria for nomination include success in the healthcare industry, strong leadership capabilities, and being a proven mentor and contributor to the community at large.

The award is presented each May at the annual WOTY luncheon and draws nearly 2,000 industry professionals to the New York Hilton. In 2004, the annual HBA award went to **Christine Poon**, Johnson & Johnson Executive Committee Member and Worldwide Chairman of its Medicines & Nutritionals division.

According to HBA President **Daria O. Blackwell**, President, Knowledge Clinic, Inc., "The HBA's Woman of the Year exemplifies admirable qualities of leadership and determination, along with successes and achievements that are the results of hard work, vision and a strong commitment to her profession." Blackwell adds that "Through her no-

table actions and demeanor, the Woman of the Year continually encourages those around her. She also is an asset to her company, colleagues and community, and is a driving force in the healthcare industry."

Anyone interested in nominating an outstanding woman can submit their information on the HBA Web site, www.hbanet.org, or send nominating letters by email to events@hbanet.org or by regular mail to the HBA, 373 Route 46 West, Building E, Suite 215, Fairfield, NJ 07004. A committee will review all nominations and base their decision on each candidate's accomplishments—not the quantity of submissions.

Additional awards at the event include the "Honorable Mentor," an award given to a man in the industry who has demonstrated a commitment to recognizing and advancing the careers of women within the healthcare industry. And for the eighth year, the HBA also will recognize high-achieving women designated as "Rising Stars" by HBA corporate members for their outstanding accomplishments that make a difference in the industry and inspire others to excel. ■

HBA Welcomes Three New Chapters

Southern California Announces Launch Program to Gain Affiliate Status

Donna K. Ramer

President, StrategCations, Inc.

FAIRFIELD, NJ—The HBA Board of Directors voted during its September 2004 meeting to grant chapter status to affiliates based in Indianapolis, Chicago, and Baltimore, bringing the total number of regional chapters to seven. Chapter status was granted to honor affiliates exceeding their membership and financial goals, and demonstrating stability in the governance of their chapters in significantly less than the two years recommended in the current policy.

As the HBA continues its expansion throughout the country, a new group in Southern California is forming and

held a launch event in November.

"The leadership of each of the new chapters worked very hard as affiliates to achieve their chapter status. They

have provided substantive programs and events and, as dedicated volunteers, have enthusiastically embraced the

turn to **THREE NEW CHAPTERS** on page 11

NEW CHAPTER FACTS & STATS

CHICAGO: Founded as an affiliate in 2003 by Kimberly Farrell, President, Unlimited Performance Training, Inc. Chapter status granted October, 2004. *Membership as of 10/04: 144.*

INDIANA: Founded as an affiliate in 2003 by Teresa Pascarelli, President and COO, DCL Medical Laboratories. Chapter status granted October, 2004. *Membership as of 10/04: 82.*

MID-ATLANTIC (Delaware, Maryland, the District of Columbia and Virginia): Founded as an affiliate in 2003 by Susan Torroella, President & CEO, Columbia MedCom Group. Chapter status granted October, 2004. *Membership as of 10/04: 200.*

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WOTY—Nancy Larsen and Barbara Pritchard



HBA NATIONWIDE NEWS BRIEFS

ATLANTA

■ ■ The Atlanta Chapter of the HBA hosted a social event at the Ritz-Carlton in Buckhead on September 9th. The purpose was to provide a comfortable environment for networking (something the members are always asking for) as well as a vehicle for spreading the word about the HBA. Not only did Atlanta-area professionals attend but also women who live and/or work in North Carolina and Florida but were in Atlanta on business. The Chapter is working to increase its reach in the Southeast region, and this was a great next step in that direction.

■ ■ On September 21st, the Atlanta Chapter of the HBA held a well attended, well-received breakfast meeting at the Georgian Club entitled, "Executive Women in Healthcare: Getting There." Panelists were Rita Brett, Senior VP and Creative Director, Adair-Greene; Ann Willmoth, VP Sales, Solvay; and Nadine Craig, Senior VP, Government and Business Affairs, UCB Pharma. The three senior-level executive women spoke about their personal experiences and what they had learned along the way, then responded to questions and discussed issues with the audience in a roundtable format. This event was the first in a series of programs the Atlanta Chapter is hosting that provide members with access to senior industry executives and a chance to hear their stories directly.

■ ■ On the evening of November 9th, the Atlanta Chapter of the HBA hosted the second event in their senior executive series, "Executive Women in Healthcare: Getting There," featuring Sarah Harrison, VP Customer Strategy Integration, AstraZeneca Pharmaceuticals. The event was held at ATKearney in Buckhead. "We were so fortunate to have someone like Sarah take the time to come to Atlanta and share her own experiences and perspectives," said Juliann Kaiser, Director of Programs, the Atlanta Chapter of the HBA. There was ample Q&A time following Harrison's presentation, which added extra depth and relevance to the discussion.

BOSTON

■ ■ Sandy Lauterbach, President of the Boston Chapter of the HBA and Director

Strategic Marketing, Immune Mediated Diseases, Genzyme Corporation, highlighted the chapter's achievements in her autumn letter to members. The committed involvement of the Board and volunteers resulted in successful, well-attended programs throughout the year.

■ ■ The Women in Science (WIS) Committee led by Buket Grau, Principal, The Ripples Group, launched a September event with record participation. The program was sponsored by the Novartis Institutes for Biomedical Research in Cambridge. Dr. Una Ryan, CEO, Avant Therapeutics, gave an engaging and informative presentation on the "Integration of Science and Business in Industry."

■ ■ Another successful WIS event was held at Genzyme Corporation in November. Dr. Vicki Sato, President, Vertex Pharmaceuticals, presented a forum on "Key Elements of Success for Women Scientists." The year began with an excellent evening seminar at Genzyme Corporation on Work-Life Balance by Natalie Gahrman, an International Coach Federation certified personal and business coach.

■ ■ Gordon Curtis of Curtis Consulting, gave an interactive presentation on "Unlocking Your Network Potential," in September. (Please see full article on page 9.)

■ ■ In August, the Boston Chapter sponsored a networking reception for Drug Discovery Technology® World Congress attendees. This Congress is a premiere event for industry professionals to evaluate the latest advances in drug discovery. The Conference's Advisory Council requested the Chapter's assistance in securing women keynote speakers for future events.

■ ■ Announcements of the new members of the 2005 Board take place at the Annual Meeting and Holiday Celebration on December 2nd at Millennium Pharmaceuticals in Cambridge. Go to www.hba-boston.org for more information.

CHICAGO

■ ■ On October 28th, the HBA Chicago Chapter welcomed Lois Frankel, author of the New York Times best selling book, "Nice Girls Don't Get the Corner" turn to **NATIONWIDE NEWS BRIEFS** on page 10

Mid-Atlantic Founder Tops List of Best Employers Nationwide

It was the shout heard around the office.

COLUMBIA, MD—The yell was the result of a call, informing HBA Mid-Atlantic Chapter Founder **Susan Torroella** that she was a finalist in the FORTUNE Small Business Magazine (FSB)/Winning Workplaces' 2004 "Best Boss" contest. The shouts were even louder when National Public Radio's **Scott Simon** announced from the podium of the awards ceremony in Chicago that Susan was actually a winner!

Torroella, who is President and CEO of the Columbia MedCom Group (CMCG), was one of 15 business leaders named for their leadership ability to motivate employees, plot new ways to exploit emerging growth opportunities and create a winning workplace.

"Being named 'best boss' is the highest honor I could be given because creating an environment that drives personal

and professional success for everyone at CMCG is my primary goal," said Torroella, whose company comprises wholly owned subsidiaries, INNOVIA Education Institute and Medicalliance, Inc. "This award validates our strategy at Columbia MedCom Group," she continued. "Creating a platform for personal and professional success really motivates our employees, and our clients feel their enthusiasm."

Winners were selected through a rigorous six-month process generating hundreds of nominees and 35 finalists. They were chosen based on criteria such as employee tenure, benefits, strategic management practices, employee training, financial incentives, information sharing and metrics for success.

"Susan demonstrates that it is neither people nor results—it's a balanced blend of both," said **Sarah Mooney**, Program Director, INNOVIA. "Through her leadership, she ensures quality performance for external customers and a positive work environment for staff. She has created an environment that fosters commitment to family and work balance. This, in turn, results in a highly motivated, dedicated staff focused on sustaining and further elevating CMCG's already highly regarded reputation within the medical communications industry."

One of just three women to receive the 2004 award, Torroella moved her company from negative sales growth to above industry average returns and has done so for four consistent years. Despite growing pains, the enthusiastic leader kept turnover rate low and tenure high through motivational programs.

"So many of the workplace innovations that other bosses talk about are enhancements that CMCG already has in place," said **Kathleen Case**, VP, CMCG,

"FORTUNE specifically mentioned the fact that I had founded the Mid-Atlantic Chapter of the HBA, thereby creating a community of professionals in the Mid-Atlantic that all professional women could benefit from."



HBA's Mid-Atlantic Chapter President SUSAN TORROELLA receives her award from FORTUNE Small Business Magazine.

"These innovations include bonus goals, profit-sharing, guiding principles and mission, individual recognition, monthly staff meetings, fierce loyalty to company culture, interviewing new hires that includes assessment of corporate culture match, sharing of company financials, linking quarterly performance to goals, and even a book club!"

Long-time client **Jack Devlin**, Professional Relations and Education Program Manager, AstraZeneca, noted that he appreciates the opportunity to provide his opinion on job performance. "CMCG includes me in annual 360 performance reviews for the key staff that supports our promotional and consulting programs," said Devlin, "I am proud to be a part of the significant career advancement of these highly committed and professional individuals. I believe in 'feedback' and they recognize how client reviews contribute to a winning workplace."

In a concluding comment, Torroella noted that "FORTUNE specifically mentioned the fact that I had founded the Mid-Atlantic Chapter of the HBA, thereby creating a community of professionals in the Mid-Atlantic that all professional women could benefit from."

Torroella is featured in the October issue of *FSB*. ■



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NEW MEMBER?**

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new HBA members
throughout the country,
visit www.hbanet.org

CLASSIFIED ADVERTISING

POSITION OFFERED

CHIEF SCIENTIFIC OFFICER LOCATION: Cambridge, MA. BASIC FUNCTION: Responsible for directing the activities of the research center and for establishing objectives, strategies and policies regarding the operation. This is a start up position as well and therefore requires the skills and competencies to establish a Research center in concert with the VP of Research. BASIC QUALIFICATIONS & REQUIREMENTS: Requires a Ph.D. in a scientific discipline and a minimum of 15 years' plus experience in a research environment. Strong Interpersonal skills and proven ability to lead scientist. Ability to interface with all levels of management. Travel domestically and internationally is approx. 20% of the time. Exceptional written and verbal skills. CONTACT: Eric Nunes, Organon Pharmaceuticals, e.nunes@organonusa.com T: 973-324-6941

POSITION OFFERED

DIRECTOR GLOBAL MARKETING Contraception (NuvaRing). BASIC FUNCTION: Thorough knowledge of and experience in sales and marketing within the global pharmaceutical industry or related industry (6 + years); Proven track record with global con-

sumer communications in female healthcare; Solid understanding of the R&D process; Strong team player with leadership capabilities; Leadership experience and skills. QUALIFICATIONS: Master Degree, preferably MBA; 2+ years (pharmaceutical) sales experience preferred; 4+ years product management experience in global marketing position; Experience in sales and marketing in female healthcare in one of the G5 countries, preferably the USA Experience with designing and global implementing of consumer communication campaign; Full proficiency spoken and written in English language, proficiency in second major language preferred; Under graduate university degree required: bio-medical or business preferred; Willingness to significant international travel. CONTACT: Eric Nunes, Organon Pharmaceuticals, e.nunes@organonusa.com T: 973-324-6941

POSITION OFFERED

MEDICAL DIRECTOR, MEDICAL AFFAIRS —Women's HealthCare. LOCATION: Roseland, NJ. BASIC FUNCTION: To manage medical projects and information relevant to health care professionals within the Women's HealthCare therapeutic/disease area by serving as a medical expert

for, but not limited to, sales training, marketing, and RMLs and to promote the products through appropriate education. QUALIFICATIONS: Requires a Pharm.D., Ph.D., or M.D in science/healthcare with ten (10) years relevant clinical experience preferably with a combination of medical/clinical experience, and pharmaceutical industry experience, particularly in a senior management capacity. - In depth knowledge of pharmacology and clinical data for the assigned therapeutic area. - Strong knowledge of disease state diagnosis and treatment. - Excellent organizational, written, and oral communication skills. - Excellent interpersonal and critical thinking skills to facilitate dealings both inside and outside the Company. - Ability to conduct efficient and effective staff meetings. - Proven professionalism and leadership abilities, and willingness to function as a team player. - Visionary leader who possess ability to think globally. - Orientation to role and function of pharmaceutical brand management team and sales operations. - Ability to travel for business approximately 25%. CONTACT: Eric Nunes, Organon Pharmaceuticals, e.nunes@organonusa.com T: 973-324-6941

HBA CALENDAR OF EVENTS

DECEMBER 1, 2004

MID-ATLANTIC CHAPTER

Holiday Social
Columbus Inn
Wilmington, DE
6:30 - 8:00 PM

DECEMBER 2, 2004

BOSTON CHAPTER

Annual Meeting and Holiday Celebration
Networking—Ten Times the Fun, A Chocolate and Wine Tasting Event
Millennium Pharmaceuticals, Inc.
Cambridge, MA
5:30 - 9:00 PM

DECEMBER 7, 2004

MID-ATLANTIC CHAPTER

Holiday Social
Tower Oaks Lodge
Rockville, MD
6:30 - 8:00 PM

DECEMBER 7, 2004

ATLANTA CHAPTER

Holiday Party
Ritz-Carlton-Buckhead
Atlanta, GA
6:30 - 8:30 PM

SPEAKERS WANTED FOR HBA SPEAKERS BUREAU

We are gauging the level of interest among members to take part in an HBA Speakers Bureau. As a first step, we'll be interviewing interested parties and evaluating what it will take to implement such a bureau.

Interested in speaking at an HBA event, external industry meetings or at corporate member facilities? We are identifying potential speakers for one or more of the following venues:

A. Internal HBA meetings and seminars.

B. External Industry Opportunities, such as healthcare conferences. Open to all HBA members. When applying via email, please specify the topics in which you specialize and related skill sets. Please also include any formal public speaking training you have had, and the size of the largest group to which you have spoken.

C. HBA Corporate Member Seminars We are also identifying potential expert speakers who may be referred to healthcare companies for internal corporate seminars and meetings. Open to HBA members who are not employed by pharmaceutical companies, such as graduate level professors, coaches, mentoring specialists, negotiation experts, independent consultants, diversity specialists and others who may have special skills or services to support staff development.

When applying via email, please specify the topics in which you specialize and related skill sets. Please also include any formal public speaking training you have had, and the size of the largest group to which you have spoken. Interested applicants may contact Linda Zani Thomas, Chairperson of the Initiative Development Committee at lindazani@aol.com / 973-962-9307.



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Getting to the Top: Overcoming Push Factors in the Workplace

Karla Gonye

HBA National Director

When I was working for a major pharmaceutical company, a male colleague asked, "What's all the hype about women in the workplace, anyway? There are plenty of women at higher levels!" Things are getting better but this is not an uncommon scenario in today's corporate environment. Although women have made significant contributions over the last 20 years, the face of senior management remains almost exclusively male.

The good news is that there are a number of strategies women can employ to get closer to the top, faster. According to WFD Consulting, a Boston-based firm that specializes in the advancement of women, a critical element is understanding "Push and Pull Factors"* that often prevent women from ascending the corporate ladder.

"Push" factors are internal issues that drive women *out* of companies. These are factors over which the company has great control and influence. There is less control over "pull" factors...those external issues that attract women from outside the company in which they work, like a great salary offer from another company, or the desire to pursue a life-long career interest.

Because we cannot control "pull" factors, let's look at a few ways you or your organization can help overcome some of derailing actions that *push* talented women out.

Unrelenting workload: Email, voicemail, Blackberries and a 24/7 work environment means longer work hours and excessive workloads. WFD reports a burnout index that registers a greater degree of strain for professional women than men, largely due to intense personal and professional demands.

*WFD Consulting, *Women's Advancement: Understanding the Push and Pull Factors*, July 2004

What you can do:

- Clarify how the organization defines success and steer rewards toward results, not effort.
- Minimize inefficient work processes and low-value work.
- Don't succumb to a "Fire Drill" mentality; ask, is there a better way to accomplish our goal?

Lack of women role models in senior leadership: Women *need* to see other women at top positions and learn from them.

What you can do:

Encourage your organization to:

- Make it transparent as to how women get to senior levels.
- Initiate internal networks that encour-

age mentoring and resolve issues.

- Get women involved in organizations like the HBA that provide mentoring and direct access to other accomplished women.

Imbalance of Work/Life: On average, professional women put more hours per week into child care demands at home, creating a hectic pace for professional women. This issue gained particular attention when the Census (June 2000) noted that women returning to work from maternity leave was down from 59% to 55% among white, over-30, educated, married women.

What you can do:

Recommend that your company:

- Allow employees more flexibility and control over their work.
- Re-address all issues of maternity leave head-on.
- Stop resisting the natural ebb and flow of job requirements.

Inflexible career paths: Some senior level managers boast, "I've moved five times with this organization!" This simply is not an option for most women.

What you can do:

- Dig deeper into your organization to find new resources that will help you strengthen your resume without requiring you to move.
- Identify a "no fault" flexible career path and critical points in the leadership pipeline.

Micro-inequities: These are inequitable social norms ingrained in the corporate culture that foster patronizing behavior, exclusive clubs and gender assumptions. Here's an example: A male announces "I need to leave early today to take my son to his soccer game". He is met with "What a great dad!" A woman making the same statement is met with "Can we depend on her?"

What you can do:

- Recognize and confront these immediately to break them down.
- Be proactive in preventing them. ■

THE BUSINESS CASE FOR SUPPORTING WOMEN AT SENIOR MANAGEMENT LEVELS

1. **More profitability:** Recent research by Catalyst, a leading research and advisory organization working to advance women in business, found that gender diversity in the top management teams improves financial performance of the company.
2. **The war for talent:** Many successful pharmaceutical companies have numerous initiatives to advance women to senior ranks.
3. **Focus on diversity:** Does your company look like your customer base?
 - Women are the majority of health care consumers:
 - Spending 2/3 of healthcare dollars
 - Making 61% of physician visits
 - Purchasing 59% of prescription drugs
 - Women dominate healthcare related subjects:
 - 88% of nursing students
 - 66% of public health students
 - 67% of veterinary health students
 - 64% of pharmacy students
 - 53% of students enrolled in optometry
 - 50% of students enrolled in medical school
 - Replacement costs: According to the Families and Work Institute, the average cost of replacing a manager is 150% of their salary.

Pathways Program Gives Guidance to HBA Metro Members New to Industry

Carol Sardinha

Director, Bimark Medical Communications

PARSIPPANY, NJ—More than 60 members of the Metro Chapter of the HBA who are new to the healthcare industry got the chance to learn the ropes from their more seasoned HBA professional colleagues during the chapter's recent "Pathways" program. Sankyo Pharma Inc. hosted the program on Thursday, September 22nd at the company's headquarters here.

"Pathways" is a series of programs specifically designed to help professionals who have been in the healthcare industry for five years or less learn about career path development within the pharmaceutical and biotech industries. Participants learn what it takes to get to higher management positions, as well as to make career transitions to other functional areas within healthcare companies.

"This year's program was designed differently than last year's 'Pathways' events based on feedback received from members who attended those meetings," said **Ceci Zak**, Director of Customer Marketing, Roche, Inc. and coordinator for this year's program. "Instead of having one person speak, we had people from different disciplines represented, followed by a panel discussion and two workshops."

The new forum allowed HBA members to interact more closely with other professionals and focus on specific areas in which they have a particular interest, namely sales, marketing, manufacturing, and medical science. "It was an overwhelming success," said Zak, noting that 95% of attendees gave the program's content a rating of 4 or 5 with five being the highest possible score.

The event began with "Pharma 101," a one-hour didactic presentation on the basics of the industry presented by **Patricia Pensanello**, Chief Knowl-

edge Officer, Business Edge Solutions, and First Vice President, HBA Board of Directors.

Following a networking reception and dinner, attendees heard from four panelists: **Kathleen Milligan**, VP, Marketing, Biovail Pharmaceuticals and Treasurer,

HBA Board of Directors; **Patti Ensor**, VP, The Mattson Jack Group (Sales); **John Zebrowski**, Project Manager, Roche, Inc.; and **Kathryn Gann**, VP of Scientific Development, Scientific Advantage, LLC. Within their respective disciplines, panelists shared their perspectives on roles and responsibilities, skills and competencies, do's and don'ts, lessons learned, and how to raise the performance bar. The event concluded with two breakout workshops that allowed attendees to drill down further into their specific areas of interest and interact more closely with facilitators and peers. ■

Executive Panel Shares Strategies for Crisis Leadership

Rosalie Villano

Baxter Healthcare,
Director, Global Medical Marketing

DEERFIELD, IN—On Thursday, September 30th, the Chapter of the HBA welcomed a distinguished panel from Abbott Laboratories and TAP Pharmaceutical Products for its September dinner event at the Hyatt Regency. The panel included **Denise Kitchen**, VP Human Resources, TAP Pharmaceutical Products Inc., and Abbott Laboratories executives **Lamarr Lark**, VP Human Resources, **Heather Mason**, VP Pharmaceutical Specialty Operations, Meeting and Convention Resources, **Gretchen Ryan**, Senior Manager, **Kimberly Farrell**, President of the Chicago HBA and President, Unlimited Performance Training, acted as moderator for the event.

The executives shared personal experiences of crisis situations that required exemplary leadership. Their stories included accounts of managing a public outcry in reaction to product pricing, dealing with the emotional impact of an employee who was missing and later died, maintaining calm during a large-scale plant blackout, and creating action plans in the face of a major national disaster. Mason and Ryan described working with a group

of 400 people who were at a sales meeting in San Francisco on September 11th, 2001. In the wake of the crash at the World Trade Center, the Abbott leadership team focused on protecting the health and safety of the entire group while respecting the needs of those who had family or friends at or near the disaster site.



(Left to right) **Kimberly Farrell**, Unlimited Performance Training, Inc.; **Heather Mason**, Abbott Laboratories; **Alma Greer**, Wyeth.

The Chicago HBA panelists identified four actions shared by effective leaders in crisis situations:

- Maintaining a sense of calm and control.
- Keeping a level head.
- Clearly defining roles and responsibilities of the leadership team.
- Leading by putting the needs of others first. ■

HBA Indiana Dresses for Success

Liz Childers

CREW Corporation, HBA IN Membership Committee Chair

INDIANAPOLIS, IN—*Dress for Success in a Business Casual World* was the theme of the HBA Indiana Affiliate's recent member social. The August 26th event was the second social the Indiana affiliate hosted this year. With a venue at Nordstroms, the Membership Committee created a fun, informative program that focused on how women can maintain a professional look in an increasingly casual work environment. Forty five women signed up to attend this limited capacity event, including 15 HBA guests!

HBA Indiana partnered with Nordstroms department store to present this fashion seminar, which included *hors d'oeuvres* and drinks from Nordstrom Café. Nordstrom's fashion event leader, **Christina White**, explained the various clothing departments and informed attendees of the designers who carried business casual clothing in their fashion lines. **Deborah Shultz**, Manager from *St. John's* fashions, described the history of the designer and displayed several pieces. The biggest hit of the night was women's *Foxcroft* wrinkle-resistant button down shirts. Guest **Mandy Minton**, from Eli Lilly & Company, mentioned, "I really like the color options, that it can be casual or formal, and that it's affordable."

During the event, **Gemma Chambers** from *Laura Mercier* performed two facial makeovers. **Marsha Montgomery**, from HBA Corporate Member Guidant, and HBA Indiana member **Juli Curtis**, Boston Scientific, received the makeovers. Following the fashion presentations and makeovers, HBA Indiana members and guests made good use of evening shopping hours at

Nordstroms to find the perfect addition to their own business casual fall wardrobes.

Based on feedback during and after the event, this is a Member Social pro-

gram that HBA Indiana will consider hosting again. To anyone who missed this high quality program at Nordstroms, keep your eyes open for the next HBA Indiana social. ■

HBA Atlanta Attracts New Members at the Georgia Life Sciences Summit

Deborah Coogan Seltzer

AT Kearney Executive Search

ATLANTA, GA—In an ongoing effort to increase membership by partnering with other healthcare focused associations, the Atlanta Chapter of the HBA sponsored a booth at The Georgia Life Sciences Summit. The event was held on September 22nd at the Georgia World Congress Center in Atlanta. The summit was sponsored by the Georgia

were previously unaware of the existence of the HBA," Eileen commented. "This was a great opportunity to talk to key female executives from both established and start-up medical companies about the educational and networking opportunities the HBA has to offer. We are looking forward to seeing these women at future Atlanta HBA events."

Keynote speakers at the summit included **Mark B. McClellan**, MD,



Deborah Coogan Seltzer and Eileen Woods host the booth at the Georgia Life Sciences Summit.

Biomedical Partnership, an organization comprised of over 300 medical companies in the Atlanta metro area, and the vendors that support them.

There were over 600 attendees at the meeting, and at least 60 women and a number of men stopped by the booth to get more information about the HBA. **Deborah Coogan Seltzer**, President of the Atlanta Chapter of the HBA, and member of AT Kearney Executive Search, and **Eileen Woods**, Director of Individual Membership of the Atlanta Chapter of the HBA and Managing Partner, Agentive, hosted the booth at this very successful event.

"Many of the women we spoke to

PhD, The Centers for Medicare & Medicaid Services, Washington, DC, as well as the **Honorable Sonny Perdue**, DVM, Governor of the State of Georgia. ■

REMINDER

2005 membership dues
renewal deadline:

January 31, 2005

Watch the mail for your
renewal notice!

The HBA Boston September 14th Event: “Unlocking Your Network Potential”

BOSTON, MA—Gordon Curtis of www.CurtisConsulting.net was HBA Boston’s September 14th keynote speaker on the very well-received topic, “Unlocking Your Network Potential—Increase Current Performance and Accelerate New Role Transition.” Curtis takes a unique approach to networking and his interactive framework provides specific action steps for achieving success through others.

The evening began with the reporting of a survey that was given to attendees prior to the evening’s discussion. Results confirmed participant concerns about underdeveloped relationships

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with people critical to their current success and future options. After the report, the group analyzed cases of traditional networking interactions and dissected them to uncover consistent flaws that prevented the participant’s productive interactions and results.

Curtis also presented research showing the importance of advancing your career through others using case studies from major companies such as Bell Labs. These cases illustrated how the highest performers consciously developed the right relationships throughout their careers.

He also provided a model for evaluating the strategic network targets most likely to advance personal and business

objectives. He emphasized that talking to the right people with the right objectives is key to networking success, and proposed an evaluative model based on five parameters:

- **Ability**—They know what you need to know.
- **Motivation**—They see a value, personal benefit from, or mutual interest with, you.
- **Obligation**—They feel they should help you based on a referral or prior deposits.
- **Inclination**—They are of the “type” who go out of their way to help others.
- **Availability**—They make it a priority to return calls (no correlation with seniority).

This process of qualifying the best people to pursue, combined with tools for enhancing focus and “assertive reciprocity,” result in a formula of success through others, Curtis said.

Aggressive reciprocity is an important part of networking dynamics because many interactions are one-sided, leaving the other person to wonder “what’s in this for me?” Effective networking must explicitly explain what the win/win for both parties could be. Aggressive reciprocity must go beyond the obligatory ‘how can I help you’, to become a regular and consistent action tool.

The evening also included a discussion of the networking challenges unique to senior executives. These included:

- Not being comfortable asking for help from others, Curtis said.
- Not wanting to appear ‘weak,’ or to give the appearance of being incapable of accomplishing goals alone.
- Having too little time
- Receiving too many one-sided networking solicitations.

The evening ended with open net-

working over coffee and dessert, and some attendees stayed to begin using the networking skills discussed immediately. The event feedback survey results showed an overall rating of 4.4 out of 5 for professional and personal relevance, and comments included ‘refreshing new information’, ‘group interaction facilitated networking’, ‘hearing other people’s opinions was helpful’, ‘good questions’, ‘good ideas’, and ‘practical ideas and exercises.’ ■

Who will be the 2005 WOMAN OF THE YEAR?

Nominations for the 2005 “Woman of the Year” Award are now being accepted through **January 7, 2005.**

The award will be presented on May 12, 2005 at the annual “Woman of the Year” luncheon, an event that draws nearly 2,000 industry professionals to the New York Hilton.

Anyone interested in nominating an outstanding woman can submit their information to:

Web site: www.hbanet.org

E-mail: events@hbanet.org

Healthcare Businesswomen’s Association
373 Route 46 West
Building E, Suite 215
Fairfield, NJ 07004

For details on submission and selection criteria, please log on to

www.hbanet.org.

NATIONWIDE NEWS BRIEFS from page 2
Office.” Frankel was the featured speaker at two Chicago HBA events: the Executive Breakfast, where she discussed why “Nice Girls Don’t Get Rich!” and the Evening Seminar, where she spoke about the difference between “Nice Girls and Nice Women.” According to her, there are three primary reasons why women feel powerless: childhood messages, social reinforcement, and media stereotyping. She discussed visualization strategies, speaking initiatives, creating the “word on the street,” and asking for feedback as tools women can use to help regain or increase power in their lives and work.

■ ■ **Sarah Kidd**, Director of Field Monitoring & Clinical Trials, TAP Pharmaceutical and Chicago HBA member, has recently been honored as a TAP Pharmaceutical Rising Star for 2004. At a recent reception, Kidd spoke about her leadership style, acknowledging that she has been privileged to lead a stellar group of individuals who are committed to “doing the right thing,” for the business. Kidd, who has spent over 17 years in healthcare, was introduced by **Denise Kitchen**, VP of Human Resources at TAP.

According to Kitchen, “Sarah’s leadership is defined by her creativity, her ability to develop others within her organization and her ability to effectively utilize and restructure the resource allocation for Clinical Monitoring at TAP Pharmaceuticals. Kidd has saved TAP approximately \$9 million through her team’s clinical monitoring initiatives. This success not only provided a financial advantage to the group, but also provided many new career-development and growth opportunities for internal employees.”

INDIANA

■ ■ Congratulations to the newest HBA Indiana member **Andrea Terrell**, Laboratory Director, AIT Laboratories, and to her colleagues at the company, as AIT has been named an Indiana Growth 100 Company for 2004. AIT will be recognized at a fall

award program, at which **Kathy Reehling**, HBA Indiana Board Member, and President/CEO of CREW Corporation, is a featured speaker.

■ ■ HBA Indiana Member Programs, Marketing/Communications and Membership committees are all busy scheduling their planning meetings in November. The HBA Indiana Nominations Committee is preparing a slate of officers for 2005, who are enthusiastically looking forward to the committees’ reports.

■ ■ Congratulations to HBA Indiana Board Member, **Candice Lange**, Director of Workforce Partnering at Eli Lilly & Company, for being named to the leadership of Central Indiana’s Success by Six initiative organized by the United Way.

■ ■ **Terri Pascarelli**, President of HBA Indiana, has accepted a new position as President and Chief Operating Officer at DCL Medical Laboratories, Inc. in Indianapolis.

METRO

■ ■ HBA members had some chuckles and supported a good cause by attending “Time to Laugh,” a comedy charity event sponsored by the **Jed Foundation** and held at Caroline’s on Broadway on Sunday, October 3rd. The event raised money for the not-for-profit foundation, which aims to reduce youth suicide rates and improve the availability of a mental health safety net for college students nationwide. Comedienne **Judy Gold**, who moderated HBA Metro’s Fashion Show during HBA’s Career Development conference in July, emceed the evening.

■ ■ Due to an emergency related to the federal government’s recent announcement of a potential shortage of flu vaccine this season, **Kathleen Harrington**, Director of External Affairs with the federal Centers for Medicare and Medicaid Services (CMS) was unable to participate as

scheduled in the October 14th Metro Chapter evening seminar, titled, “Marketing Opportunities and Obstacles Ahead: A Look at the FDA and CMS Landscapes.” Watch for coverage of the seminar, which featured former FDA Associate Commissioner for External Relations **Peter Pitts**, in the next issue of the *HBA Bulletin*.

MID-ATLANTIC

■ ■ A diverse group of professionals gathered to learn how to transform conflict into something less stressful and potentially positive when “Baltimore’s Best Mediator,” **Louise Phipps Senft**, presented “Mediation and Facilitation: Transforming Conflict” at the Mid-Atlantic’s October educational event. An accomplished mediation expert and mother of five, Senft helped attendees understand that embracing and confronting conflict might be a better path than avoiding it. “If you have been walking around with a feeling of conflict regarding someone else, you can be sure they have the same feeling,” said Senft, who was chosen as Baltimore’s Best Mediator by *Baltimore Magazine* in 2002, “Ask that person privately if you can spend some time over the next day or two talking



(Left to right) **LYNDA MYERS**, EdD, and **JOE CHAMBERLIN**, both of Inner Circle of Baltimore; with **SUSAN TORROELLA**, President, HBA Mid-Atlantic Chapter at the “Mediation and Facilitation: Transforming Conflict” evening seminar.

over a few things. Identify the topic so that the person can mentally prepare.” HBA Member **Kay Chitale** of FDA, stated, “Louise really encouraged us to continuously seek more information

with questions such as ‘Tell me more about that,’ or ‘What is your take on such and such a topic?’”

■ ■ **Exciting Programming on Deck:** One of the HBA’s goals is to offer resources to women at any stage in their careers. To help address the needs of all members, the Mid-Atlantic Chapter is creating a series of exciting educational seminars next year. The topics have been selected for their appeal to all members, from junior to senior, and include:

- The Leadership Story of Top Female Executives
- Financial Must-Knows for All Women
- Multi-Cultural Competency
- Career Roundtable
- Organizational Integration

For more information, please visit www.hba-midatlantic.org or contact **Heather Crutchfield** at 410-715-9996, ext 211.

SAN FRANCISCO BAY AREA

■ ■ The HBA San Francisco Bay Area Chapter continues to make great strides in programming and membership. Look for news on upcoming events and about recent, innovative programs in the next issue of the *HBA Bulletin*—or visit www.hbanet.org. ■

THREE NEW CHAPTERS *from page 1*

HBA ideal of advancing women in their careers in the healthcare industry,” noted **Daria Blackwell**, HBA National President and President, Knowledge Clinic, Inc. “The importance of and need for these programs is demonstrated by the growing demand from

Chapter status was granted to honor affiliates exceeding their membership and financial goals, and demonstrating stability in governance of their chapters in significantly less than the two years recommended in the current policy.

women around the country who work in all areas of the healthcare industry and provide both women and men with experience required for healthy careers.” ■

DO YOU HAVE A SKILL TO SHARE?

Contribute to our “Skills for Success” column!
Contact: Britta Herlitz, Editor
HBA Bulletin
(212) 759-3240
bherlitz@optonline.net

PRESIDENT’S FORUM *from page 12*

the Charles Group and the McCormick Group, and finally to our individual and corporate members as well as our advisory board who have guided us and stood by us in transitional periods. On behalf of the Board of Directors, and with my personal gratitude, we thank each of you for all you’ve dedicated and accomplished. We will remember and we will continue to build on the foundation we’ve laid here this year!

Finally, I thank you for the honor of the enriching experience I have had over the past year as President through this formative period in HBA’s history. I have learned far more about leadership than I could have anticipated. It is fulfilling from a completely different perspective to lead collaboratively in the non-profit sector, and I urge each of you to take advantage of the opportunities HBA offers you. Take an active leadership role! You will take away far more than you give, and it will help you in every facet of your careers and your lives.

I look forward to next year and the new Board’s opportunity to put all the reorganizational issues behind and to begin building momentum into the future. I know that I turn the reigns over to great hands with **Barbara Pritchard** as the incoming President. Her wisdom, compassion, and enthusiasm will help HBA shine in the new spotlight and accomplish even loftier goals. I can’t wait to see what wonderful opportunities the future will bring!

See you all at WOTY! ■

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PRESIDENT'S FORUM

Momentous Resolutions Mark Year's End for the HBA

Daria O. Blackwell
HBA President



As the year was nearing its close, the HBA Board of Directors made several momentous resolutions. The first was to approve—unanimously—a resolution to unify all the chapters under a single corporate structure, a goal we've been working toward for two years. Our mission and vision unifies us in spirit, and now the structure will unify us organizationally. We should all be very proud of what we have accomplished.

The second major action was to approve the new process for balloting and conducting the first ever business meeting of the national organization to take place in Philadelphia in association with the Annual HBA Leadership Conference November 17th–18th. It is here that all of your voices will be heard, collectively and individually. By the time this issue goes to press, that historic meeting will have already taken place, the new board will have been voted in, and my tenure as President will be nearing its end. It has been my distinct pleasure to lead the HBA through a truly remarkable year.

The third resolution was to grant—unanimously—the status of chapter with full voting privileges to the three affiliates: Chicago, Indiana, and Mid-Atlantic. In one short year, the dedicated leadership of those three model affiliates has attained the goals the national organization charged them to achieve in two years!

And now with new groups forming in Southern California and Research Triangle Park, North Carolina, HBA is fulfilling an important need to provide women with the opportunity to network, learn from each other, and otherwise enrich their lives and careers.

This 2004 Board of Directors has been a pleasure and privilege to work with. I thank all of you for your contributions and look forward to working with many of you again next year in continuing terms or new assignments. There are three Board members who will be stepping down this year who I'd like to recognize for their contributions. **Nancy Larsen** stepped in for a second term as President and **Kathleen Harrison** took on the role of non-voting advisor when we needed experience to guide us. And one person contributed far more than her fare share. **Kathleen Milligan** took on an unprecedented third term as Treasurer

to guide us through this "transitional year" when the financial management of the organization could not have been more complex. Kathleen, no amount of words can express our gratitude for the phenomenal job you did. Thank you all.

We are ever connecting the dots across the country whereby our counterparts in regional sites can benefit from a powerfully successful ideology. This cannot happen without the passion and contribution of every volunteer that steps forward to help. This year in particular, we've had extraordinary contributions from all those on the National Board and committees, to the volunteers building the seven chapters and new affiliate(s), to our partners who help us make it all happen — especially

go to **PRESIDENT'S FORUM** on pg 11

HBA HEALTHCARE BUSINESSWOMEN'S ASSOCIATION REQUIRED EXPERIENCE FOR HEALTHY CAREERS	HBA HEALTHCARE BUSINESSWOMEN'S ASSOCIATION CHICAGO CHAPTER REQUIRED EXPERIENCE FOR HEALTHY CAREERS	HBA HEALTHCARE BUSINESSWOMEN'S ASSOCIATION MID-ATLANTIC CHAPTER REQUIRED EXPERIENCE FOR HEALTHY CAREERS	HBA HEALTHCARE BUSINESSWOMEN'S ASSOCIATION INDIANA CHAPTER REQUIRED EXPERIENCE FOR HEALTHY CAREERS
Date of Affiliation	February 2003	September 2003	October 2003
# of Individual Members	144	200	82
# of Corporate Members	3	3	0
# of Programs Held	<ul style="list-style-type: none"> • 11 Evening Seminars • 1 Executive Breakfast 	<ul style="list-style-type: none"> • 4 Educational Seminars • 2 Networking Events • 1st Ever Educational Symposium in state of Delaware. Over 200 attendees. 	<ul style="list-style-type: none"> • 4 Daytime or Evening Seminars • 2 Member Socials • 1st Exhibit at Statewide Health Industry Conference.
Significant Membership Profile Fact	"Medical practitioners and middle to large size pharmaceutical/medical supply companies."	"Confluence of biotech, government and research."	"Reflects the overall Indiana Life Sciences effort, creating a growing collaboration among large and small pharma, diagnostics, orthopedics, academia, government, and increasingly, entrepreneurial life sciences companies."
Founding President	 <p>Kimberly Farrell Chicago Chapter President President, Unlimited Performance Training, Deerfield, IL</p>	 <p>Susan Torroella Mid-Atlantic Chapter President President, Columbia MedCom Group, Columbia, MD</p>	 <p>Teresa Pascarella Indiana Chapter President President and COO, DCL Medical Laboratories, Indianapolis, IN</p>

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