

HBA BULLETIN

THE NEWSLETTER OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION *Required Experience for Healthy Careers* NOVEMBER/DECEMBER 2005

HBA Expands to Southern California and Europe

Donna Ramer

HBA Director of Public Affairs; President, StrategCations, Inc.

The HBA continues its growth with the formation of two new affiliates—Europe and Southern California—that will expand the association's legacy of providing substantive opportunities for networking, training and career guidance, and that promotes cross-cultural and cross-functional idea exchange. Affiliate status is a required step to becoming an HBA Chapter and is granted to regional groups that meet specific fiscal and membership criteria.

The HBA now has 11 Chapters and Affiliates (see box at right), including Philadelphia, which received HBA Board approval as an Affiliate on November 16, as this issue of the *Bulletin* was going to press. Additional coverage of the Philadelphia Affiliate will appear in the next issue of the *Bulletin*.

Southern California: A Growing Center for Pharma & Biotech

The HBA SoCal Affiliate will seek members from and provide services to the area's pharmaceutical and biotech

companies, Contract Research Organizations (CROs), local academic institutions with healthcare programs, patient advocacy groups and service providers to the industry, such as advertising, medical education, publishing and public relations agencies.

HBA CHAPTERS AND AFFILIATES

- Atlanta, Georgia
- Basel, Switzerland (for Europe)
- Boston, Massachusetts
- Chicago, Illinois
- Indianapolis, Indiana
- Metro (NY/NJ/CT)
- Mid-Atlantic (DE/MD/VA/DC)
- Philadelphia
- Research Triangle Park, NC
- San Francisco Bay Area
- Southern California (for greater LA-San Diego)

“Our objective is to create opportunities for women—as well as men—to come together to advance the careers of women in healthcare in Southern California, a growing pharmaceutical and biotech center in the country,” said the HBA SoCal Affiliate co-founder and Co-President, **Heather Linehan**, a search consultant who specializes in Healthcare Technology and Services Practice of McCormack & Farrow.

The HBA SoCal Affiliate hosted its third program and official launch event October 12, 2005 with an introductory meeting and an opportunity to network. Future events will focus on career development, networking, communication skills and industry trends.

HBA Europe: First Resource for Women in Healthcare

The HBA Board of Directors approved the formation of the HBA Europe Affiliate in September, 2005. “Because there is no other resource in Europe like the HBA,
turn to SOUTHERN CALIFORNIA & EUROPE on page 11

Pharmaceutical Industry Should Take Steps to Rebuild Public's Trust

Wendy Hauser

Grey Healthcare Group, Inc.

The US pharmaceutical industry should be proactive and take several much-needed steps now to restore the public trust, even if there are some costs along the way of doing so. Those were among the key takeaway messages delivered by several well-respected industry leaders during the Metro Chapter's September

evening seminar, *Can Leadership Restore Trust in the Pharmaceutical Industry*, held at the Roosevelt Hotel in Manhattan.

The seminar was one of several hosted by Metro and other local HBA chapters across the country in the last few months to address what the HBA and its members can do to help restore the industry's tarnished image.

P. Roy Vagelos, MD, retired Chairman and CEO of Merck & Co., gave

the keynote address. He was joined by **Pat Molino**, VP of Group Issues and Communications Management at Johnson & Johnson, and **John Kamp**, Executive Director of the Coalition for Healthcare Communication.

The US pharmaceutical industry is now ranked at the lowest level of corporate trustworthiness—on par with cigarette manufacturers and oil companies. In addition, a recent Kaiser
turn to REBUILD TRUST on page 10

HBA BULLETIN

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REQUIRED EXPERIENCE FOR HEALTHY CAREERS

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A Dozen HBA Members Among “100 Most Inspiring People” Cited by PharmaVOICE Magazine

Edited by **Gail Safian**

President, Safian Communications, Inc.

In any listing of leaders in the pharmaceutical industry, HBA members are sure to be prominent. The recent publication of PharmaVOICE's “100 Most Inspiring People” was no exception—it featured 12 HBA members. A magazine focusing on the life-sciences industry, PharmaVOICE plans to make the list an annual event.

The 100 people were nominated by the magazine's readers as individuals who inspired and motivated them, and who readers believe are having the greatest influence on corporate leadership, research and development, technology, creativity, marketing, and strategy.

The HBA Winners*

Teri Cox, Senior Managing Partner of Cox Communications Partners, finds no greater satisfaction than bringing together disparate groups—pharmaceutical companies, advocacy organizations, professional and trade associations, research institutions, and voluntary health agencies—to find a common vision and improve the lives of patients by supporting programs for the benefit of all. In September Ms. Cox was awarded the St. George Medal, the highest recognition given to volunteers by the American Cancer Society.

Matt Giegerich, President and CEO of CommonHealth, admires those who have the tenacity and fearlessness to put themselves on the line. And it is his courage, as well as a passion for exploring new ideas and taking risks, that inspires the people around him. Mr. Giegerich has defined an internal culture that values collaboration, innovation, creativity, and respect from the top down.

Louisa Holland, Co-president of U.S. operations for Sudler & Hennessey, has

been inspired by the intersection of science and society throughout her career. A teacher, mentor, team builder, and perfectionist, Ms. Holland believes no task is impossible when talented people are provided with the right tools to succeed and are committed to the goal.

Nancy Lurker, President and CEO of ImpactRx Inc., has created an environment that fosters an open and frank exchange of ideas and hires strong, talented individuals who can lead with her and lead by example.

S. Mabelle Manuel, Ph.D., Director of Medical and Scientific Affairs at Sankyo Pharma Inc., has been a source of inspiration to those around her as she built a strong team of medical science liaisons and lead Sankyo's Women's Forum. In moving from academia to industry, she has found balancing business and science to be a rewarding experience.

Barbara Pritchard heads the Pritchard Group and Intermedica Inc., and is President of the HBA. Her ambition to change the way women executives were viewed in the 1970s was based on a strong business sense, a collaborative work style, and a passion for excellence.

Charlene Prounis, a former President of HBA, inspires those around her; she believes in helping others in their career development and takes a genuine interest in identifying peoples' strengths to make good things happen. After 12 years at Grey Healthcare Group, she founded Accel Healthcare Communications with some colleagues, and turned it into a top-20 ad agency. Seeking a new challenge, in early 2005 Ms. Prounis and a partner founded FlashPoint Medica LLC.

Susan Stein, CEO of CONNEXION Healthcare Inc., appreciates those who welcome the opportunity to overcome obstacles, and who energize those around them. Ms. Stein volunteers with the Children's Hospital of Philadelphia and the Variety Club, which raises money for disabled and under-

*Excerpts from PharmaVoice, reprinted with permission.

turn to **100 MOST INSPIRING PEOPLE** on page 8

HBA Launches New Membership Campaign

Kimberly A. Farrell

HBA Director of Membership Development;
CEO/President, Unlimited Performance Training, Inc.

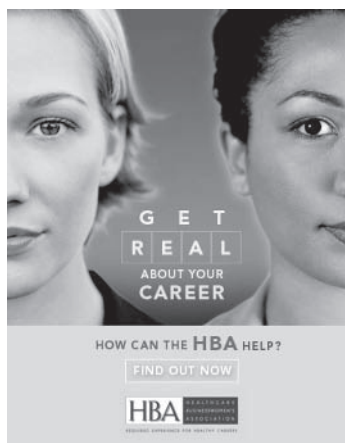
Have you seen the new HBA ads? On November 1, 2005, the HBA National Membership Committee launched a new campaign to enhance visibility of the HBA nationwide. The REAL campaign was designed to communicate a clear message about the individual value HBA members gain from joining our organization. The REAL abbreviation reflects four distinct advantages of HBA individual membership:

R: Recognition for contributions on and off the job; **E:** Expertise from interfacing with thousands of diverse industry professionals; **A:** Access to a wide variety of networking and mentoring programs, and **L:** Leadership opportunities that fuel a career.

The new campaign was launched as a result of the rapid growth the HBA has experienced since becoming a national organization a few years ago. Although we have

launched new Chapters and Affiliates across the United States, there are many areas of the country where women remain unfamiliar with the mission of the HBA and the value provided to members.

The national membership campaign results from the work of the National Membership Committee, a group comprised of corporate member representatives, as well as Chapter and Affiliate Board of Director members. Before designing the campaign, the group researched the reasons why people joined HBA, decided to attend HBA events, but not join, and why members failed to renew membership with the organization. They found that in many markets, the overall membership could improve by addressing two distinct questions. 1) Who is the HBA; and 2) Why should I join as



an individual member?

The ads will be running for the next five months in several industry magazines such as *Pharmaceutical Executive*, *Med Ad News*, and *Pharmaceutical Representative*. To support the national roll out regionally, the 9 current Chapters and Affiliates will roll out the campaign messages prior to their events during the

last quarter of 2005 and throughout 2006. Secondly, the HBA Leadership Institute will roll out new membership materials to the board members of all Chapters and Affiliates to support communication of the REAL benefits to their local HBA members and potential members. Third, quarterly new member orientation sessions will be held by each Chapter and Affiliate. The National New Member Orientation & Welcome program was designed to help women quickly assimilate into the HBA culture, learn how to get connected with others, and begin to receive on-going career benefits of our organization. ■

HBA's Ginger Graham Named "Emerging Company Executive of the Year"

Christine McMorrow

Communications Consultant

HBA and Advisory Board member **Ginger Graham** was named "Emerging Company Executive of the Year" for her role as CEO at fast-growing biotech company Amylin Pharmaceuticals, one of the 2005 *Pharmaceutical Achievement Awards*. The Awards, first sponsored in London in 1999 by the *Financial Times* and recently moved to the US by the Informa Life Sciences Group, consist of 16 high-level awards in 5 different categories that recognize outstanding contributions in pharmaceutical R&D and science, marketing, business, and community involvement.

This year's program honored 18 diverse, distinguished individuals and companies. Honorees for the prestigious *Pharmaceutical Achievement Awards* are determined through a comprehensive international

nomination process; winners get selected by a diverse, forty-person Executive Review Board made up of members from small and large pharmaceutical organizations, academic research laboratories, law firms, and consulting organizations.

Graham became President and Chief Executive Officer at Amylin Pharmaceuticals in September, 2003. She received an MBA from Harvard University. Prior to taking the reins at Amylin, she spent 3 years at Guidant Corporation, holding positions of increasing responsibility. Her prior executive experience includes serving as President and CEO of Advanced Cardiovascular Systems (ACS), following a long tenure at Eli Lilly and Company where she held numerous posts in sales, marketing, and strategic planning.

Graham also plays an extremely active role in the pharmaceutical industry. She serves on the board of directors of the Phar-

maceutical Research and Manufacturers of America, The California Healthcare Institute, The Harvard Business School Health Advisory Board, and numerous other university advisory boards.

Asked to comment on her recent award, Ms. Graham gave credit to her colleagues and the scientific culture at Amylin where 600+ employees display a genuine sense excitement and passion for research that mirrors their company's corporate motto, "Challenging Science, Changing Lives."

"After 18 years of ground-breaking research, it is a great tribute to the innovativeness and persistence of the founders of Amylin to see the Company recognized as an emerging contributor to the field of biopharmaceuticals. I consider it an honor to represent the dedicated folks at Amylin and have the opportunity to lead the organization forward into a fully integrated, commercial enterprise." ■

CLASSIFIED ADVERTISING

POSITION OFFERED

COLUMBIA MEDCOM GROUP, an employee owned company, is a successful medical communications firm. The company is comprised of two subsidiaries, Medalliance and INNOVIA Education Institute. Medalliance's mission is to provide a full range of medical marketing services while INNOVIA focuses on developing, managing and accrediting educational programs for physicians and other healthcare professionals. You'll enjoy support, teamwork, and opportunities for professional and financial growth when you join us as an Account Manager. If you are the type of person who gets satisfaction from the successful completion of a project, who thrives in a fast-paced environment, and is a strong team player, then you will likely excel as an Account Manager (AM). As an AM, you will be responsible for managing and monitoring all aspects of the client relationship in terms of program details for your team's assigned projects. The AM monitors on-going programs to ensure quality, consistency with strategic direction as outlined in the client request documents, budget maintenance, status, and time allocations. In addition, the AM serves as the primary client contact in all communications regarding day-to-day program status, billing, distribution, and fulfillment. Ideal candidates will have previous project/client relationship-management experience, strong leadership skills, and knowledge of the pharmaceutical and healthcare industry. To learn more about additional positions offered, please visit our website:

www.columbiamedcomgroup.com. Columbia MedCom Group is an employee owned company that offers a competitive compensation package and comprehensive benefits as well as advancement opportunities. For immediate consideration, please e-mail your resume to: lfricke@columbiamedcomgroup.com

POSITION OFFERED

ORGANON PHARMACEUTICALS USA INC. SENIOR COUNSEL—FDA / MEDICARE / MEDICAID Roseland, NJ. DUTIES: The position requires solid knowledge of FDA law and regulations, Medicaid and Medicare laws relating to the purchase and sale of prescription drugs, government and other contracts, anti-kickback statute, manufacturing and distribution contracts and antitrust/competition law. In addition, the position will assist in other legal matters. QUALIFICATIONS: 1. US Law Degree. 2. Approximately five (5) years of relevant legal experience. 3. Knowledge of the pharmaceutical industry. 4. Ability to work independently with minimal supervision. 5. Team player, ability to work with different disciplines and to involve internal and, if necessary external colleagues. 6. Excellent interpersonal, organizational and follow-up skills. 7. Excellent writing and verbal communication skills. 8. Ability to maintain a flexible work schedule. 9. Ability to handle confidential matters with discretion. 10. Minimal travel. ORGANON PHARMACEUTICALS IS AN EQUAL OPPORTUNITY EMPLOYER Eric Nunes, Organon Pharmaceuticals. e.nunes@organonusa.com. T: 973-324-6941

POSITION OFFERED

ORGANON PHARMACEUTICALS, USA TITLE: SR. BRAND MANAGER (Contraception). Roseland, NJ. We are currently looking for an experienced Brand Manager to join our Contraception Therapeutic Area Team. <http://www.organon.com/products/contraception> BASIC FUNCTION: Develop, manage and ensure implementation of tactics for assigned Organon brand Manage the related budget for the brand. Assist in the development of the marketing strategy for the brand. NATURE AND SCOPE: Coordinate assigned brand's on-going activities in conjunction with; Production, Sales, Medical, Quality Control, Purchasing, Product Development and all external contacts cited below. The responsibilities associated with the development of promotional, labeling and packaging projects are critical in the support and direction of the company's sales/marketing efforts. QUALIFICATIONS: 1. Bachelor's degree in Science or Business; Masters Degree preferred. 2. One-two (1-2) years brand management experience. 3. Four or more years pharmaceutical sales experience. 4. Excellent written and oral communication skills. 5. Experience with or exposure to product management. 6. Strong analytical skills. 7. Well developed interpersonal skills; and ability to interact with various levels of management. 8. Ability to be detail oriented. 9. Proficiency with personal computer and related software programs (Microsoft Office, Word, Excel, etc.) 10. Ability to travel for business as needed: approximately 25%. ORGANON PHARMACEUTICALS IS AN EQUAL OPPORTUNITY EMPLOYER Eric Nunes, Organon Pharmaceuticals, e.nunes@organonusa.com. T: 973-324-6941

HBA CALENDAR OF EVENTS

TUESDAY, DECEMBER 6, 2005

METRO CHAPTER Evening Seminar
"Get Ready to Power Up Your Career"
5:30 – 8:15 PM
Novartis Pharmaceuticals Corporation
East Hanover, NJ

TUESDAY, DECEMBER 6, 2005

MID-ATLANTIC CHAPTER
Holiday Social
6:00 PM – 8:00 PM
Chase Center (formerly The Bank One Center)
Wilmington, DE

TUESDAY, DECEMBER 6, 2005

ATLANTA CHAPTER
Holiday Social
Event starts at 6:00 PM
Ritz-Carlton, Buckhead
3434 Peachtree Road NE
Atlanta, GA 30326

WEDNESDAY, DECEMBER 14, 2005

MID-ATLANTIC CHAPTER
Holiday Social
6:00 PM – 8:00 PM
O'Donnell's Restaurant
Gaithersburg, MD

For additional details and the most current information, go to www.hbanet.org

POSITION OFFERED

ORGANON PHARMACEUTICALS, USA. SR. BRAND MANAGER (Fertility). Roseland, NJ. We are currently looking for an experienced Brand Manager to join our Fertility Therapeutic Area Team. <http://www.organon.com/products/Fertility> BASIC FUNCTION Develop, manage and ensure implementation of tactics for assigned Organon brand. Manage the related budget for the brand. Assist in the development of the marketing strategy for the brand. NATURE AND SCOPE Coordinate assigned brand's on-going activities in conjunction with; Production, Sales, Medical, Quality Control, Purchasing, Product Development and all external contacts cited below. The responsibilities associated with the development of promotional, labeling and packaging projects are critical in the support and direction of the company's sales/marketing efforts. QUALIFICATIONS: 1. Bachelor's degree in Science or Business; Masters Degree preferred. 2. One-two (1-2) years brand management experience. 3. Four or more years pharmaceutical sales experience. 4. Excellent written and oral communication skills. 5. Experience with or exposure to product management. 6. Strong analytical skills. 7. Well developed interpersonal skills; and ability to interact with various levels of management. 8. Ability to be detail oriented. 9. Proficiency with personal computer and related software programs (Microsoft Office, Word, Excel, etc.) 10. Ability to travel for business as needed: approximately 25%. ORGANON PHARMACEUTICALS IS AN EQUAL OPPORTUNITY EMPLOYER Eric Nunes, Organon Pharmaceuticals. e.nunes@organonusa.com. T: 973-324-6941



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Driving Change: Learnings from the Relationship Marketing Model

Dominique Hurley

Vice President, Marketing
Optas, A division of Dendrite

The business of changing behavior—with a focus on improving patient health—can be accomplished through what my professional colleagues and I call “relationship marketing.” Relationship marketing is defined as the creation of a meaningful relationship with customers based on interactive dialogue. Although this term is commonly used in other industries, relationship marketing is still a relatively new concept within the pharmaceutical industry. In this article, I will describe three key principles of relationship marketing that can be used to drive change within organizations, including pharmaceutical companies.

Factor # 1—Trust is the ticket: You get it by uncovering need and delivering relevance.

In relationship marketing, the number one rule is to build trust with customers. Trust is key if you want someone to be open to receiving new information and changing their perceptions or behavior. We build trust by intimately understanding the customers’ needs and talking to them about issues that are personally relevant. Once your customer believes you see their perspective, they are more open to your opinion and thoughts.

Take compliance, for example, which will become increasingly important in January with the passage of Medicare Part D. Patients comply with their medication regimen when they fully understand their diagnosis, the condition’s symptoms, how the drug works and what potential adverse effects may occur. Once you know what they know (or don’t know) through a series of targeted questions, you can start a meaningful dialogue using customized content to address their educational or emotional needs. *Because you*

understand them, they can trust you.

When managing change in your organization, you need to “hear” what each influencer needs and understand their concerns about any new initiative. Do your homework so you can address their personal motivations. Once you have their trust based on these insights, you are well on your way to helping your target audience make the required changes for a more successful outcome.

Factor # 2—It’s all about momentum: Gain momentum through rewards that maximize pace.

The second rule of relationship marketing is to deliver the proper motivation to facilitate a desired behavioral change.

When communicating with physicians, we know that they are motivated by the promise of improved compliance which delivers better outcomes for patients and reduces patient management costs for the doctor. We underscore this point when interacting with physicians about the importance of getting patients to stay on the medication they prescribed.

In gaining momentum for your own initiatives, the same tenets apply. Find ways for your project to rapidly deliver rewards to each group that supports your initiative. For finance: return on investment; for sales: improved revenue; for senior management: predictable growth and share. Successful change agents make the organizational imperative of their initiative clear while simultaneously rewarding each individual for support and involvement in the project.

An important point is that each person and group you work with will have different personal motivators. Here again, do your homework so that you can properly articulate and deliver relevant rewards for desired action. When you plan ahead for “buy in and support,” you increase the speed of uptake and support for your initiative—a critical component for achieving paradigm shifts.

Factor # 3—Act Fast: If you’re not generating action, you’re losing traction.

The final rule of relationship marketing focuses on the level of energy you are willing and able to expend to change behavior. Our clients need to make decisions on this front regarding level of investment in technology, commitment to multi-channel communications, desire to measure impact of every tactic, staff resourcing, and customer reach. Each decision impacts the depth of relationship our clients can have with their customers and directly impacts the timeline and level of results.

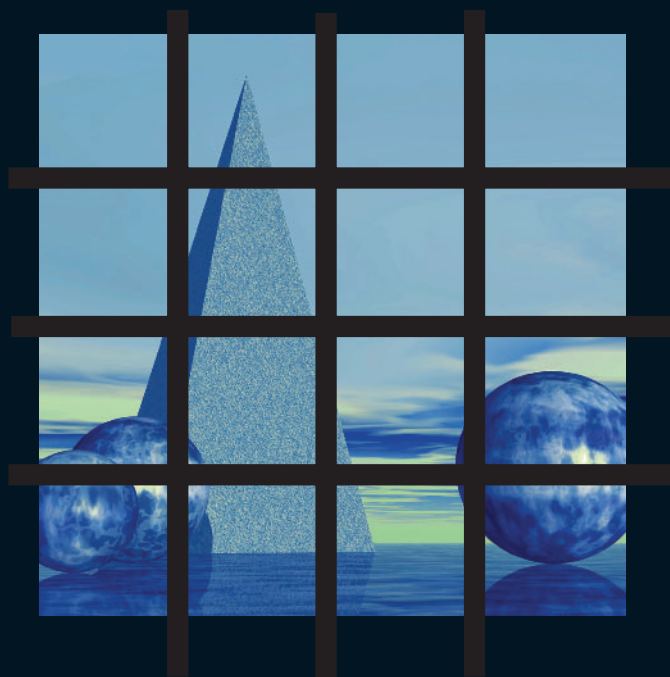
When this factor is applied to change agents in organizations, it becomes a question of time and prioritizing. Every meeting, every conversation, every e-mail you send should be moving your initiative forward. This requires ruthless scrutiny and constant focus.

Learning how to say no to others so that you have time and energy to focus on your initiative is critical to your success in driving your project forward. My personal filter for saying no is “If you’re not generating action, you’re losing traction.”

Learn and Stay Nimble

Relationship marketing is an iterative process; each tactic reveals insights to further define needs, build trust, design rewards, and change your level of commitment. As a change agent it is critical to constantly evaluate each interaction and build an intelligence set that will directly evolve your message to the organization. Stay nimble, focused, and build those relationships and change will happen! ■

Dominique Hurley, Vice President at Optas, is an industry expert in relationship marketing with over 20 years of experience working with financial services, telecommunications, pharmaceutical, and retail companies. Reach Dominique at dhurley@optas.com.



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Atlanta Chapter Focuses on Maximizing Strengths

Deborah Coogan Seltzer
Boyden Global Executive Search

Why is it that when we talk about performance development, we always focus on “improvement opportunities”? Forty years of research by the Gallup Organization tells us that truly great performance comes from developing and honing our strengths, not trying to fix our weaknesses. Yet, throughout our careers, most of us have been encouraged to focus on the latter.

In one of the best attended Atlanta Chapter events held this year, **Eileen Woods**, HBA-Atlanta President-Elect and Managing Partner of Agentive, a performance development company, conducted a lively, interactive program for participants designed to help them identify their top five strengths and learn how to effectively apply these to maximize job performance.

Participants prepared in advance for the session by reading one of two books: *Now, Discover Your Strengths* by **Marcus Buckingham** and **Don Clifton**, or *Discover Your Sales Strengths* by Benson Smith and Tony Rutigliano. By using self-assessment tools and conducting specific exercises in the books, participants obtained individualized reports that identified their top talents.

Based on feedback, participants appreciated the fact that they learned more about their own strengths and had a chance to share and analyze each others’ strengths during the interactive discussion group sessions that followed the self-assessment exercise. Not surprisingly, strengths such as “achiever” and “strategic” were common traits identified among this group of successful businesswomen.

“Not only did this help me understand my own strengths better, but since the meeting, I have been noticing and celebrating the strengths of my co-workers,” wrote participant **Rita Brett**, Senior Vice President and Creative Director for Adair-Greene Healthcare Communications. She is one of several attendees who indi-

cated how they incorporated what they had learned during the evening to create a better working environment for themselves and their co-workers.

Based on continuing interest in this topic, the Atlanta Chapter plans to hold a similar program again for those who could not attend the event. ■

RTP Affiliate Continues Growth

Nancy Wysanski
EMD Pharmaceuticals

The Research Triangle Park (RTP) Affiliate reports having more than 140 members as of November 2005. RTP received HBA Affiliate Status in March of this year and continues to offer programs designed to meet the needs of members while also achieving the vision set forth during the initial planning for the affiliate that began a year ago.

Thanks to everyone, including several board members and chapter presidents, who have contributed to the success of the HBA RTP Affiliate to date.

Special thanks also go to **Leslie Alexander**, President of the North Carolina Biotechnology Center and **Penny Manasco**, consultant, for their initial outreach and feedback; **Susan Torroella**,

President of the HBA Mid-Atlantic Chapter, who served as a mentor; **Barbara Pritchard**, President of the HBA National Board, for her continuing guidance; and Indiana Chapter President **Terry Pascarelli**, who provided input into the budgeting and business planning process.

The RTP Affiliate would also like to thank the following sponsors who supported us in 2005: Agentive Sales and Marketing Solutions; EMD Pharmaceuticals, Inc.; Express Personnel; GlaxoSmithKline; M F Breen, LLC; PMPN; S & R Communications Group; Quist Solutions, LLC. ■

LOOKING FOR A NEW MEMBER?

For a complete list of new HBA members throughout the country, visit www.hbanet.org

100 MOST INSPIRING PEOPLE from page 2
privileged children.

Susan Torroella, CEO of Columbia MedCom Group, has been celebrated as Fortune magazine’s small business “best boss” for strong leadership. In 2003, she founded the HBA’s Mid-Atlantic chapter and continues to serve as its President. She sits on HBA’s national board of directors and mentors members of its newest affiliate in Research Triangle Park, N.C. In 2004, she was honored as an HBA star volunteer.

Lois Trench-Hines, President, CEO, and Founder of Meniscus Ltd., has earned the respect of oncology healthcare professionals and industry leaders. Ms. Trench-Hines has built her company on intuition, innovation, and

team spirit. This team approach comes naturally to her—she was a member of the first U.S. Women’s Crew Team in 1973.

Lynn O’Connor Vos has successfully integrated her life as the CEO and President of Grey Healthcare Group, a wife, a mother, and a dedicated community advocate. Recognizing these qualities, HBA named her Woman of the Year in 2005.

Robin L. Winter-Sperry, M.D., Founder and President of Scientific Advantage LLC, develops medical liaisons who link life-science companies to the medical community. Dr. Winter-Sperry serves on the board of the Metro Chapter of the HBA and is involved with the Women’s Health & Counseling Center of Somerville, N.J. ■

Author Lois Frankel Addresses Indiana Chapter

Renowned author and speaker, **Dr. Lois P. Frankel**, President of Corporate Coaching International, was the keynote speaker at a special Indiana Chapter VIP Reception and Luncheon held in November.

Dr. Frankel is author of the popular bestseller, *Nice Girls Don't Get the Corner Office*, which describes how professional women may unconsciously sabotage their careers. Frankel, who has been featured on radio, network TV and national print media, has spoken at several HBA events in recent months.

"We feel very fortunate to have someone of this caliber share her knowledge with our members," said **Terri Pascarelli**, President of the HBA Indiana chapter. "This type of event aligns with our mission of providing informative and high quality programs to our members."

Frankel delivered a humorous and candid talk that touched on the 25 dumbest things women do unconsciously to sabotage their careers, often as a result of cultural gender messages women received as young girls. Frankel also offered practical advice on how to get ahead without sacrificing femininity, tactics for handling people who try to hold you back, and success strategies you can adopt to replace self-defeating behaviors.

Frankel also authored of *Nice Girls Don't Get Rich* and *Girl Talk: A Candid Conversation About Women's Realities*.

The Indiana Chapter thanks HBA Corporate Member Company, The Guidant Corp., for sponsoring the event, and other corporate supporters for purchasing sponsorship packages that made the luncheon event possible. ■

Value of Mentoring Addressed at Mid-Atlantic Chapter Event

The HBA Mid-Atlantic Chapter extends a warm thank you to 2003 HBA *Woman of the Year* **Catherine Sohn, Pharm D**, Senior Vice President with GlaxoSmithKline, for her inspiring keynote address in September on how to survive and thrive in times of change.

Mid-Atlantic members from various sectors within the healthcare industry gathered to hear directly from Dr. Sohn, who, among having achieved numerous successes during her career, is also well known within her company and the industry at large for being a gifted and dedicated manager and mentor who goes the extra mile to help promote the achievements of women and men and help them advance in their careers.

To embrace change, and thrive in the midst of it, Dr. Sohn recommends trying new roles to develop and stretch beyond those roles that are more familiar

and comfortable. One way to do this, she says, is to embrace a new role or position that is "50% new and 50% the same" to allow growth with a solid and familiar foundation.

HBA Mid-Atlantic Chapter President-Elect **Leigh Ann Ruggles** of American Healthways introduced Dr. Sohn and shared a compelling testimonial of how Sohn's personal mentoring made a difference in her own career.

"Her comments were on target, including her implicit endorsement for the efficacy and advantages of having a coach," said one attendee who heard Sohn's talk. "I also gained so much from her advice to prepare relentlessly, network strategically, find a mentor and promote your talents."

The HBA Mid-Atlantic Chapter also extends a special thanks to the Greater Baltimore Committee, which sponsored the event. ■

Bay Area Chapter Event Focuses on Stress and Cardiovascular Health

What if you could intentionally shift your heart rhythm, reduce your stress and improve your health. Bay Area HBA members and their guests gained new insights and techniques for achieving these potentially life-saving results from **Bruce Cryer**, CEO of HeartMath, a company that has pioneered innovative techniques for helping reduce the stresses of modern life that can be risk factors leading to heart disease.

The November Bay Area program was the first of its kind ever offered by the HBA, which continues to look for innovative ways to provide value to members. Cardiovascular disease is the number one killer of women. As many professional women already know first-hand, the pressures to perform exceptionally at work and adapt to constant change — while also maintaining a balanced life — continue.

However, studies have shown that synchronizing the mind and heart — intellect and emotion — enables one to find clarity in the midst of chaos and stress and its impact on cardiovascular health is reduced. This approach by Cryer and his team at HeartMath has yielded positive results that have been documented in several leading medical and business publications, including the *Harvard Business Review*, *Journal of Innovative Management* and *Journal of Cardiology*.

Heartmath's successes have been featured in national media, including CNN, *The New York Times* and *The Wall Street Journal*. Current clients include Fortune 500 companies, academic institutions, and federal and state agencies as well as NASA and the U.S. Military. ■

REBUILD TRUST *from page 1*

Family Foundation study showed that fewer than 2 in 10 adults think they can trust pharmaceutical companies.

“We are perceived as not caring about patients, even though caring about patients and delivering them something better is what we are all about,” J&J’s Molino remarked. In fact, in 2004 alone, the pharmaceutical industry gave away 22 million prescription medicines worth more than \$4.7 billion to more than 6.6 million Americans. The industry also has donated more than \$4.2 billion worth of medicines over the past several years to patients all over the developing world.

It’s clear that rebuilding trust is critical to both the patients that depend on us now in their fight against diseases, and to the success of the industry now and in the future, Dr. Vagelos said. He stated he does not believe the industry is currently doing enough to restore that trust, nor taking the right approach. Even one company and one leader can have a positive impact, he said, but only if *three* main public concerns about the pharmaceutical industry are adequately addressed head-on:

High prices: Drug prices should reflect pharma’s research and development costs, as well as the “value to cost” ratio to the patient. Patients need to understand the full benefits they derive from a drug, so they don’t feel that they are simply absorbing a company’s R&D costs. Equally important, Vagelos said, is that pharma companies should not keep raising drug prices simply because they can. Once a drug comes on the market, the price of that drug should remain consistent with the rate of inflation.

Access to medications within the Third World: Many critics of the industry believe pharma companies are not doing enough to help third world countries, because they simply cannot make enough money doing so. This is partly, but not entirely, true, Vagelos believes. Sharing a story from Merck, Vagelos explained that there are times when it is in a company’s best interest to do the right thing, even if costs are involved. If the public believes a company is stonewalling, the entire indus-

HBA Developing Distance Employee Program

Karla Gonye

New England District Manager, Special Markets, Solvay Pharmaceuticals, Inc.

One of the new initiatives being pursued by the HBA is a program to support “distance” employees in HBA Corporate Member companies. Distance employees are those not located at the corporate office, yet equally interested in advancing their careers—sales representatives, district managers, regional directors, government affairs managers, managed care managers.

The goals of the initiative are to provide support to Corporate Members to allow them to increase the awareness of HBA with distance employees and increase the value of their HBA Corporate Membership by providing networking, mentoring, and educational opportunities for their distance em-

ployees. These employees would also have the opportunity to join Chapters and Affiliates as individual members.

ployees. These employees would also have the opportunity to join Chapters and Affiliates as individual members. Materials have been developed and include a POV—“Point of View” series—“HBA Enhances Field Force Development;” corporate email communications; a map of Chapter locations with a listing of Chapter contacts, postcard announcements and posters to be displayed in Corporate Member companies. Each communication tool emphasizes the corporate commitment to women’s advancement, special discounts for corporate member employees at most HBA events, and where to access information and educational events through the HBA website. If corporate members are interested in implementing the Distance Employee Program, please contact the HBA office at 973-575-0606. ■

Steps for Regaining Public Trust Addressed by Panel

Here is what Dr. Vagelos and panelists Pat Molino and John Kamp suggested pharma do to demonstrate that

it is in the business of saving lives:

- Wait one year before commencing any DTC advertising for a new drug and support new DTC guidelines
- Reduce the number of sales representatives
- Modulate prices. Be willing to take less. Continue to work to improve drug access and affordability through such programs as the Partnership for Prescription Assistance and the new Medicare drug benefit.
- Educate consumers so they are clear about a drug’s potential side effects, while also emphasizing that medication side effects are often inevitable
- Make information for consumers easier to understand
- Use technology to improve the transparency of data and exchange of information

The Metro Chapter would like to thank the following companies for their support of the event: Bristol-Myers Squibb, Eisai, Novartis Pharmaceuticals, Pfizer, and Vox Medica. ■

SOUTHERN CALIFORNIA & EUROPE

from page 1

it became clear that women in the healthcare industry in Europe have a significant need for encouragement, recognition and a way to forge connections," said **Daria Blackwell**, Im-

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mediate Past President of HBA and mentor to the HBA Europe Affiliate. The headquarters will be based in Switzerland, however the affiliate will serve women across the continent from the UK to the Eastern bloc. Programs will take place in different countries on a rotating basis.

As with all other HBA Chapters and Affiliates, membership is open to all women—and men—who work in or provide services to the healthcare industry, including pharmaceutical and biotech companies, contract research organizations, patient advocacy groups, university and government authorities and services providers such as search firms, advertising, public relations and medical education agencies.

"Our goal is to expand the HBA's legacy to provide substantive opportunities for networking, training and career guidance that provide true value with a cross-cultural and functional idea exchange," said the HBA Europe Affiliate Chairperson, **Amy Rojas**, Head of New Marketing Initiatives, Novartis PharmaAG, Basel, Switzerland.

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The HBA Europe Affiliate is scheduling its launch event for February 2006. ■

Chicago Chapter Programs and Book Club Gain Momentum

What are some characteristics powerful female executives share? In addition to having knowledge, women who are highly successful in business know how to put conflicts into perspective and don't take personally the bad behavior of others. Powerful women executives also know how to leverage their strengths, and at the same time, accept — but don't hide or disguise — their own limitations.

Business consultant **Susan Marshall**, author of *How to Grow a Backbone: 10 Strategies for Gaining Power and Influence at Work*, shared these and other insights with Chicago Chapter members and their guests in September in the largest chapter

event hosted to date.

During her presentation, Marshall, who has spent years helping numerous businesses improve their management structure, covered aspects that determine power in the workplace, and shared insights on ways women in business can identify and overcome obstacles that may be hindering them from achieving their true power potential. Here are some additional characteristics that make powerful female executives, according to Marshall:

- Knows herself well
- Takes responsibility
- Understands context matters
- Pays keen attention to her surroundings

- Thinks clearly
- Understands what work needs to be done and how that impacts others in the organization
- Clarifies the expectations of others
- Makes plans and sets priorities
- Makes time to relax and refresh
- Brings energy and optimism to work
- Creates hope

The September evening seminar with Marshall followed a series of successful members-only book club meetings initiated by the Chicago Chapter this year. The book club, which has received high ratings by participants, has covered *Good to Great*, by **Jim Collins**, and *Execution: The Discipline of Getting Things Done*, by **Larry Bossidy** and **Ram Charan**. Each book club meeting features a light dinner and networking, followed by book discussion in an intimate setting. ■

Reflecting on the HBA's Past, Predicting its Future

Barbara Pritchard
HBA President



As the year comes to a close, I am struck by how much the HBA has grown and how valuable the HBA is as an organization. And I wonder what lies ahead.

Growth

HBA formally sanctioned two new affiliates this fall—Southern California and Europe—bringing the total number of chapters/affiliates to 10. And, based on the great networking event Philadelphia had in October, the total is likely to be 11 before the end of the year.

But growth isn't just about numbers. The HBA has sharpened its focus on leadership and expanded the number and quality of its programs. The fabulous two-day Leadership Conference in Baltimore (with kudos to 2005 Chairperson **Susan Torroella** and Board members **Daria Blackwell** and **Lynn Vos**) is the most visible example. The focus was more than just about becoming a leader, because so many women in our industry have and are achieving leadership roles; it's about becoming *better* leaders.

This year, leadership evolved to being Agents of Change and for the HBA to play a greater role in helping to restore the trust in our industry.

Value to Members

In my first President's Forum, I pledged to make value a top priority for both our individual and corporate members. Thanks to **Kimberly Farrell** and her membership committee, we can now more clearly articulate what we offer, because the HBA provides REAL benefits and REAL ways to get ahead, as communicated through our new individual membership campaign.

For me, this year has been truly rewarding. The biggest regret is not having time to do more. But the HBA has always tried to instill a sense of balance in its members so I've tried not to let my business and personal life suffer too much.

The HBA also stands for teamwork and partnerships. I've been lucky to work with one

of the best and most active Boards in the history of the association and I wish there was space to thank everyone. Tribute certainly should be given to those who are leaving the Board at the end of this year: **Daria Blackwell, Mary Cobb, Pat Pesanello, Lynn Vos, Tamar Howson** and **Nancy Larsen** plus the Chapter Presidents who will be rotating off.

Providing value also requires understanding that all members don't have the same needs so we've begun to customize our educational programs. It's been exciting to watch the affinity groups grow, such as Women in Science and the B-to-B Entrepreneur Network recently launched by the Metro Chapter.

For corporate members, we are reaching out to their distance employees, who often don't have as much opportunity for leadership training and networking as those at corporate headquarters, with programs sponsored by HBA Chapters/Affiliates in key geographical regions.

What Lies Ahead?

The terrific slate for the 2006 Board is bringing on so much new expertise. The year will see the hiring of the HBA's first CEO, which will provide tremendous benefits to the organization.

Another one of my priorities this year has been to develop a research project that would benchmark women's positions of leadership in healthcare. We are close to embarking on such an initiative, which will be unveiled in the next several months.

There is such commitment and passion behind HBA that I have no doubt the association will keep getting better to provide REAL benefits to its members. As I turn over the reigns to the most capable hands of **Debra Newton**, I must thank all of you for giving me the opportunity to lead the HBA this year. I've certainly appreciated the

Recognition and support that you've given me. Expertise of so many great members I've come to know.

Access to programs I've attended and learned from.

Leadership experience, which has helped me grow professionally. ■

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