Like other HBA leadership volunteers, my admiration for the organization’s impact on the professional development of women in healthcare started at the local level. In 2003, I brought together women from diverse sectors of healthcare – from government to academia to biotechnology and research – to found the Mid-Atlantic chapter of the HBA for members in Delaware, Maryland and Washington, DC.

As a chapter president for an international membership association, the responsibilities of creating and growing a local presence come with great challenges, but even greater rewards. Tasked with offering unparalleled value to members, volunteer leaders deliver on HBA’s promise by offering educational opportunities at the local level.

My respect for local chapter volunteers guided my philosophy and approach when honored with the chance to serve as the 2010 HBA president. More than anything, I wanted to nurture the roots of the organization by putting the voices of those leaders front and center during “2010: The Year of the Chapter.”

The volunteer board and corporate staff fueled the engine of our chapter-focused approach. We shifted our processes and perspective with a decision-making process that was consistently informed by how our actions would affect the local chapters.

We flipped meeting agendas by asking chapter volunteers first, “What do you want to discuss today?” rather than beginning with a laundry list of “to-dos.” We listened to their concerns and facilitated problem solving. Chapter leaders shared success stories with other volunteers, and all collaborated on programming ideas. Soon, attendance at monthly conference calls grew to an all-time high, and we all began to feel the vibrancy that comes from dialogue and a focused enthusiasm on delivering the HBA value to members.

We focused on mission and longer term planning by developing individual chapter two-year strategic plans. Local volunteers eagerly adapted to our new tools and expanded infrastructure. Using the technology to enhance communication with members and corporate partners, chapters achieved record-breaking programming events, and the HBA reached a historic peak membership during 2010!

While we grew to record numbers, we also were very focused on strengthening the geographies in Europe and North America to ensure we are providing maximum value to our membership.

The success of the 2010 Leadership Conference represents one of the most defining events of “The Year of the Chapter,” with record attendance from European and North American members, the highest participant satisfaction rates, and a surprising and unique programming agenda that propelled even greater momentum.

This year’s annual report gives you just a glimpse of the many accomplishments achieved during 2010, thanks to a team of dedicated board members, volunteers and staff led by the voices of the chapters.

Susan E. Torroella, MBA
2010 HBA President
President, Medical Division of MEDEX Global Group
## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>HBA Achievements 2010</td>
<td>4 – 6</td>
</tr>
<tr>
<td>Membership Profile</td>
<td>7</td>
</tr>
<tr>
<td>Chapter Accomplishments</td>
<td>8</td>
</tr>
<tr>
<td>Strength in Unity — Chapter Accomplishments in 2010</td>
<td>9</td>
</tr>
<tr>
<td>2010 Financial Statement Highlights</td>
<td>10 – 12</td>
</tr>
<tr>
<td>Woman of the Year Luncheon</td>
<td>13 – 16</td>
</tr>
<tr>
<td>Woman of the Year Luncheon Sponsors</td>
<td>17</td>
</tr>
<tr>
<td>Awards Recognizing Leadership Achievements</td>
<td>18 – 19</td>
</tr>
<tr>
<td>ACE Award</td>
<td>20</td>
</tr>
<tr>
<td>HBA 2010 Leadership Conference</td>
<td>21 – 22</td>
</tr>
<tr>
<td>2010 HBA Leadership Institute and Strategic Update</td>
<td>23</td>
</tr>
<tr>
<td>Advisory Board</td>
<td>24</td>
</tr>
<tr>
<td>Board and Staff</td>
<td>25</td>
</tr>
<tr>
<td>2010 Corporate Partners</td>
<td>26</td>
</tr>
<tr>
<td>HBA’s Closing Statement</td>
<td>27</td>
</tr>
</tbody>
</table>
**Local Learning Goes Virtual**

As we expanded our outreach capabilities through enhanced technology, local HBA chapters began adopting the technology to host new learning opportunities via webinars.

Among the topics covered in 2010 interactive, online seminars were:

- Communication skills
- Healthcare industry topics
- Mentoring
- Technology and social media
- New member orientation
- Making the most of your Leadership Conference experience
- How to prepare for an ACE submission
- Rising Star orientation
- HBA leader governance training

**The Year of the Chapter**

During the “Year of the Chapter,” the HBA connected its 15 chapters and affiliates and nearly 6,000 individual members with new and enhanced communications, expanded outreach and exceptional educational programming.

**Enhancing our Infrastructure**

To create a vigorous framework for unity, the HBA embraced more powerful technology in 2010 through infrastructure investments in both online and traditional media that encouraged dialogue between the HBA and its chapter leaders, members, corporate partners and advisory board.

Last year the association implemented BlueHornet, an online eblast system to keep members up-to-date on the HBA. Volunteer leaders in all HBA chapters received training to use the system as a robust communication platform. The system allowed us to measure member engagement in our online outreach and to refine content based on their behaviors.

**Streamlining Financial Processes**

Led by HBA’s Director of Finance Nikki Jones, Intacct, a cloud-based software system that streamlines our accounting processes and supports our goal to create a more virtual and accessible environment, was put in place in 2010. With the ability to easily access accounting information from any location, the management team can view expense reports, invoices and general ledger data to gauge our operational targets, costs, revenue and performance.

The system replaced time-consuming manual processes with real-time financial reports and dashboards, freeing our finance team to focus on more strategic initiatives. With implementation of the system complete at the corporate level, the next step will transition chapter financial information to the cloud, giving chapter treasurers access to the software’s capabilities.

**Adding Expertise to Our Outreach**

Investments in improved infrastructure delivered cost savings on contracted services and more in-house control for the HBA to promote communication among the association, local chapters and individual members. HBA’s Web Technologist Chris Reid managed many of these new virtual outreach tools. A database analyst was contracted to improve our data structure and reporting capabilities. This expertise allowed the HBA to segment members and prospective members for targeted electronic marketing.
Delivering Value

With a subscriber base of 20,000 and growing, the HBA moved the production and delivery of its monthly eBulletin newsletter in-house. Information shared in the electronic publication included HBA updates and top chapter stories, giving readers a global view of the association’s worldwide impact. Input from market research on our corporate partners led to the creation and launch of a quarterly electronic newsletter, HBAaddsValue, which now serves as the primary communication vehicle for our corporate partners. Since June 2010, the HBA has issued new editions every quarter.

Our investments in technology infrastructure allowed the HBA to offer more webinars to our members, including adjuncts to flagship events such as a Rising Star webinar and a first-time Leadership Conference attendee orientation. HBA volunteer leaders obtained governance training in this e-learning environment. Several HBA chapters have adopted virtual learning options, offering webinars that can be accessed by members unable to attend live events. Purely virtual events debuted, as well as events held simultaneously in two geographic locations, where the second location viewed the speakers via a webinar projection.

Our newly designed and robust infrastructure gave HBA chapters additional tools to communicate with and educate their local members and prospective members.

Going Social

2010 was a year for “going social” as the HBA and its chapters embraced the interactive power of social media as a tool to broaden our reach and connect our diverse membership base through the HBA blog, Facebook, Twitter, YouTube and LinkedIn. Regardless of geographic location, members were able to communicate and interact with each other, their chapter leadership and the greater HBA association.

• Our ambitious focus on social media — made possible in part by support from our first-ever Leadership Conference social media sponsor, PharmaVOICE magazine — facilitated the HBA’s noteworthy expansion on Twitter, Facebook and YouTube.

• In the March 2010 edition of EuroVoice, HBA Director of Marketing and Communications Carol Meerschaert authored a guide to building a social media presence by using HBA resources. This guide will help to ensure that the HBA communicates in one voice, aligning the communications in print, online and in social media.

• From March 2010 to December 2010, the HBA’s Facebook fan base grew from 153 to almost 400.

• By year’s end, 348 people and companies followed the HBA on Twitter.

• Program and event recap videos on YouTube reached almost 3,500 people.

• Readership of the HBA’s blog, www.hbanet.wordpress.com, grew more than 300% in 2010, from 83 views in January to 330 views in December.

Individual chapters also incorporated social media into their outreach strategies. San Antonio, Europe, Metro, Greater Philadelphia, Research Triangle, Southern California, Mid-Atlantic, Chicago and Indiana all launched chapter Facebook pages. Many chapters posted event and educational videos on YouTube and created chapter and affinity groups on LinkedIn.

Getting Noticed

As a recognized leader in the healthcare field, HBA corporate leadership and members achieved recognition as evidenced by the following:

• HBA CEO Laurie Cooke served as a judge for the Women of Distinction Award, sponsored by the Philadelphia Business Journal.

• HBA CEO Laurie Cooke spoke at the American College of Physician Executives (ACPE) Annual Meeting and contributed to a leadership textbook with a professor at Thunderbird School of Global Management.

• Anne Camille Talley, HBA E.D.G.E. team chair, spoke at the American College of Rheumatology.

• The HBA was appointed as a national ally for Vision 2020, a campaign to make equality a national priority through shared leadership among women and men. Vision 2010 is a national initiative led by Drexel University College of Medicine’s Institute for Women’s Health and Leadership.

Media outlets continued to recognize the HBA’s value for members by featuring the organization’s activities and members in print and online magazines and newsletters.

In feature articles, Pharmaceutical Executive magazine profiled Deidre P. Connelly, president of North America Pharmaceuticals of GlaxoSmithKline, as the 2010 Woman of the Year (WOTY); Medical Marketing & Media magazine recognized Mark Swindell, president of Pfizer Vaccines, as the HBA 2010 Honorable Mentor; and PharmaVOICE magazine profiled the entire 2010 class of Rising Stars. The association also continued to receive monthly promotional exposure in the Healthcare Marketers Exchange newsletter as well as a spotlight in the publication’s yearly association issue.

HBA member Keecia Scott’s article on the HBA mentoring programs earned the attention of The New York Times, which published her article in January. She wrote about how guidance from her fellow chapter members helped her envision her future and offered her a leg up in attaining her goals.

HBA’s Director of Marketing and Communications Carol Meerschaert was quoted on the website TheLadders.com about how she prepared for her role with the HBA, and she was highlighted in the podcast “How I Got My Job.” Marianne Fray, director of corporate development for the organization, was a featured professional in the Delaware Valley Society of Association Executives newsletter.
Strengthening Alliances

The HBA media partners furthered the mission of the HBA by assisting in the promotion of the HBA flagship events. *Communique*, *Healthcare Marketers Exchange*, *Med Ad News*, *Medical Marketing & Media*, *Pharmaceutical Executive* magazine, *PM360* and *PharmaVOICE* magazine all supported the HBA in this manner.

The HBA joined with the American Heart Association to create an alliance that supports efforts to advance mutual goals focusing on healthcare and women.

A partnership with Pennsylvania Bio offered a reduced rate for the HBA 2010 Leadership Conference for PA Bio members as well as a reduced rate on the Biotech 2010 conference for attendees of the HBA 2010 Leadership Conference.

Building Better Business Connections

The HBA’s Building Better Business Connections (3BC) 2010 steering committee meeting focused on key issues related to our international outreach. Now in its second year, 3BC was created as a forum where healthcare executives from our corporate partner organizations, which span industry sectors, could share best practices and develop innovative solutions to current business challenges.

At the kickoff steering committee meeting, members discussed the challenges of global leadership development and agreed to work toward uncovering and addressing the unconscious biases that influence recruitment, advancement and retention of women and multicultural leaders.

Surveying the HBA Landscape

During the past year, our infrastructure investments also provided more easily accessible channels to encourage dialogue between the HBA and its stakeholders through chapter, member, corporate partner and advisory board surveys.

- **New sponsorship levels.** Feedback from corporate partners led to the creation of sponsorship packages. For example, premier sponsorship provides additional benefits beyond recognition at HBA’s two flagship events, WOTY and the Leadership Conference.

- **HBAaddsValue.** Market research spurred the creation of a quarterly newsletter distributed exclusively to our corporate partners, keeping them abreast of the HBA’s activities and accomplishments and a new access route with links to additional resources.

Meeting Member Needs in Turbulent Times

Based on feedback from the member survey and our local chapter leaders, the HBA developed a hardship policy that provided a grant to unemployed members to help with membership dues. The policy significantly reduced the renewal rate for individuals who have been part of HBA for at least two consecutive years. Additionally, a reduced fee to attend the Leadership Conference was offered for members in transition.

“The individuals and the HBA have taught me that what I stand for is Leadership from the Inside Out.”

Susan Torroella, 2010 HBA President
Leadership training, mentoring, volunteer opportunities and unparalleled educational programming defined the focus of the HBA in 2010. Chapters ensured educational continuity between flagship events, such as the HBA Leadership Conference, and local events by using research from the E.D.G.E. in Leadership Study, along with member satisfaction and local chapter surveys.

In 2010, HBA membership totaled 5,734 members, a 10.5% net growth that reflects the successful efforts of chapters in targeting current and potential member needs through high-quality programming. The Southern California chapter led in net growth with the highest increase in new members, while the Greater Philadelphia chapter reached a significant milestone by welcoming its 1,000th member at a September celebratory event.

Last year, the HBA also welcomed its newest pre-affiliate in Florida, which boasted nearly 70 members from the Tampa Bay and Orlando areas by the end of the year.

<table>
<thead>
<tr>
<th>Chapter/Affiliate</th>
<th>Number of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>127</td>
</tr>
<tr>
<td>Boston</td>
<td>612</td>
</tr>
<tr>
<td>Chicago</td>
<td>361</td>
</tr>
<tr>
<td>Europe</td>
<td>202</td>
</tr>
<tr>
<td>Florida</td>
<td>69</td>
</tr>
<tr>
<td>Greater Philadelphia</td>
<td>1,041</td>
</tr>
<tr>
<td>Indiana</td>
<td>122</td>
</tr>
<tr>
<td>Metro</td>
<td>1,670</td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>276</td>
</tr>
<tr>
<td>Ohio</td>
<td>110</td>
</tr>
<tr>
<td>Research Triangle Park</td>
<td>181</td>
</tr>
<tr>
<td>San Antonio</td>
<td>137</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>304</td>
</tr>
<tr>
<td>Southern California</td>
<td>248</td>
</tr>
<tr>
<td>St. Louis</td>
<td>143</td>
</tr>
<tr>
<td>Members at Large</td>
<td>131</td>
</tr>
<tr>
<td><strong>Total at Year’s End</strong></td>
<td><strong>5,734</strong></td>
</tr>
</tbody>
</table>

Promoting and Retaining the Value of HBA Membership

- **Greater Philadelphia:** Successfully executed “1,000th member” campaign
- **Southern California:** Boasted highest net member growth of 35%
- **Metro:** Has the largest membership of 1,670
- **Florida:** Is the fastest growing pre-affiliate we have ever seen.
- HBA membership reached a high point of 5,925 members during the year.
Chapters Embrace Innovation

For most HBA members, the chapter served as a gateway to their own potential. Through local educational programs and by planning programming around an 18-month calendar, HBA chapters in 2010 hosted more opportunities for growth, more access to information and more value for their time through cutting-edge industry knowledge and leadership skill development events.

Nearly 250 chapter programs reached 13,500 participants, including breakfast panel discussions, seminars, workshops, all-day conferences and webinars.

- The Greater Philadelphia chapter created “Project YOU” to give its members a career E.D.G.E. This successful initiative played a key factor in earning Greater Philadelphia the Chapter Excellence Award in 2010 (see page 23).
- The St. Louis chapter launched its program series with a primer on social media titled “Social Media as a Growth Strategy — Professionally and Personally,” led by Anne Theis of Nawis & Company. Attendees learned how to develop a social media strategy based on their individual goals.
- The Chicago chapter created and shared the “Illuminating Leaders” video series, in which industry leaders shared personal perspectives on how the HBA has contributed to their professional development. The three-part series received more than 2,000 views on YouTube last year.
- The DART (Data Analysis and Review Team) committee of volunteers from various geographies banded together to enrich our ability to gain a better understanding of our data through building tools that allow cross-functional data analysis.

The “2010 PharmaVOICE 100” list, which recognizes some of the most inspiring individuals in the life sciences industry, included 16 HBA members this year.

- Nick Colucci
- Joanne Duckman
- Deborah Dunsire, MD
- Lisa Ebert
- David Epstein
- Alex Gorsky
- Laurie Halloran
- Rick Keefer
- Jennifer King
- Rob Likoff
- Margaret Long
- Angela Miccoli
- Marcee Nelson
- Joe Pieroni
- Ahnal Purohit, PhD
- Carol Wells
During the “Year of the Chapter,” we saw incredible camaraderie among our chapter and affiliate leaders to deliver expanded outreach and exceptional educational programming to 13,500 participants and thousands of prospective members via 250 chapter and affiliate programs.

Important to the chapter leadership experience was the opportunity to regularly join counterparts across the organization to discuss challenges, share best practices and develop new ideas. The organization produced a series of monthly teleconferences, created by HBA Director of Chapter Development Mary Margaret Armstrong, for each functional leadership area to facilitate communications and share best practices. Another innovation introduced by Ms. Armstrong, the HBA Leader’s Briefing newsletter was a robust monthly electronic publication for volunteer leaders that communicated the activities, deadlines and strategic tactics of the organization. And because the HBA is a very complex organization with many moving parts, the magic of the HBA volunteer leadership experience came from collaboration, learning from our challenges and building upon our successes, while we shared momentum across functional areas to achieve the following in 2010:

Building Foundations for Future Generations

- **Atlanta:** Established a local advisory board for strategic support
- **Chicago:** Integrated corporate relations activities as a key component for success
- **Europe:** Launched a robust social media presence
- **Florida:** Began as a pre-affiliate in May, ended 2010 at 70 members and growing
- **Mid-Atlantic:** Created the Health Leaders Breakfast Series as a forum to engage with the most salient topics, organizations and people shaping healthcare
- **Ohio:** Gained chapter status through strong leadership and increased participation of local corporations
- **St. Louis:** Fortified volunteer engagement and added HBA leadership opportunities
- **Research Triangle Park:** Orchestrated meetings with key corporations to bolster visibility and mutual support for promoting women leaders

Expanding and Creating New Programming

- Nearly every chapter offered a mentoring program for members: Atlanta, Boston, Chicago, Indiana, Metro, Mid-Atlantic, Research Triangle Park, San Antonio, San Francisco, Southern California and St. Louis.
- Women in Science (WIS) programs launched in many chapters, driven by strong local member interest.
- The Pan European Leadership Conference, held in November and supported by Publicis Healthcare, offered further encouragement in the use of social media for both professional and personal growth. The company’s president, Roberto Ascione, presented a workshop titled “Professional Development & Social Space: Toward an Enterprise 2.0.”
- A growing number of chapters offered a series of programs to advance leadership acumen and career growth, including the Leadership Success Series in Boston, “Project YOU” in Greater Philadelphia, and the Executive Women’s Outreach program in Metro.
- Several chapters offered special events, from golf tournaments in Metro and Greater Philadelphia and the third annual Pan European Conference in Europe to the second annual State of the Industry event in San Antonio and the second annual WOTY simulcast in San Francisco.
- Four chapters enjoyed programming in expanded geographies: Europe, Ohio, Mid-Atlantic and Southern California.
Financial Highlights
The association remains healthy and is in good financial position as a result of another year of sustained economic growth. Even with the continued economic decline in the overall world markets, significant strides were made in solidifying our financial portfolio to ensure the needs of our membership could be met in the short term as well as the long term. The 2010 financial goals included at least 15% membership growth, net profitability of at least 10% and net membership retention of 75%. On all three metrics, the HBA either made great strides or exceeded expectations in 2010. In surpassing these specific goals for 2010, the association is able to continue to look forward to the next year to:

• provide increased and measurable value to key stakeholders and ensure sustained growth
• diversify product offerings based on membership needs
• offer top quality educational, leadership development and career advancement products and services
• invest where necessary in innovative technology to gain efficiencies

Cash and cash equivalents increased 94.7% over 2009, significantly increasing the association’s ability to meet current obligations and providing sufficient reserves to ensure stability in times of economic volatility. The HBA investment portfolio experienced a modest increase of 5.9%, which is tied directly to the policy developed to preserve the principal investments of HBA through a laddered approach with minimal exposure to financial instruments with credit risk. Deferred revenue increased in proportion to the increase in new membership revenue.
Overall, the association is not overextended in any way due to credit obligations or other major long-term risks.

Total revenue increased by 19.8%, primarily attributable to new individual memberships gained through superior local chapter events and workshops as well as increased attendance at flagship events such as the annual Leadership Conference and Woman of the Year luncheon. The expansion of the Corporate Partner Program significantly contributed to the robust increase in the revenue portfolio as well. In 2010, HBA welcomed 14 new Corporate Partners to strengthen the HBA’s presence as the leader in providing high-quality programs and networking opportunities for employees of member companies.

Total expenses increased by 11.8%, primarily attributable to increased attendance at local chapter meetings, workshops and conferences and expanded offerings at the annual Leadership Conference. The increase in management staff reflected the ongoing effort to establish an aligned and effective shared services organization and to ensure the financial health and compliance of the association, with some costs offset by shifting resources from outsourced association management services to full-time staff.

CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN UNRESTRICTED NET ASSETS

Comparative Years Ended December 31

<table>
<thead>
<tr>
<th>Revenue Years Ended December 31</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings, workshops and conferences</td>
<td>$2,203,319</td>
<td>$1,592,102</td>
</tr>
<tr>
<td>Corporate partners’ dues</td>
<td>921,604</td>
<td>790,782</td>
</tr>
<tr>
<td>Special events</td>
<td>824,702</td>
<td>662,621</td>
</tr>
<tr>
<td>Individual members’ dues</td>
<td>881,713</td>
<td>789,846</td>
</tr>
<tr>
<td>Program publications</td>
<td>8,925</td>
<td>152,800</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>232,525</td>
<td>283,861</td>
</tr>
<tr>
<td>Investment return</td>
<td>106,411</td>
<td>85,509</td>
</tr>
<tr>
<td>Other revenue</td>
<td>53,035</td>
<td>10,042</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>5,232,234</strong></td>
<td><strong>4,367,563</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings, workshops and conferences</td>
<td>1,862,133</td>
<td>1,543,288</td>
</tr>
<tr>
<td>Management staff</td>
<td>971,214</td>
<td>794,780</td>
</tr>
<tr>
<td>Special events</td>
<td>443,536</td>
<td>426,484</td>
</tr>
<tr>
<td>Individual membership</td>
<td>110,561</td>
<td>111,252</td>
</tr>
<tr>
<td>Corporate membership</td>
<td>21,706</td>
<td>36,877</td>
</tr>
<tr>
<td>Publication expenses</td>
<td>63,929</td>
<td>193,907</td>
</tr>
<tr>
<td>General and administrative</td>
<td>548,120</td>
<td>449,201</td>
</tr>
<tr>
<td>Research expense</td>
<td>47,856</td>
<td>69,308</td>
</tr>
<tr>
<td>Technology &amp; communications</td>
<td>196,588</td>
<td>190,186</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>4,265,643</strong></td>
<td><strong>3,815,283</strong></td>
</tr>
</tbody>
</table>

Change in unrestricted net assets  
Unrestricted net assets, beginning of year

| Change in unrestricted net assets | 966,591 | 552,280 |
| Unrestricted net assets, beginning of year | 2,234,425 | 1,682,145 |
| Unrestricted Net Assets, End of Year | **$3,201,016** | **$2,234,425** |

Note: 2009 and 2010 fiscal years audited by The Mercadien Group
### CONSOLIDATED STATEMENT OF CASH FLOWS

**Comparative Years Ended December 31**

<table>
<thead>
<tr>
<th>Cash Flows from Operating Activities</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in unrestricted net assets</td>
<td>$ 966,591</td>
<td>$ 552,280</td>
</tr>
<tr>
<td>Adjustments to</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrealized gain on investments</td>
<td>(38,661)</td>
<td>(12,799)</td>
</tr>
<tr>
<td>Increase (decrease) in cash from</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>15,038</td>
<td>(25,540)</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>27,802</td>
<td>(19,680)</td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>(45,694)</td>
<td>101,978</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>93,776</td>
<td>(207,638)</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Operating Activities</strong></td>
<td><strong>1,018,852</strong></td>
<td><strong>388,601</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash Flows from Investing Activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceeds from sale of investments</td>
<td>454,000</td>
<td>321,000</td>
</tr>
<tr>
<td>Purchase of investments</td>
<td>(521,222)</td>
<td>(392,236)</td>
</tr>
<tr>
<td><strong>Net Cash Used in Investing Activities</strong></td>
<td><strong>(67,222)</strong></td>
<td><strong>(71,236)</strong></td>
</tr>
</tbody>
</table>

Net increase in cash and cash equivalents: $951,630, $317,365
Cash and cash equivalents, beginning of year: $1,005,099, $687,734

| Cash and Cash Equivalents, End of Year | **1,956,729** | **1,005,099** |

**Supplemental Disclosure of Cash Flow Information**

| Cash Paid During the Year for Income Taxes | $ 19,753 | $ 12,517 |
| Donated and Contributed Services, Materials and Facilities | $ 232,525 | $ 283,861 |

Note: 2009 and 2010 fiscal years audited by The Mercadien Group

“**The best way to maximize the volunteer experience is to think about what you have to offer and what you will gain from the experience.**”

Barbara Pritchard, President, The Pritchard Group/Intermedica, Inc.
The 21st WOTY event, planned by a team led by Lori Ryan, drew a record-breaking crowd to New York City on May 6. Simultaneously, West Coast HBA members and guests gathered at Genentech for breakfast overlooking the San Francisco Bay, with the coast-to-coast crowd uniting in honoring the HBA’s 2010 Woman of the Year, Deirdre P. Connelly, president of North America Pharmaceuticals for GlaxoSmithKline; 2010 Honorable Mentor Mark Swindell, president of Pfizer Vaccines; 2010 HBA Star Volunteer Charlene Prounis of Flashpoint Medica; and 98 Rising Stars.

**Woman of the Year**

Resilience, a lifelong commitment to learning, and a strong personal compass earned Deirdre P. Connelly the HBA’s 2010 Woman of the Year Award.

Connelly, president of North America Pharmaceuticals for GlaxoSmithKline, shared her personal experiences with the participants, surviving tough times by staying true to her values, and finding joy by her commitment to the patient and her continual focus on respect and integrity as her drivers.

Ms. Connelly joined GlaxoSmithKline in February 2009. As part of her current responsibilities, she helps shape the future of the company as a member of its global corporate executive team and co-chairs its research portfolio management board. Prior to joining GlaxoSmithKline, Ms. Connelly spent 24 years with Eli Lilly and Company, where she most recently served as president of Lilly USA. She held a variety of executive positions at the company as senior vice president of human resources for Eli Lilly and Company, vice president of human resources for pharmaceutical operations, executive director of global marketing for Evista, and leader of the US women’s health business unit. She began her career in the pharmaceutical industry in 1984 as a sales representative for Lilly in San Juan, Puerto Rico, where she was born.

In 2008, Ms. Connelly was appointed to the President’s Commission on White House Fellowships, a prestigious program that grooms young professionals for work in public service. She also serves as a member of the board of directors of Macy’s Inc. Ms. Connelly earned a bachelor’s degree in economics and marketing from Lycoming College in Pennsylvania, and graduated from Harvard University’s Advanced Management Program. She has served as a mentor and leadership speaker for a number of organizations, including the HBA.

Recognized as one of the 50 most powerful women in business by *Fortune* magazine for three consecutive years, she told the group that her intense commitment to patients drives her to foster pharmaceutical innovation.

“In addition to her numerous career accomplishments, Ms. Connelly’s values of commitment to patients, integrity, transparency and respect are widely heralded among all who know her.”

Laurie Cooke, RPh, CAE, HBA CEO
“As a mentor of mine, Mark will offer his advice but expects you to make your own decisions, asks probing questions to really understand your goals and issues, and assists you in creating strategies and objectives for success.”

Lee Ann Kimak, Global Commercial Lead, Pfizer

Honorable Mentor

Mark Swindell, president of Pfizer Vaccines, delivered on his deep personal commitment to the advancement of women in the healthcare industry, which earned him the HBA’s 2010 Honorable Mentor Award.

With more than 25 years of pharmaceutical experience, Swindell served as senior vice president and general manager for Wyeth’s (now part of Pfizer) pharmaceutical business unit before being promoted to president. Lee Ann Kimak, global commercial lead of a key vaccine development program at Pfizer, remarked in Mark’s submission: “Mark is a dedicated business leader with tremendous character who has regularly mentored and championed emerging leaders.”

Star Volunteer

The 2010 HBA Star Volunteer Award went to Charlene Prounis for her long-term commitment to the organization at both the corporate and chapter level. Presented each year to an exemplary role model for others, Prounis’s 12-year involvement in the HBA included launching the Leadership Conference, POWER Study and Rising Stars during her first presidency; starting the Metro Chapter in 2004; and a 10-year term as an HBA board member. She also co-chaired the Woman of the Year fundraising committee for the last three years, served as a chapter mentor and developed promotional material for the ACE Award and the Metro chapter.

A two-time entrepreneur; she founded Accel Healthcare, which grew to a top 20 agency in 2004. After launching her second advertising firm, Flashpoint Medica, in 2005, her company was awarded the prestigious “Agency of the Year” honor in 2008.

“Charlene has a ‘make it happen’ approach that is an incredible inspiration to everyone in the HBA and has been instrumental in shaping the organization into what it is today.”

Susan Torroella, 2010 HBA president and COO of MEDIX Global Group

Charlene Prounis
2010 Rising Stars
Each year, the HBA corporate partners recognize an exemplary employee through the Rising Star program. Representing diverse sectors and disciplines of the healthcare industry, each woman is designated by her company for demonstrating noteworthy achievements and proven attention to furthering the success of their employers.

The distinction earns each Rising Star recognition in the May issue of PharmaVOICE magazine and on the HBA website. Honorees also receive invitations to participate in key HBA chapter and corporate events and volunteer committees.

2010 Rising Stars
(listed by company)

Emily Hua
Campbell Alliance
Kate Einspahr
Cegedim Dendrite
Lindsay Luke
Celgene Corporation
Denise M. D’Andrea, MD
Cephalon Inc.
Danielle Dunne
Chandler Chicco Companies
Shelagh Brooke
CommonHealth
Kate Korczykowski
Communications Media Inc. (CMI)
Kristen Saporetti
Compas Inc.
Elizabeth M. Colston, MD, PhD
CONNEXION Healthcare
Mary Polulikis
Cramer
Judith Steenbergen
Cubist Pharmaceuticals Inc.
Doris Connell, PharmD
Daichi Sankyo Inc.
Barbara Jackson
Draftfcb Healthcare
Trudy Burke
Eisai Inc.
Erin Walls
Eli Lilly and Company
(continued on next page)
2010 Rising Stars (continued)

Judi Sheffer
Elsevier Medical Information LLC

Deirdre BeVard
Endo Pharmaceuticals

Sheryl Lowenhar
Epicrates

Cherrie Che, PhD
Ernst & Young LLP

Suzanne Newell
Euro RSCG Life MetaMax, a division of Euro RSCG Life

Meaghan Golden
Flashpoint Medica

Gisela Paulsen
Genentech Inc.

Letizia Amadini-Lane
GlaxoSmithKline

Brooke Claussen
Goble & Associates Healthcare Communication

Sheri Mandry
Grey Healthcare Group

Allyson Bongiorni
Group DCA Inc.

Maria Acosta
GSW Worldwide

Katie Havriliak
Health & Wellness Partners

Jennifer M. Brooks
HealthEd Encore, a HealthEd Company

Beth Swanson
Huntsworth Health

Stacey Cowgill
ImpactRx Inc.

Betty Nelson
IMS Health

Amy Weickert
InfoMedics Inc.

Karen J. Thomas
Institute for Continuing Healthcare Education, a Vox Medica Company

Jennifer Restivo
iVentiv Health

Sabine Dandigui
Johnson & Johnson

Susan B. Orr
Johnson & Johnson

Roxana Bannach-Lin
JUICE Pharma Worldwide

Patricia A. Ensor
Kantar Health

Caroline C. Rhine
King Pharmaceuticals Inc.

Julie Hakim
Lundbeck Inc.

Marissa Zenie
LyonHeart

Dianne Gobin
MannKind Corporation

Meira Smith
McK HealthCare

Jennifer Murray
Meda Pharmaceuticals

Deneen R. Detorie
MEDEX Global Group

Nicole Johnson
Medicus Life Brands

Lisa Shaw
Merck & Co Inc.

Jessica Brueggeman
MicroMass Communications Inc.

Stephanie Fitch
Millennium Pharmaceuticals/The Takeda Oncology Company

Rosemary McConnell
Motivation Mechanics LLC

Kristen Harrington-Smith
Novartis Pharmaceuticals Corporation

Kala Subramanian, PhD
Novartis Pharmaceuticals Corporation

Tanya Hill
Novo Nordisk Inc.

Michelle Morgan
Ogilvy Healthworld

Nilsa Oquendo
PACE Inc., a Lowe Healthcare Company

Kristin LaBounty Phillips
Palo

America Lopez-Luis
PDI Inc.

Robyn Stoy
Practice Therapeutics

Karen Young
PricewaterhouseCoopers LLP

Katie Baker
PSKW & Associates

Kristin Milburn
Publicis Healthcare Communications Group

Christina DiBiase
Publicis Selling Solutions

Jennifer Giordano
Purdue Pharma LP

Alexis Stroud
QPharma Inc.

Chrisoula Gentile
Quintiles

Joni Honig
Regan Campbell Ward • McCann

Stacy Quinn
Roche

Jennifer Shirley
Saatchi & Saatchi Wellness, a division of SS&G

Britt Byers
sanofi-aventis US

Laurel Edelman
SDI Health LLC

Lindsay Janczak
Shire Pharmaceuticals

Tanika Craig
Siren Interactive

Juliana Hardy
Solvay Pharmaceuticals Inc.

Naomi Musaji
Stratvia Pharmaceuticals, a division of PAR Pharmaceuticals

Kristen M. Dodge
Stryker Corporation

Sarah Holloway
Suder & Hennessey

Rebecca Greenberg
The CementBloc

Sabrina Jordan
THE PLANNING SHOP international

Katharine Imbro
Torre Lazur McCann

Keecia Scott
UCB Inc.

Camilla S. Graham, MD
Vertex Pharmaceuticals Incorporated

Debra Young
Wishbone LLC

Suzanne Sullivan
Wolters Kluwer Pharma Solutions
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PharmaVOICE
PM360
Regan Campbell • Ward

HBA Corporate Partners laud their top talent by designating them Rising Stars.
The evening before the Leadership Institute, the HBA recognizes outstanding women in healthcare during its leadership award ceremony. The organization presented the following awards in 2010.

President’s Award

Exemplifying effective leadership and dedication to the organization’s mission, Terri Pascarelli, CV sales strategy and alliance director from AstraZeneca Pharmaceuticals LP, received the 2010 President’s Award. Her measurable impact on the HBA global organization, chapter operations, members and/or corporate partners included serving as chair of the Council of Chapter Presidents and enhancing communication between the chapters and the corporate board as founding president of the Indiana Chapter.

Terri was also honored by AstraZeneca in December 2010 for her leadership, collaboration and role as a catalyst in transforming the company’s commercial cardiovascular capabilities.

Innovation Awards

Innovation Awards honor the demonstrated commitment, passion and drive for results that inspire a new process, product, service or level of recognition for HBA that has, or will have, a positive benefit to the association and/or its chapter operations. The HBA presented two such awards in 2010, one for an individual and another for a group.

Liz Coyle, vice president of global business planning and commercial operations at IMS Health and director of programs for the Greater Philadelphia chapter, received the Individual Innovation Award. As the visionary of “Project YOU,” she provided members with individual growth programs using specific and measurable career advancement goals.

DART (Data Analysis and Review Team) received the Group Innovation Award for enabling all chapters to better understand their membership trends. The DART team — composed of Robbyn Bhatt, senior offering manager at IMS Health; Leslie Cirillo-Plante, director of risk management and compliance at Novartis; and Emily Walsh, PhD, founder of Tremont Therapeutics — worked to “turn data into information,” allowing chapter leaders to better meet their members’ needs and drive retention, growth and engagement by creating a new data analysis tool.

Council of Chapter Presidents’ Award

The Council of Chapter Presidents’ (CCP) Award went to Laura Clark, payer optimization executive at Abbott Laboratories. The honor recognizes an individual who has demonstrated consistent leadership that directly advances the CCP agenda, fosters collaboration throughout the council and brings best practices to fruition across chapters.

Clark received the award for her outstanding ambassadorship for the HBA. Viewed as a key collaborative partner, Clark responded to many chapter leaders who sought her advice, and as president of the Southern California chapter, she successfully led the group in expanding its geography, membership and program offerings. She also instituted a number of procedures to make her board more effective this year.
Chapter Excellence Award

Presented to an entire chapter board that has excelled in an area of chapter operations and exceeded the HBA’s and chapter’s membership and/or financial target expectations, two chapters were recognized in 2010. The Southern California and Greater Philadelphia chapters both achieved excellence in the following:

- Membership recruitment and retention
- Programming innovation and attendance
- Engagement and collaboration with other chapters and the corporate level of HBA
- Strong financial health

The HBA Southern California Chapter increased membership by extending programs geographically to Los Angeles, San Diego and Orange County and launched a Women in Science affinity group. The board instituted new governance programs and procedures and forged great relationships with Amgen and Life Technologies, who are new to the HBA corporate partner program.

The HBA Greater Philadelphia Chapter exceeded its membership goal when they reached the 1,000-member mark, the result of a membership campaign and a number of member-only events. The chapter created a dedicated series of programming for their members, a Woman in Transition affinity group and “Project YOU,” a separate affinity group developed to help members hone their skills to increase their professional advantage.

Using a broad swath of marketing efforts, including social media and online and print ads, the chapter increased the HBA brand recognition, which supported the chapter’s growth and event attendance. Their third annual golf outing raised more than $18K for charity and contributed to chapter profitability.

Southern California Chapter Board

Executive Committee
President: Laura Clark
President-elect: Sue Steven
Vice President: Jill Schulman
Secretary: Ericka Crawford
Treasurer: Elle MacKrell
Immediate Past President: Lisa Feldon

Directors at Large
Corporate Relations: Janet Twitchell
Marketing: Angel Shaw, Barbara Sullivan
Market Research: Kimberly Nicholson
Membership: Mary Ann Rondanina
Programs: Carolyn Henderson, Debbie Moyschyn, Ank Stuyfzand
Talent Management: Mercedes Meseck

Greater Philadelphia Chapter Board

Executive Committee
President: Ciaran Bellwoar
President-elect: Nancy Santilli
Vice President: Judy Klein
Secretary: Betty Michelson
Treasurer: Robbyn Bhatt
Immediate Past President: Helen Cooke

Directors at Large
Corporate Relations: Lisa Flaiz, Deborah Helmer
Marketing: Jane Crawford, Maureen Hall
Membership: Carlotta Dillon, Natalie Ezdon
Programs: Liz Coyle, Debra Weiss
Talent Management: Jeanette Diebold, Rose Giovinazzo
Presented each year at the HBA’s Leadership Conference, the ACE (Advancement, Commitment, Engagement) Award is selected by a rigorous and independent process using five criteria that evaluate programs for fostering the personal and professional growth of women. The five criteria against which programs are judged are:

1. Business case
2. Stewardship
3. Program execution
4. Built-in sustainability
5. Measurable results on women’s advancement

The 2010 honor went to HBA corporate partner sanofi-aventis’s WISE (Women Inspiring sanofi-aventis Excellence) program, an internal women’s network with more than 1,000 members. The program encouraged personal and professional leadership development of women through sponsored programs that target employees across different functions, locations and levels within the company.

WISE built their program strategy on the results of HBA’s E.D.G.E. (Empowerment, Diversity, Growth, Excellence) Leadership Study, which revealed three key business success pillars:

1. Employee engagement
2. Mentorship
3. Leadership skills development

In developing WISE, sanofi-aventis US directly linked these pillars to the program by raising awareness about career advancement across the company, providing educational opportunities to develop skills, fostering mentoring and networking relationships, and dedicating internal and external resources to relevant skill building.

Previous ACE Award Winners

2009: Abbott’s Women Leaders in Action (WLA) Employee Network
2008: Novartis Pharmaceuticals Women’s Initiatives — EWIN/WIL
2007: Johnson & Johnson Women’s Leadership Initiative

2010 ACE Award Judges

- Lynn M. Gaudioso, president, Ivanhoe Strategies LLC and 1996 HBA Woman of the Year
- Mary S. Hartman, PhD, university professor and institute director, Institute for Women’s Leadership, Rutgers University
- Tamar Howson, partner at JSP Partners and 1999 HBA Woman of the Year
- William S. Sheldon, former president and COO of Eisai Inc., current member, board of trustees, Lakeland College, Sheboygan, Wisconsin, and the HBA’s first Honorable Mentor
- Shelia Wellington, clinical professor of management and organizations at NYU Leonard N. Stevens School of Business

Ceci Zak, Greg Irace and Judy O’Hagan (center), representing sanofi-aventis US’s WISE program, accept the ACE award from ACE committee members Adriann Sax and Eve Dryer.
Leadership Impact Delivered: Innovate, Orchestrate, Perform

Planned by a dedicated team led by Jeanne Zucker, Liz Kay and Taren Grom, the HBA 2010 Leadership Conference drew more than 900 participants to Philadelphia from October 27 to 29. Demonstrating the event’s theme, “Impact Delivered: Innovate, Orchestrate, Perform,” conductor Roger Nierenberg opened the plenary session by giving attendees a fresh perspective on the relationships between leaders and teams. In his interactive presentation “The Music Paradigm,” Nierenberg showed attendees how trust, confidence and creativity in the relationship between a conductor and orchestra create harmony.

Another conference highlight included “The Moth Storytelling Hour:” An acclaimed not-for-profit organization dedicated to the art and craft of storytelling, The Moth trained three senior healthcare executives who delivered powerful and very personal stories live and without written notes. Wendy White, president of Siren Interactive and HBA board member, told the story of becoming a “detective mom” and how it led her to focus her company on rare conditions and diseases. Una Ryan, OBE, PhD, DSc, CEO of Diagnostics for All, shared her journey from World War II refugee to biotech company leader; the third powerful story was shared by Freda Lewis-Hall, MD, CMO at Pfizer, who taught that “equanimity under duress is not for you, but for the service of others.”

An executive panel discussed the opportunities and future of the healthcare industry during “Into the Winds of Change.” Moderated by Janet Taylor, MD, panelists included Abbie Celniker; PhD, CEO, Taligen Therapeutics; Deirdre Connelly, president, North American Pharmaceuticals, GlaxoSmithKline and 2010 HBA Woman of the Year; Joan E. Miller, PhD, senior vice president for pathology and hospital services, Quest Diagnostics; and Mark Swindell, president, Pfizer Vaccines and 2010 HBA Honorable Mentor.

Designed for Action

In a first-of-its-kind format, the HBA organized the learning experience around a workbook design. Each participant received a personal journal to note specifically, “What can I do better when I return to work?” after each session. The workbooks included lists of key takeaways and thought-provoking questions to offer a professional advantage to attendees, along with a blank personal plan of action to complete and post at work. Armed with a record of their experience, attendees gained renewed energy, actionable strategies and a fresh perspective in their professional development.

Fifteen seminars organized around the conference theme allowed participants to take a deep dive into specific areas for professional development.

Innovate: Harnessing Your Creativity

Opening the Door to Innovation: Breaking Barriers and Brainstorming Techniques
How to Think Outside the Box... When You Are Still in It
The Art of Innovating
Thriving and Arriving Through Radical Change
Decision to Enterprise: Counsel from Those Who Have Gone Before

Orchestrate: Driving the Vision

Plug into the Power of Trust and Win in Today’s Environment
Getting Great Performance from Your Organization and Employees
Leading High-Performing Cross-Functional Teams
Resolving Conflict with Courage and Empathy
Communicating Without Compromising®

Perform: Executing Productively

The Art of the Ask
Staying Engaged and Energized
Executive Presence: How to Get It and Keep It
30 Days to Sanity: Strategies to Reduce Stress and Live a Meaning-Driven Life
Dare to be Remarkable: Seven Principles for Showcasing Your Brand
While the workbooks were a new addition to the HBA Leadership Conference, actionable leadership and professional development content has always been the primary focus of the annual event. “Tune Into Your Potential” was the theme for the mentoring and coaching program presented at the conference to provide tangible experiences in developing and creating mentoring and coaching relationships. Mentoring circles were held after the opening plenary where healthcare executives led group discussions on how to apply the lessons taught by the Music Paradigm to the attendees’ leadership styles to create better business outcomes.

Professional coaches offered attendees the opportunity to explore and develop their careers through professional guidance and leadership consulting. Coaching was offered in one-on-one, 45-minute sessions and in small groups. Following a full day of activities, the evening featured the ACE Award presentation, followed by entertainment and a social event. The addition of chapter receptions facilitated networking, allowing attendees to establish and deepen relationships with others from their geographic area. The networking lounge offered attendees a space to network throughout the meeting.

On Thursday and Friday, participants chose from 15 thought-provoking seminars led by industry experts and structured around three key themes: “Innovate: Harnessing Your Creativity,” “Orchestrate: Driving the Vision” and “Perform: Executing Productively.”

During the final day of the conference, attendees benefited from more in-depth seminars and opportunities to mingle with industry leaders in the HBA dedicated networking lounge. A post-conference health insurance reform plenary rounded out the day’s events.

2010 Leadership Conference Sponsors

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- Publicis Touchpoint Solutions Inc.
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- Eli Lilly and Company
- InfoMedics Inc.
- I-SITE Inc.
- IMS Health
- Morris Consulting Group LLC
- PharmaVOICE
Volunteer Janis Cohen and staff member Mary Margaret Armstrong led the planning for the Leadership Institute, where each year, chapter and affiliate board members take part in a one-day training program in non-profit association governance and leadership. Held the day prior to the HBA Leadership Conference, the HBA Leadership Institute addresses the essentials needed for effective board leadership and enhances both professional and personal leadership acumen. Participants enjoy networking opportunities with their peers and gain knowledge about:

- Non-profit governance
- HBA mission, vision, bylaws, offerings, constituents and financial health
- Expectations for service on a non-profit board
- Panel discussions on best practices, strategic imperatives and the strategic plan
- Training for specific board roles

An exclusive benefit for chapter and corporate board members, the HBA provides partial funding for travel to the complimentary training event. The institute prepares new chapter leaders for their roles on local HBA boards as well as other non-profit boards.

The Leadership Institute offers interactive non-profit governance and board training for HBA volunteer leaders.

**Strategic Plan Update 2010**

The HBA board of directors tightly aligned the association’s strategic objectives with its mission of providing increased, measured value to key stakeholders by building a strong, credible global brand. The plan is updated annually with year-end mileposts and end states. The board created the yearly plan of work based on our strategic plan.

**Imperatives**

**Strategic Imperative 1 — Differentiated Value Proposition/Offerings**

- Provide measurable value to key stakeholders and ensure enduring growth by continually delivering a differentiated and robust portfolio of offerings

**Strategic Imperative 2 — Awareness & Communications**

- Establish a global position and reputation in healthcare

**Strategic Imperative 3 — Engagement Model**

- Diversify, grow and strengthen channels/vehicles through which HBA engages with critical stakeholders

**Strategic Imperative 4 — Operations and Infrastructure**

- Establish infrastructure, policies, procedures and practices to support HBA, its ability to deliver on its mission, and ensure the financial health and compliance of the organization
Members of the HBA advisory board provide the organization with strategic direction in furthering its mission through global initiatives. These senior healthcare executives represent a diverse membership willing to support the HBA for a three-year term. Deborah Dunsmire, MD, president and CEO, Millennium: The Takeda Oncology Company serves as advisory board chair.

Kelly Barnes  
U.S. Health Industries Leader  
PricewaterhouseCoopers LLP

Steve Benscoter  
VP, Global HR, Stryker Instruments  
Stryker Corporation

Deirdre Connelly  
President of North American Pharmaceuticals  
Pfizer Inc.

Patricia Danzon, PhD  
Health Economist, Professor  
The Wharton School, University of Pennsylvania

Deborah Dunsmire, MD  
President & CEO  
Millennium Pharmaceuticals: The Takeda Oncology Company

Martha Feller, PhD  
EVP Global Operations  
i3 Research

Paul Fonteyne  
EVP, Business Development & Strategic Planning  
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Pfizer

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Nancy Wysenski  
Chief Commercial Officer  
Vertex Pharmaceuticals

Meryl Zausner  
EVP & CFO  
Novartis Pharmaceuticals Corporation
Remembering Alison Otstot, PhD

In 2010, the HBA lost a great leader, advisor and friend with the sudden passing of Alison Otstot, PhD, the association’s IT director. An HBA member since 2005, she was a founding member of the Research Triangle Park Chapter, serving as chapter president in 2008.

As the HBA’s IT director, Alison developed and implemented the technology strategy and infrastructure system that have supported our continued growth. Her legacy spans more than two decades of expertise in global healthcare research, web-based learning, data integration, innovative research methodologies and organizational change.

Her professional impact in the industry was felt around the world, from running a non-profit association of healthcare purchasers to consulting with the Medical Research Centre in the Kenyatta National Hospital in Nairobi, Kenya, and the Haitian Arab Centre in Port-au-Prince, Haiti.

She embraced life, loved to learn and shared generously. Her smile and contagious laugh are greatly missed.

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Lori Ryan
First Vice President
Deborah Coogan Seltzer

Second Vice President
Buket Grau
Treasurer
Revathi Rammohan
Immedicate Past President
Ceci Zak

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Janis Cohen
Yvonne D’Amelio
Eve Dryer

Elizabeth Everett, PhD
Sheryl Fox
Ilyssa Levins
Terri Pascarelli

Barbara Pritchard
Wendy White
Jeanne Zucker

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Cathy Kerzner

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Lonnel Coats

Susan Adler

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Revathi Rammohan (chair)
Christine Croft

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Nancy Stempin

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Barbara Bull
Event Database Associate
Mary Ann “Maddie” Dillon
Web Technologist
Chris Reid

2010 HBA Board and Staff
2010 Corporate Partners

Abbott Laboratories
Acorda Therapeutics Inc.
Actelion Pharmaceuticals US Inc.
Advanstar Communications Inc.
Alnylam Pharmaceuticals Inc.
Amgen Inc.
Astellas Pharma US Inc.
AstraZeneca Pharmaceuticals LP
Battelle Memorial Institute
Baxter Healthcare Corporation
Bay City Capital LLC
Bayer HealthCare
Bench International
Big Communications
Biovail
Boehringer Ingelheim USA Corporation
Bristol-Myers Squibb Co.
CAHG (Surge)
Campbell Alliance
Cegedim Relationship Management
Celgene
Centocor Ortho Biotech Inc.
Cephalon Inc.
Chandler Chicco Companies
The CDM Group
The CementBloc
CommonHealth
Communications Media Inc. (CMI)
Compsa Inc.
CONNEXION Healthcare
Cramer
Cubist Pharmaceuticals Inc.
Daiichi Sankyo Inc.
Deloitte & Touche USA LLP
Drasffcb Healthcare
Eisai Inc.
Eli Lilly and Company
Elsevier Medical Information LLC (IMNG)
Endo Pharmaceuticals
Epocrates
Ernst & Young LLP
Euro RSCG Life
Flashpoint Medica
Fulbright & Jaworski LLP
Fuld & Company
Genentech Inc.
Genzyme Corporation
GlaxoSmithKline
Goble & Associates Healthcare Communication
Grey Healthcare Group
GroupDCA
GSW Worldwide
Health & Wellness Partners
HealthEd Group (HealthEd)
Huntsworth Health
Ids Inc.
Impact Rx Inc.
IMS Health
InfoMedics Inc.
inVentiv Health
JBK Associates Inc.
Johnson & Johnson
Juice Pharma Worldwide
Kantar Health
King Pharmaceuticals Inc.
Life Technologies
Lundbeck Inc. (Ovation Pharmaceuticals)
LLNS
MannKind Corporation
Mc/K Healthcare Advertising Agency
Meda Pharmaceuticals (MedPointe)
MEDEX Global Solutions
Medicus LifeBrands
MedQ Research
Meniscus Limited
Merck & Co.
MicroMass Communications Inc.
Millennium Pharmaceuticals: The Takeda Oncology Company
Motivation Mechanics
Novartis Pharmaceuticals Corporation
Novo Nordisk Inc.
Ogilvy Healthworld
PACE Inc., a Lowe Healthcare Company
Palio
Par Pharmaceutical
PDI Inc.
Pfizer Inc.
PharmaVOICE
THE PLANNING SHOP international
Practice Therapeutics
PricewaterhouseCoopers LLP
PSKV & Associates
Publicis Healthcare Communications Group
Publicis Touchpoint Solutions Inc.
Purdue Pharma LP
Qpharma Inc.
Quintiles
Regan Campbell Ward • McCann
Roche
Saatchi & Saatchi Healthcare Communications Group
sanofi-aventis US
SDI Health LLC (Verispan)
Shire Pharmaceuticals
Siren Interactive
Solvay Pharmaceuticals
Stryker Corporation
Sudler & Hennessey
Takeda Pharmaceuticals North America Inc.
Taylor Search Partners
Tibotec Therapeutics
Topin & Associates
Torre Lazur McCann
UCB Inc.
Veeva Systems Inc.
Vertex Pharmaceuticals Incorporated
Vox Medica Inc.
Vynamic
Watson Pharmaceuticals Inc.
Wishbone LLC
Wolters Kluwer Pharma Solutions
HBA’s Closing Statement

Just as the phrase *E pluribus unum* (“out of one, many”) symbolized the coming together of 13 diverse colonies into one country in the United States, it also captures the results achieved since the Healthcare Businesswomen’s Association (HBA) changed its corporate structure to unite chapters under the umbrella of HBA Inc. several years back. This connected approach continues to develop a stronger HBA. In dedicating 2010 as the “Year of the Chapter,” we invested resources to support each chapter and its volunteer leaders in pursuing our common purpose, mission and value proposition.

This investment in resources included adding to the HBA’s staff as well as expanding the support for an increasingly diverse and growing base of nearly 6,000 members. Using the technology and tools of an expanded infrastructure, chapter leaders benefited from a single banking system; a master membership and event database to help them better manage their respective membership rosters; an email platform to connect and share events, news and local updates; and centralized market research tools and experts to better understand our members’ needs. Chapters seized the new opportunities to create unique educational offerings and innovative outreach methods to recruit and retain members and corporate partners alike.

With a reliable engine of support that encouraged enthusiasm and energy across the association, chapters clearly demonstrated the value of an organization that delivers exceptional programming and distinct leadership skill training for women in healthcare. This impact was validated by the annual membership survey results and feedback from corporate partners.

Our expanded social media presence and new online tools gave members easy access to networking opportunities, blogging and online surveys to help increase the value of their HBA membership. We enhanced our monthly electronic newsletter and launched a quarterly online publication for our corporate partners. In addition, more HBA events were offered, plus webinars that allowed members to participate in learning and networking opportunities, regardless of their geographic location.

The “Year of the Chapter” defined the HBA’s ideal and symbolized how we can achieve a unified purpose by using the power of many to make positive change for both individuals and companies to develop better leaders for our industry.

*Laurie Cooke, RPh, CAE*

*HBA CEO*