HBA’s Rising Stars Share Their Secrets for Career Success

Britta Herlitz
President, Herlitz HealthCare: A Communications Co.
Editor, HBA Bulletin

Torrential rain didn’t thwart a record turnout for the HBA’s June 6th career development event: “Meet the Rising Stars.” Indeed, this high-profile evening proved to be one of the best-attended and highest energy events of the HBA spring-summer season, one that provided a unique chance to meet and learn from the women who were recently recognized as industry’s “up-and-comers.” Following is a recap of this special event, and some pearls of career wisdom from the HBA “Rising Stars.”

Networking Cocktail Reception

Dripping umbrellas, limp raincoats and soggy briefcases lined the perimeter of the large meeting room provided by PricewaterhouseCoopers in New York City. Throughout the space, energized HBA members, happy to be inside, enjoyed a delicious buffet and the lively “catch-up, meet-and-greet” conversation of their peers.

“I’ve already met two new contacts and caught up with a colleague of mine from my first year in the business!” commented one attendee.

“Has this event always been so well attended?” asked new HBA member Cathy Pellegrino, President, Corporate Planners, Inc. (New York, NY). “Events like this remind me that it is never too late in your career to learn new approaches and methods and to meet good people,” she added. Pellegrino, who owns a respected medical education and events management company and heads a high-profile educational media push for

HBA Chapters Update

The Atlanta Chapter of the HBA

In June 19th, the Atlanta Chapter of the HBA held another successful program, entitled “A Career Development Event: Hear the Career Stories of a Panel of Members.” The panel participants addressed such issues as their entry into the industry, obstacles overcome, work/life balance, etc. The evening was attended by 25 members and was sponsored by the chapter.

Currently, the Atlanta Chapter Board is hard at work planning their fall seminar line-up, which will feature many exciting new programs for its growing membership.

“Our membership continues to grow and as more members join, we get increasingly valuable input for programs,” noted HBA President, Jan Hannon, President, Envision Communications, Inc., Marietta, GA. “We expect the fall 2002 season to be stellar!”

The Boston Chapter of the HBA

The Boston Chapter of the HBA has planned a great start to their fall season with a September 17th event entitled “Maximizing Your Impact as a Communicator.” The seminar will feature Kate Driesen, Driesen Communications.

“This will be our first anniversary dinner and we will take time to review past accomplishments and look to the future,” said Chapter President, Karla Gonye, District Sales Manager, Key Pharmaceuticals (Plymouth, MA).

In other news from the Boston Chapter of the HBA:
- New volunteers are being sought to assist with corporate membership drives.
- A partnership has been developed with Weber Shandwick International, a public relations firm. “This is an exciting partnership that will expand on
Successful Strategies for Marketing to Women

Margaret Gardner
Managing Director
Global Medical Communications, LLC

Women influence healthcare decisions for themselves, their family and their friends. In fact, surveys predict that women make about 75% of all healthcare decisions. Successful pharmaceutical marketers understand this dynamic and, as a result, ensure that they market their products with strategies designed to capture the attention of today’s women. Considering these compelling facts, what better topic for HBA members to explore than marketing to women?

Explore we did at the HBA’s April 3rd evening seminar, “What Women Want: Marketing to Women,” hosted by Bristol-Myers Squibb Company (Plainsboro, NJ). Indeed, a group of more than 200 HBA members gathered to collect new perspectives and compare strategies with colleagues. Although damp and dreary outside, the cafeteria at Bristol buzzed with excitement and discussion.

After the traditional meet, greet and eat period, Teri P. Cox, Senior Managing Partner, Cox Communications Partners (Lawrenceville, NJ) and Immediate Past President, HBA, opened the evening on behalf of HBA President Mary E. Cobb, CEO/President, PACE, Inc., (Parsippany, NJ). Nan Hutchinson, Senior Vice President of Marketing at BMS, served as host and moderator for the evening’s program.

Women: A Marketer’s Profile

The evening’s speakers, Diane Zuckerman, CEO PROMedica Communications Inc. (New York, NY) and Debra Newton, President of Newton Interactive (Pennington, NJ), represented two different methods of reaching women: direct-to-consumer education and use of the Internet. Although Zuckerman and Newton use distinctly different approaches to accomplish their goals, their suggestions about reaching women were surprisingly similar. They shared the importance of recognizing that women are communal. Relationships impact women’s individual healthcare decisions, as well as the healthcare decisions of all those they influence.
fluence. Women seek advice from their physicians the majority of the time, but also use a variety of other resources to collect information including magazines, brochures, family, friends, television, and the Internet. Women like to talk about issues, explore options, and get the advice of others before they act. Zuckerman observed, “Women like to connect, and they prefer to connect with those like themselves. Therefore, segmentation is important when targeting women. Marketers should consider lifestyle, life cycle stage, ethnicity, and income when developing focused messages.” Because women value relationships, pharmaceutical marketers have an opportunity to build a lifetime, one-on-one relationship with women consumers and use that relationship to build brand loyalty. Finally, women aren’t afraid to ask questions. Women will look for information they can trust. Pharmaceutical companies can readily build consumer confidence, or destroy it, based on the information they provide.

Many of the findings shared by Zuckerman were the result of a study conducted by PROmedica Communications, in concert with SELF magazine. Nearly 3,500 women responded to the survey. Important findings included:

1) women seek advice from their physicians regarding pharmaceutical drug use about 70% of the time;
2) 74% of women would choose a product that costs less if their physician approved of the product, and
3) 54% of women report getting confused by all of the “expert” advice currently available in print publications and on the Internet.

Zuckerman’s firm is using this information to develop a model for direct-to-consumer education that relies on relevant information, and building relationships with each individual female consumer.

**Breakout Session Highlights**

Ten breakout groups gave seminar participants a chance to share personal experiences and debate the merits of different marketing approaches. Following the group discussion, one member presented the two to three most important findings from their team. Following are relevant insights:

- Consider different packaging and advertising for women;
- Adapt your message to women, when appropriate;
- Market to the many different lives of women—wife, mother, daughter, professional, etc.;
- Bring clinical trials into mainstream awareness—increase the awareness of what is available;

**Reaching Women Online**

Newton used her experience in on-line marketing to review ten ways to reach women via the Internet:

- Build a one-to-one relationship.
- Leverage brand loyalty over a lifetime.
- Maximize peer-to-peer influence.
- Obtain feedback from your customers.
- Leverage multiple web-based communication channels.
- Consider technology comfort levels.
- Speak to women’s issues.
- Leverage the strength of multiple products.
- Build a strong foundation with clean design and simple navigation.
- Further the advancement of women in pharmaceutical and healthcare industries.

**MARKETING TO WOMEN—DISCUSSION GROUPS**

The following interactive discussion sessions were featured as part of this unique evening seminar.

- Measuring Consumer Response
- Top 10 Communication Methods—Women vs. Men
- Clinical Trials in Women and their Relationship to Marketing
- 10 Reasons why Pharma Companies Should Advertise on Web Sites for Women
- Marketing Family Healthcare to Women
- Targeting Female Healthcare Professionals
- Healthcare Products that Should be Marketed Differently to Women
- Top 10 Ways Managed Care Impacts Marketing to Women
- How to Sell Wellness Programs to Women
- Strategies for Marketing to Women of Color

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**Measuring Consumer Response**

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MARKETING TO WOMEN

- Use a personal approach when targeting women: tell more about product benefits than the product;
- Build a female patient image when talking to physicians (women have heart attacks too);
- Partner with physicians to get information to their female patients—use OB/Gyns to share information beyond their traditional disease focus;
- Use market research to sell management on the importance of female consumers;
- Allocate marketing budgets to different segments, including women.

The bottom line: Women impact more than decisions about “female problems.” Women, and their families, experience arthritis, depression, heart disease, and myriad other diseases. Marketers gain important visibility for their products if they recognize and capitalize on the influence of women.

WELCOME NEW MEMBERS

Anjum Abbasi
Pharmacia Corporation

Barbara Acciardi
SYNAVANT, Inc.

Lori Agin

Susan Bang
L'oreal

Samantha Barri

Hill and Knowlton, Inc.

Nicole Barnett RN, MBA
Covance

Isabela Batu MD
Sanofi-Synthelabo, Inc.

Gina Benincasa
Pharmaceutical Media, Inc.

Joanne Bintliff

AlphaGraphics

Peter Blake
Pharmaceutical Performance Institute

Lisa Blizzard
Berlex Laboratories

Jennifer Cook
Genentech, Inc.

Helen T. Cooke
Cooke Consulting Group

Marty Cop
Sara Crawford
Arnell Davis
Bristol-Myers Squibb Company

Anne Dayton
Esther De La Cuesta
Covance Periapproval Services

Deborah Diamond
Children’s Healthcare of Atlanta

Maureen Domingue
Torre Lazur Communications

Carol Doroba
IMPACT Search & Strategies

Jacqueline Cody Downing
AstraZeneca

Wendy Edwards
Eli Lilly

Yeets Essounga
Waterfront Computer Services

Margaret Farley
Hill and Knowlton, Inc.

Cheryl Fassack
Johnson & Johnson

Daphne Fergusson
Empire BC/BS

Donna Fordham
DJF Enterprise

Christine Franey
HMP Communications

Steven M. Freeman
BLP Group Companies

Cathy Friedman
Morgan Stanley

Simona Gallagher
The Medicines Company

Kim Gamble
Health Resource Publishing

Melissa Girgipriest
Novartis Pharmaceuticals Corporation

Taren Grom
PharmaLinx, LLC

Cynthia Gutierrez
Accel Healthcare Communications

Kristen A. Hanton
GIANT Creative Strategy, LLP

Leslie Hare
Sanofi-Synthelabo, Inc.

Jessica Harvey
Smith Creek Consulting, Inc.

Angela Hee DMD, MPH
AstraZeneca

Pharmaceuticals LP

David Henry
On The Scene Productions

Julie Holcombe
SimStar Internet Solutions

Kristen J. Holgerson
SCF Communications

Yvonne Honigberg
Institute for International Research

Esther Horowitz
MediVisions, Inc.

Julia Jarrett
Heyman Associates, Inc.

Robbin B. Jason
Pharmacia Corporation

Karen Kaplan
Fielstein-Hillard, Inc.

Deborah Kaufman
FischerHealth, Inc.

Darce Kay
OSI Pharmaceuticals, Inc.

Chumi Khurana
Bristol-Myers Squibb Company

Constance Kustas

Ellen LaNicca Albanese

Patrice Janaka & Company, Inc.

Elizabeth Leff
Phizer Inc.

Beth Lindow
Faxwatch, Inc.

Kathleen Linta
Thornton Medical Communications

Hilary Mack
Simstar Internet Solutions

Megan Marier
Watson Pharma, Inc.

Deborah L. Mather
Christinson Hutchinson McDowell LLC

Pamela Maddox
UNT Health Science Center

Joshua McNulty
SCF Communications

Lisa Mele
Advantage Healthcare, Inc.

Tendai D. Merriweather
Merriweather Consulting

Kathleen Miller
Northwestern Kellogg Graduate School

Julie Millward
Wyeth

Stacy Millard
Savvy Technologies

Carol Ann Mireider-Lang
Edward Newland Associates

Terry Moore
UNT Health Science Center

Genevieve Mylott
Pfizer Inc.

Valerie Nichols
Novartis Pharmaceuticals Corporation

Victoria Noble
Insight Interactive Group

Laura Nogeto
Johnson & Johnson

Cynthia North
Berlex Laboratories

Brooke A. Paige
Bristol-Myers Squibb Company

Erica Palmer
Faxwatch, Inc.

Nathalie M. Parker
Boharm

Searle

Jaye Peabody
Morehouse School of Medicine

Cathy Pellegrino
Corporate Planners Inc.

Wendy Persson
Merck & Co., Inc.

Janet Petrillo
Janssen Pharmaceutical

Rachel Plisster
AstraZeneca

Pharmaceuticals LP

Pamela Pinta
RBC

Robert A. Becker Euro RSCG

Preesi Pinto
AstraZeneca

Pharmaceuticals LP

Debbie Pleven
Carol Ann Poitras

MediVisions, Inc.

Charlene Polino
Barr Laboratories, Inc.

Elizabeth Pujolos
National Association of Chain Drug Stores

Marie Raperto

OCTOBER 3, 2002

EVENING SEMINAR

Leveraging an Idea Across All Media

Philadelphia, PA

5:30–8:15 PM

NOVEMBER, 2002

EVENING SEMINAR

Risk-taking: How to Know When to Jump

5:30–8:15 PM
SKILLS FOR SUCCESS
A CAREER-DEVELOPMENT COLUMN ON BUSINESS SKILLS

Whatever your current career position, you aspire to greater responsibility. Whatever your current skills, you must sharpen and expand them to achieve your next targeted level of accomplishment.

Not All Presentations are the Same!
How to tailor your presentation by size and space

Dorothy Leeds
President
Organizational Technologies, Inc.

Successful public speaking depends on mastering the constants and coping with all the details. However, one constant, one aspect that never changes is the role of the speaker. Why do we need public speakers? The answer is simple—to make information interesting and meaningful. That’s why my motto is: Never Be Boring!

You are most visible when delivering a presentation. Make it count! Every time you present to a large, medium, or small group, you must gain and keep the attention of your audience. Although this article will focus on the differences between speaking one-on-one, in a boardroom, and to thousands, there are many techniques and concepts that apply to all forms of speaking in all situations.

To gain and keep your audience’s attention you must:
- Never be boring!
- Have a clear and well-stated purpose;
- Be organized—for all those left-brain people;
- Open with impact, and close memorably;
- Reduce the amount of information, and speak from the audience’s perspective, not yours;
- Vary your voice, visual aids, and transitions.

Many of us speak in such varied situations—to the decision-maker, one-on-one, in a boardroom to a decision making group, and often to large audiences at company or industry conferences.

What are the differences and what approach works best for each? Let’s take each speaking situation—large group, boardroom, one-on-one and analyze it in relation to:
- Preparation
- Stage Managing
- Delivery
- Visual Aids

Preparation
Recently, I observed a physician running a meeting for 25 in a hotel conference facility. Arriving late, she had little time to prepare or check out the equipment or her microphone. Microphones are very sensitive to other amplifiers. The attending audiovisual technician never turned off the wall speakers that were permanently positioned around the room. Every time she moved—even a step—the resulting feedback was so horrible, that she was forced to speak without the mike. This diminished her impact vocally, for she had a soft breathy voice. She also appeared less prepared, thus further reducing her credibility.

Little things make a huge difference when presenting. Poor lighting, microphone feedback, and not having the proper markers can all have disastrous effects. All 3 speaking situations require preparation. The secret to being well prepared is to create a checklist, and ask questions.

Stage Managing
Large Group: If using a teleprompter, you must follow it word for word—no adlibbing allowed. Have your speech completely written out in a conversational style. Use contractions and short sentences. When I work with my clients, this is the most difficult part. Most speechwriters, even experienced ones, write for the eye, not for the ear. Use strong language and repetition for effect, and have a clear organized pattern. Utilize rhetorical questions to keep your audience’s attention, such as, “What are the real results of their innovative research?”

If you’re not using a teleprompter, there’s no need to write out the speech. But it must still be well prepared.

Boardroom: Provide an introduction for the meeting chairman, (if there is one) so he/she can introduce you. You should always write your own introduction, but it is better to have someone else deliver it: your boss, the host, a colleague. Find out how the meeting is structured. What’s the protocol for questions? Who are the decision-makers and thought-leaders? Prepare for difficult questions and interruptions. Practice staying in control.

One-on-one: Your success here depends on how well you organize your time, and the clarity and specificity of your purpose. I have found that people do not put much thought into preparing for less formal meetings, when they think they can “wing it.”
SKILLS FOR SUCCESS

periodically. Go early to your presentation area, or get a floor plan. The more you know about the setting, the space, and the lighting, the better. Know what’s going to happen before and after you speak. Will you be speaking behind a lectern, or on a podium? You can never ask too many questions. Have tissues, water, and a timer handy. Do not look at your watch. Make a complete checklist.

Boardroom: Find out in advance as many details as possible. Stand! You have greater impact. Find out how many people will be attending the presentation. Where will they be seated? Will they be wearing nametags? How will you identify each person there? Figure out the most beneficial placement for your visuals. Try to get an agenda, so you fully understand the flow of the meeting, and where you fit in.

One-on-one: Find out the setting for your presentation. There are many possibilities: office, small conference room, restaurant. Pick the most advantageous setting for you. If you will be in an office, it’s a good idea to use a desk for visual aids. Try using a desktop flipchart. If you need an outlet, find out in advance where one is located. If you need to do any projecting, be sure you have a clear white surface available.

Delivery

Large Group: Be aware of your visual impact; when communicating, your eyes are your most important feature. Use broad gestures and strong movement. Mentally divide room into sections (refer to the two diagrams on this page), and try to cover all areas equally.

Get comfortable with covering the space on the stage. A microphone gives you a wonderful opportunity to use both the highs and lows of your voice. However, watch the tendency to sigh. Look for places to add vocal emphasis, and vary your pacing. Move more quickly over less important information.

Boardroom: Curtail the broadness of your gestures to suit the smaller size of the room. If you don’t have to cope with a large conference, a “U” is the best seating arrangement for this type of presentation, but be sure to “work the U”. I recently observed a woman running her first major meeting and she had the room “U shaped,” but never really walked “into the U”. Using space efficiently is a wonderful way to demonstrate your confidence. If the seating setup is stationary, try to move around the large boardroom table, stopping to make key points. Establish eye contact with each person there. Use actual and rhetorical questions to help vary your voice.

One-on-one: Eye contact must be constant while using normal conversational gestures. Ask the right questions and listen. Don’t spend too much time in chitchat. If you are at a restaurant, you will probably chat longer. But don’t wait for dessert to get to the real business! Watch annoying vocal patterns (“Uhs,” “Oks,” “You knows,” “Sos,” and “Ahs”). Bad habits are often magnified in less formal settings.

Visual Aids

Large Room: Always have an alternate plan. Pay great attention to lighting, especially if you will be using and LCD, or computer. When using a slide or LCD projector, the more powerful the projector, the stronger the image, and there is less need to lower the lights. Try to be in a room where the lights are controlled and there are none directly above the screen. This reduces the need for light dimming. Remember: attention decreases in direct relation to intensity of light. Use bright colors, not dark, when creating visuals. When using slides, watch your laser pointer. Use it as you would a regular pointer; do not circle it around as if Tinker Bell were loose in the room.

Boardroom: Try for multimedia: use computer-driven slides, plus flipcharts. Many of my clients have become fans of my two-flipchart strategy. I advise them to use two, with at least ten feet or more between them. Flipcharts are the least problematic, most interactive, and encourage horizontal (side-to-side) movement. Horizontal movement engenders more interest than vertical (forwards-and-backwards) movement.

One-on-one: In this setting, brochures and product descriptions work best. Computers or desktop flipcharts can be used in an office. Be flexible and use what is available. If the office boasts a flip chart, use it!

Public speaking is an equal opportunity event. It is an area where women can shine and move their careers forward. Practice may not make perfect, but it will certainly add to your confidence, visibility, and build your career. I have had the pleasure and honor of working with many women who have risen much more rapidly because of their efforts to become more effective communicators. I advise all my clients to say “yes” to every speaking opportunity. And I hope you will, too!

Dorothy Leeds, author of PowerSpeak, Smart Questions: The Essential Strategy for Successful Managers, and The 7 Powers of Questions provides keynotes and workshops for many companies like Pfizer, Novartis, Physicians World, and Embryon. She can be reached at dleeds@dorothyandleeds.com, or at (212) 864-2424.

The HBA Bulletin invites you to contribute to this column. Tell us what skill-building topics you would like to see covered in the future.
HBA CHAPERS UPDATE from page 1

a strong network to raise awareness of the Boston Chapter of the HBA within the community,” Gonye said.

• Individuals who wish to join the Boston Chapter of the HBA may now do so online at www.hbanet.org.

The San Francisco/Bay Area (SFBA) Chapter of the HBA

HBA-SFBA hosted their first Annual Dinner on Tuesday, May 21st, at the San Mateo Marriott. “The event was a phenomenal success, with more than 270 attendees and a wave of positive feedback and support from women healthcare professionals in California,” noted chapter President Gayathri Koundinya. “We also received terrific ideas for future events and isolated some topics of strong interest to women in the pharmaceutical, device and biotech sectors. We hope to create compelling forums that will foster opportunities for discussion, education, problem solving, and personal growth in 2002 and beyond.”

At it’s first Annual Dinner, former HBA “Woman of the Year,” Myrtle Potter, Executive Vice President, Commercial Operations, and Chief Operating Officer, Genentech, Inc. (South San Francisco, CA) presented the keynote speech for the evening on the topic, “Providing Growth in Today’s Biopharmaceutical Environment.” Also recognized at the event were Rising Stars from Genentech and Guidant Corporation (Santa Clara, CA). The chapter awarded the Star Volunteer Award to Sally Lind, HBA-SFBA Treasurer, for her dedication and extraordinary contributions. This was truly a high profile, well-attended event, that gives HBA-SFBA great momentum as it moves into the fall season.

Top Ten Things to Do This Summer

Traditionally, summer is the season to relax and take advantage of long days and less stressful work hours. Even the busiest executive takes a breather during the summer months. Here are some tips, based on an informal survey of your peers, for making this summer the best yet.

• Family First. We all say this, but often we are not as good at living up to our words as we would like to be. Take time this summer to evaluate your schedule and to see how you can give more quality time to your family.

• Get Out! No excuses anymore—it’s warm, it’s sunny, and the fresh air is calling you. Heal your winterized head, heart and thighs with a bike ride, some tennis, a run or even a walk. Make this a part of your summertime routine.

• Explore Another Side of Yourself. Identify a part of yourself that is not satisfied by your work and home life. Then, find something to meet that need. Join a class at your local Y; get active in your church or synagogue. Did you always wish you had taken art history instead of economics in college? Do it! Sign up for a class at the Metropolitan Museum of Art in New York City or simply go on a tour of a new exhibit. Audit classes at a local university. It’s all possible.

• Pleasure Reading. Indulge in a trashy beach book or some other interesting, engaging read. The goal is enjoyment—not a lofty intellectual pursuit.

• Sleep. Most of us tend to go through life in a sleep-deprived state. That’s no good. In fact, sleep deprivation will shorten your life—both in quantity and quality of years. Use the slower summer schedule to adopt saner sleep patterns and try to stick with them when the fall and winter seasons descend.

• Eat well. Fresh fruits and vegetables are hallmarks of the summer season. In addition, the warmer weather tends to decrease our appetites. So, take advantage of these two dietary pluses and get your eating habits back in check. No more double portions. No more potato chips as a snack. Stock your fridge (home and office) with light summer delights and get into a healthy eating pattern that will carry you fit and trim into the winter.

• Vacation Sanely. Don’t look at your summer vacation as a license to eat and drink to excess, burning the candle at both ends. “I used to diet like crazy before my summer vacation,” says one HBA member. “Then, I’d go away for two weeks and come back heavy, bloated and exhausted. That’s not really the point of a vacation, is it?” Enjoy your time off, but remember that you want to feel good about yourself when you come home. Moderation is the key.

• Try a New Look. Want to get the gray out? Get a tan? Go blonde? Try nail tips, hair extensions, a new wardrobe . . . a new you? Summer is a great time to experiment with all of these self-improvement twists and turns.

• Catch-up on Personal Healthcare. Healthcare is what we are about in this industry. Yet, how many of us blew off our last mammogram appointment or have rescheduled the dentist for the third time in a row? We are so busy taking care of others, we forget about ourselves. Book your key healthcare appointments this summer and keep them!

• Revisit Your Spirit. Whether you are a member of an organized religion or not, you undoubtedly have a spiritual side. You also are likely to be ignoring that spiritual side because of work and family demands. Take time this summer to rebuild your spiritual side. Pray, Think, Meditate, Volunteer. Sit in church. Sit in temple. Sit under a tree—you will get closer to yourself and more centered within the often overwhelming world in which we live.
organ and tissue donation in this country, has learned the value of making strong business connections. “The HBA members are generous with their time and sincerely interested in each other,” she said. “Their stories are inspirational as well as educational.”

Networking success wasn’t limited to industry contacts alone. In fact, long-time HBA member, Karen Mazal, President, Executive Connections, Inc. (West Orange, NJ), was able to connect with Yoel Borgenicht, President, YB Services, New York, NY. Not only is Yoel in the same industry, he is a long-lost relative! "I just found out that his grandmother was my great-grandmother’s sister," Mazal told the HBA Bulletin during an interview onsite. “I’ve attended family reunions with her without even realizing it,” said Borgenicht. “We are in the same industry, and in the same family, but we never knew it!” They both plan to see one another at future HBA meetings and get better acquainted outside of business as well.

Opening Remarks Set A Congenial Tone

Remarks by HBA President, Mary E. Cobb, CEO/President PACE, Inc. A Lowe Healthcare Company ( Parsippany, NJ), event host Patricia Pesanello, Director, PricewaterhouseCoopers LLP (Florham Park, NJ), and HBA’s Co-director of Career Development, Anne Camille Maher, Consultant, Health Leaders (Hopkinton, MA), underscored the kindred spirit of HBA members who consistently seek to enhance their careers via professional education and networking.

“It is our pleasure to host this event, which will focus on exchanging and learning lessons from each other,” Pesanello said. She provided attendees with a useful handout that succinctly profiled the key qualities of the HBA “Woman of the Year” (WOTY). In keeping with the career enhancement theme of the evening, the handout identified descriptors such as “forward thinking,” “builder of team relationships,” “flexible to change,” “constantly learning,” “passion and perseverance,” “quick decision-maker,” “respect for peers,” and “love of work” that past WOTY winners have credited with helping them to succeed.

“You all brought what is really necessary to achieve a career breakthrough for yourselves this evening,” said Camille Maher as she introduced the roundtable portion of the event.

Roundtable Breakout Sessions

At the heart of the evening were the roundtable breakout sessions. During these 30-minute segments, attendees were encouraged to join a discussion at any one of 16 tables. Each
small discussion group was hosted by a Rising Star (see boxed insert on this page). After a brief career synopsis, discussion leaders asked participants to introduce themselves to the others at their table. Business cards were then exchanged, as each roundtable participant engaged in one-on-one networking within her discussion group. After this, the Rising Star host at each table encouraged the breakout group members to ask any and all questions they wanted to, in order that each table could benefit from the host’s career experience. After the first 30-minute breakout, attendees switched to another table to meet and learn from a different Rising Star. The result of this dynamic format was nothing short of spectacular.

“I’ve never been to an event that allows for such high level, one-on-one networking,” said Melissa Dietz, Senior Clinical Account Manager, Impact Health (Somers, NY).

“It’s not always possible to meet the Rising Stars at WOTY,” said another attendee. “At this event, you not only get to meet many of them, you get to learn from them and exchange business cards with them. This evening is filled with opportunity.”

Pearls of Wisdom

As each Rising Star answered questions from her fellow discussants, pearls of career wisdom were shared.

- Don’t move forward too quickly. Take the steps needed to get solid foundational learning. Develop the skill sets you need. Don’t pass up opportunities, but don’t jump over key steps to get to where you want to be.
- Interpersonal skills can be more important than technical skills. You get hired for technical skills, but you get fired for interpersonal skills.
- Network. Take part in learning and joining. Belong to and participate in professional organizations such as the HBA.
- Never manage two people the same way.
- Think not only about what you will say, but how it will be heard.
- Don’t underestimate the value of volunteerism.
- Stick your neck out.
- Take a part of the business that no one else wants and make it yours—make it work. Be a star.
- Identify what is good in yourself that is going to make you good at what you do.
- Go into a job interview knowing what they want and position yourself accordingly.
- After a job interview, be meticulous with your follow-up.
- Emotion is for your home life.
- Challenge yourself.
- Mentor and be mentored.
- Go out in the world and figure out what it is you want to do.
- Making a change isn’t the same thing as quitting.
- Learn to say: “I want your business.”

In a closing quote from the evening, Shellie Caplan, President, Caplan Associates, Inc. (East Hampton, NY), shared a comment from one of the roundtable discussants that seemed an appropriate conclusion: “I belong to a lot of professional organizations, but with the HBA, I feel like I’m home.”
Looking Forward with the HBA

The women of the HBA have clearly made an impact on the pharmaceutical industry. The first half of 2002 has been a time of recognition, achievement, and rising stars! In June, we had the opportunity to meet many of the 2002 HBA Rising Stars and to learn about their experiences and the strategies they have used in developing and advancing their careers. This well-attended program provided excellent insights for all.

Now, we have entered the summer season and vacations are upon us. We usually look at summer as a time to rest and rejuvenate, to spend time with family and friends, and to take vacations that can either be low-key, or exotic and adventurous.

However, we often don’t look at vacations as a time to enhance skills, gain knowledge, or have experiences that are important to professional and personal growth. Just think of the many great experiences we can have on a vacation—I am, as I have just returned from a family vacation. True, this type of get-together has its share of challenges—bringing together more than 10 people, including a sister, brother, niece, wives, husbands and Dad(!), always does. But, the rewards can be and were tremendous . . .

- **During my morning hikes or runs . . .** I experienced the beauty of nature, the peace and quiet of the outdoors, and a calmness that puts our too busy lives into perspective.
- **While at the beach . . .** I experienced the power and repetition of the surf, and was again reminded that life is a continuum and we should always make the best of every minute of every day.
- **When spending time with my 4-year old niece, Ellie . . .** I was reminded of the importance of sharing (“You should always share your pool toys!”) and the importance of slowing down to experience the wonders around us.
- **When I was with my 83 year-old Dad . . .** I practiced a lot of patience but, most importantly, I experienced the joy of just being together as a family and as friends.
- **While traveling to visit my family . . .** I was reminded of what you can learn by taking time to talk to people from different parts of the country and the world.

I wish you the best for a most enjoyable and rewarding summer.

**Looking Forward to the HBA Fall Schedule**

For the HBA, the fall schedule is being planned. Starting on September 12th, Pfizer will sponsor the program on “Negotiation Skills.” This is followed on October 3rd by a program on “Leveraging an Idea Across All Media,” sponsored by GlaxoSmithKline. Finally, in November, we will address “Risk Taking—When to Make the Move.” We expect large attendance at all of these programs, so please mark your calendars now.

The HBA is focused on supporting women in the pharmaceutical industry to achieve their overall professional goals. We are pleased that so many women continue to join the HBA and welcome the over 400 new members who have joined the HBA in the last few months.

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**Call for HBA Bulletin Contributors**

The HBA needs volunteers to cover events and write articles for the HBA Bulletin.
- **Complimentary attendance at event covered.**
- **Byline and small author bio to run at end of article, if desired.**
- **One- to two-week deadlines from date of event.**

*If you are interested, please e-mail: Britta Herlitz, Editor, HBA Bulletin hhc@prodigy.net*

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