SARAH HARRISON HONORED AT WOTY LUNCHEON

Biggest Event Ever Marks HBA’s 25th Anniversary

Gail R. Safian
President, Safian Communications, Inc.

This was the biggest HBA “Woman of the Year” (WOTY) luncheon ever, with more than 1,800 people turning out to honor Sarah S. Harrison, Vice President, Customer Strategy Integration, Public Affairs, AstraZeneca Pharmaceuticals LP (US business headquarters in Wilmington, DE). This WOTY also may have been the most moving ever, as four of the six women who founded the HBA 25 years ago reminded us of how far we have come, and of the challenges that still lie ahead.

Co-Founders Recognized

Four of the original co-founders: Ruth Smith, MD, Director of Personnel Health Services for St. Vincent’s Catholic Medical Centers (New York, NY); Millicent Gryczka, Pharmacist, St. Barnabas Hospital (Bronx, NY); Sheila Sinkking, Vice President, Veritas Communications, Inc. (White Plains, NY); and Peg Dougherty, CMP, President and Owner, Custom Made Meetings, Inc. (North Egremont, MA), shared candid reminiscences in a tightly edited video produced by Osprey Communications (Greenwich, CT). They recalled the days before faxes and e-mail, when more than one of them was told, “We’d love to hire you but we can’t because you’re a woman.” They thanked “a few men with vision” for helping women in the healthcare industry to progress and succeed over the years. The two other co-founders, Barnswell (Barni) Elliott and Dianne Anderson, were unable to attend.

“The HBA’s continued growth, our evolution into a national organization with chapters from coast-to-coast, record membership, and the sell-out crowd today, all attest to the fact that the HBA’s mission to support the advancement of women in the healthcare industry is now more important than ever,” said Teri P. Cox, Immediate Past President of the HBA, Co-chair of the Woman of the Year Committee, and Senior Managing Partner at Cox Communications Partners (Lawrenceville, NJ).

More than 60 people sat in places of honor on the dais, and the largest ballroom in New York City, at the New York Hilton, was filled with 149 tables on the main floor and many others ringing the balcony above.

HBA President Mary E. Cobb, CEO and President of PACE, turn to 2002 WOTY EVENT on page 10

HBA’s 2002 Rising Stars

The “Rising Star” Award recognizes women from the HBA’s corporate member companies whose outstanding accomplishments make a difference in the industry and inspire others. Following are the HBA’s 2002 Rising Stars.

Jennifer Boehmer
Senior Vice President,
Management Supervisor,
KPR

Sharon Boyle
Account Supervisor,
Merkley Newman Harty Healthworks

Anna Buckley
Senior Media Planner,
Communications Media, Inc.

Karen Carlisle
Director, Government and Public Affairs, Solvay Pharmaceuticals

Amy Clarke
Vice President, Marketing & Brand Management, Thomson Healthcare/Medical Economics Company

turn to 2002 RISING STARS on page 8
MEETING HIGHLIGHTS

WYETH-AYERST PHARMACEUTICALS HOSTS THE HBA’S MARCH SEMINAR

We’re not alone in the world; the environment in which we work changes all the time. The question is, will you change with it... or will you be changed by it? The Wyeth-Ayerst seminar, “Being Prepared: Resilience in Times of Change,” addressed these phases and offered tips on how to manage them successfully.

The Phases of Change

There are three phases of change, according to Farrell:

**Phase I:** The time period prior to the change happening (whether the change is self-perpetuated or happens unexpectedly)

**Phase II:** The time period during which the change occurs

**Phase III:** The time period after the change.

Each of the evening’s five expert panelists addressed these phases and offered tips on how to manage them successfully.

**Strategic Thinking and Preparedness:**

Don’t Play it Safe: Elizabeth McKee Anderson, Vice President and General Manager, US Vaccines Business, Wyeth (Radnor, PA)

“Drive your career. Seek out your own opportunities and avoid playing it safe. Be realistic about what it takes to make it to the top levels of your organization. Always try to build on skills which are transferable,” McKee Anderson said. Indeed, she lived this advice, starting...
out in engineering and eventually steering her career in an entirely new direction—to biopharmaceuticals.

“I have been in this business for almost 19 years and am coming up on my 5th year at Wyeth,” she said. Through some risk-taking and self-determination, McKee Anderson learned a great deal about thriving in the face of unexpected change and about making beneficial career changes happen.

Mental preparedness for change and willingness to risk going after what you want are critical components of surviving and coming out ahead, she concluded.

Know Who Holds the Power: Heidi Hunter, Vice President, Global Women's Health Care Strategy, New Products Marketing and Licensing Evaluation, Wyeth (Radnor, PA)

“Women and men need to understand that there are power bases in all organizations. However, the players may or may not have the titles to go with the power and influence they have over key organizational decisions. In other words, those with the power are not always the ones you'd expect—they are not always the people above you or in front of you,” she explained.

Hunter became a skilled power broker as she navigated a career path replete with change—earning her MBA at night and taking advantage of several opportunities to work abroad for various companies before joining Wyeth. According to her, how you approach power bases within your company and how you demonstrate the ability to power broker are key elements to your long-term success.

“The only way to get in touch with industry power bases is to get out there—talk to people at your organization and in the industry in general—get involved. If you are too busy to do this, then you are hurting yourself because knowing the people who have influence is imperative if you want to break through and get your ideas heard.”

It’s Business, Not Personal: Denise Peppard, Senior Vice President, Human Resources, Wyeth (Radnor, PA)

“It is important for women to constantly stay in a business frame of mind while working. We need to avoid personalizing business conflicts or confrontations. Women should ask themselves this question before they present new ideas, recommendations or concerns to others: Are there data to support my opinion or idea? Does my business rationale outweigh the rationale for maintaining the status quo?”

Peppard began her career in finance at General Motors (Detroit, MI). Since that time, she has earned an MBA, changed her career path, helped to pioneer new approaches to organizational development, survived two divorces and raised a family that includes a daughter with severe epilepsy. Her advice stems from first-hand experience with the value of keeping work and life separate—especially during times of change.

“Be careful what you bring to work—even in the face of personal conflict or hardship. Try to keep your mind on business and don’t make what goes on at work personal. It shouldn’t be personal at work,” she said.

Work-Life Balance in the Face of Change: Lawana Weldon Dumas, Director, Global Business Strategies, Medical Education Network (New York, NY)

“I’ve made many choices in my career—always prioritizing the needs of my family first. This has meant, at one point in my career, leaving a job and a company that I was very happy with and moving to the next state. I have no regrets because the only thing I sacrificed was a title.”

Dumas’s career took her through a variety of jobs, primarily in pharmaceutical sales and product management. Work, raising a family and taking some time off to earn an MBA kept her life full of positive change. However, she did not experience these changes in a vacuum. As a wife and mother, Dumas was aware of the impact her career had on her family.

“My husband moved for me twice,” she explained, adding that when an opportunity came for him to get a great job out of state, she knew it was time to make a change for him.

“More recently, I reevaluated my career and family life and realized it was time to make another change,” she said. “I had one child who was about to enter school and another who was about to enter middle school—these are important times in a child’s life.” For this reason, Dumas decided to take a job that allowed her to work from home. “My new job gives me more flexibility and important family time but it also expands my skill set, enhancing my marketability by allowing me to gain experience across a broader spectrum of therapeutic areas,” she said. In summary, Dumas underscored the importance of knowing what you want, making changes that make sense, and keeping family in the equation when it comes to making career choices.

After the panelists completed their presentations, the audience broke into discussion and networking groups. The evening ended with an informative Q & A session that helped to bring home some of the seminar’s key points.

HBA CALENDAR

JUNE 6, 2002
Meet the Rising Stars
PricewaterhouseCoopers, LLP
New York City
5:30 –8:15 PM

SEPTEMBER 12, 2002
EVENING SEMINAR
Negotiation Skills for Women
Pfizer Inc.
New York City
5:30 –8:15 PM

OCTOBER 3, 2002
EVENING SEMINAR
Leveraging an Idea Across All Media—the Martha Stewart Approach to Healthcare Marketing
Philadelphia, PA
GlaxoSmithKline
5:30 –8:15 PM

NOVEMBER, 2002
EVENING SEMINAR
Risk-taking: How to Know When to Jump
Date and location to be announced

SPECIAL THANKS TO:
Program Sponsor: Wyeth
Program Organizer: ALMA GREER, Associate Director, Career Advancement, Wyeth

HBA Bulletin  May/June 2002
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Back to the Basics: What Every Medical Marketer Needs to Remember About Branding

Faith S. Tomases
Tomases+Company, New York, NY

In this era in which brands are so important, it is crucial that marketers don’t lose sight of the basics of branding—the essential elements that define any brand’s success (or failure). This article reviews the key components of branding, exploring what a brand is, why brands have become so important and what the trends are in brand management.

What is a Brand?

A brand is a name or trademark that identifies a product or service as coming from a specific source. A brand represents the feelings, experiences and associations of consumers. Where a product provides tangible benefits—such as cleaning your clothes—a brand represents the intangibles that consumers value.

Brands endow a product with credibility, assurance, status, quality. They allow marketers to differentiate on the basis of attitude or image rather than concrete attributes. And, most important, brands are the way marketers reflect their product’s positioning.

Positioning is the relative place in their minds consumers put a brand: For Adults or Children. Extra Strength or Mild. Every Day or Occasional Use. Daytime or Nighttime. Especially for Seniors. Extra Strength or Mild. Alka-Seltzer Plus or Children. Extra Strength or Mild. Alka-Seltzer Plus or including obsessive-compulsive disorder and post-traumatic stress disorder. And Vioxx, while advertised for osteoarthritis, is also indicated for severe pain in adults and primary dysmenorrhea.

Critical to this kind of branding is research as to how far a brand name can be extended from its base product and still be viable. Consumers cannot make the leap with some brand names or the new category does not conceptually fit and the entries fail.

1. Cross-CATEGORY Brand Extension—An outgrowth of the first trend is the use of sub-brands marketed under a parent umbrella name. For example, Dr. Scholl’s stands for foot care and comfort. When the company developed specialty products to use just for blisters and calluses, wart removal and pedicures, they introduced the sub-brands Cushlin, Clear Away and Pedicure Essentials. The sub-brands are used to sell the line to a larger audience and to indicate that there is a significant difference in the products. By identifying these new products with a sub-brand and the Dr. Scholl’s parent brand, the marketers brought the Dr. Scholl’s reputation and heritage to a new area. Ortho-McNeil Pharmaceutical has pursued a similar strategy with Ortho Tri-Cyclen for birth control and Ortho-Prefest for use during menopause, while Johnson & Johnson capitalized on the Band-Aid brand recognition in its

Brands Are Big Business

A known brand brings with it recognition, confidence, a sense of quality. It is a vehicle for creating an emotional bond with the consumer. Brand names are now considered so valuable to corporations that they are assigning them dollar value on their balance sheets. One vice president of Coca-Cola was quoted as saying that if all the physical assets of The Coca-Cola Company were destroyed tomorrow, whoever owned the rights to the trademark could immediately get a loan to rebuild everything.

As it becomes increasingly expensive to introduce new products, and since the majority of new drugs in development will never reach Phase III trials, it is less risky to enter a new product or market with an existing brand name. Following is an outline of the major trends in branding today:

1. Cross-CATEGORY Brand Extension—Because brands have so much power to sell and develop customer loyalty, and because they have their own heritage, brand names increasingly are being used to allow marketers to broaden their segment’s offering or to enter new product categories via revised formulation or new indications. For example, the Tylenol brand is now on products for cough and cold, flu, sinus pain, nighttime, children, women, and extended relief of arthritis pain, in addition to the initial regular and extra strength varieties. Alka-Seltzer Plus moves that brand from upset stomach to cough and cold symptoms. Zoloft, once indicated solely for depression, is now approved for severe affective disorders including obsessive-compulsive disorder and post-traumatic stress disorder. And Vioxx, while advertised for osteoarthritis, is also indicated for severe pain in adults and primary dysmenorrhea.

Critical to this kind of branding is research as to how far a brand name can be extended from its base product and still be viable. Consumers cannot make the leap with some brand names or the new category does not conceptually fit and the entries fail.

2. Umbrella Brand/Sub-brand—An outgrowth of the first trend is the use of sub-brands marketed under a parent umbrella name. For example, Dr. Scholl’s stands for foot care and comfort. When the company developed specialty products to use just for blisters and calluses, wart removal and pedicures, they introduced the sub-brands Cushlin, Clear Away and Pedicure Essentials. The sub-brands are used to sell the line to a larger audience and to indicate that there is a significant difference in the products. By identifying these new products with a sub-brand and the Dr. Scholl’s parent brand, the marketers brought the Dr. Scholl’s reputation and heritage to a new area. Ortho-McNeil Pharmaceutical has pursued a similar strategy with Ortho Tri-Cyclen for birth control and Ortho-Prefest for use during menopause, while Johnson & Johnson capitalized on the Band-Aid brand recognition in its

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introduction of Band-Aid Blister Block.

3. Licensing—As brands are increasingly used to position and differentiate on the basis of a lifestyle, attitude or image, the brand name takes on a life of its own. Marketers can increase revenue by licensing the brand name for categories further afield from its original product base. For example, the Playtex brand is used in nursing products and tampons as well as bras and other apparel. In these instances, the value of the brand feeds off itself. Brand awareness is expanded and advertising becomes stronger and more effective since one ad supports the brand name in all categories.

4. Globalization—Brands are marketed internationally and brand names are recognized around the world. This is happening because companies want to grow and going overseas is one way to expand their markets. The global marketplace and direct-to-consumer advertising campaigns that extend well beyond our shores have made overseas consumers accustomed (and loyal) to many US company brand identities.

5. Co-Branding/Dual Branding—Two names are better than one. By jointly marketing and promoting branded components of ingredients, marketers increase the quality perception and capitalize on existing brand recognition and loyalty. Not only do computer manufacturers promote their Intel Inside, but Betty Crocker highlights Hershey's Dutch cocoa in its SuperMoist Cake mix, while L.L. Bean coats are made with Gore-Tex fibers. In the pharmaceutical world, Gas-X now contains Maalox and Abbott Laboratories' glucose testing products are dual branded MediSense Precision.

6. Family Branding—Some marketers segment their product offering within the original business category to grow by bringing a broader base of consumers into their franchise. This is often done to expand the price or quality range or to indicate a different usage occasion. Wyeth Consumer Health Care has done this with Centrum Silver, Centrum Performance and Centrum Kids. There is GyneCort and Gyne-Lotrimin, Clear Blue and Clear Plan Easy, and again Abbott Laboratories' Precision PCx, Precision Q.I.D., Precision Xtra, Precision Sure-Dose and Precision Link.

7. Private Label—Because brands, especially national brands, elevate the perceived quality level, many retailers are developing brand names for their private label or proprietary products. These names serve to separate the store or house brand from generics and also establish reputation and loyalty. For example, A&P's house brand has gone from Anne Page to America's Choice and Home Depot has Husky Tools. The power of brands is reflected in how they are copied by the house brand or generic. For example, the Duane Reade store brand of stomach reliever is a pink product branded Pink Bismuth while their cough product is Tussin, respectively cannibalizing the Pepto-Bismol and Robitussin brand equities.

8. Celebrity Brand Endorsement—Because celebrities are already known by consumers and their names already have recognition in the marketplace, pharmaceutical manufacturers are capitalizing on them to endorse brands. By associating their name, their reputation and achievement, and their image and persona with the brand, the celebrity spokesman reinforces the brand's position. This is exemplified by Olympic figure skating champion, Dorothy Hamill, speaking for Vioxx and by the switch in Viagra promotion from Bob Dole to a younger Mark Martin as spokesperson.

9. Franchising—Brands represent a promise—of consistency, of quality, of what you are going to get. Consumers can walk into a McDonald's anywhere in the world and get a hamburger with no surprises. The strength of brand names has led to the growth of franchises and chains. Opening Lenscrafters in a new city or neighborhood allows a retailer to bring the recognition and equity of the brand name to his business and a stature that Mainstreet Opticians just does not have. As a result, however, the large brands and chains are causing the demise of the corner bookstore, hardware merchant, restaurant and drugstore.

10. Revitalization—Brands have life cycles and successful management is important to their survival. Some brands have remained steady in the marketplace over time, such as Colgate. Some go out of favor or disappear, like Ipana. St. Joseph's brand aspirin is an excellent example of a brand that has seen a new life. Barely staying alive as a product for children, the marketers have capitalized on the new daily use of aspirin for heart health care and cardiac prevention. The brand has been repositioned as low strength for adults, and with new packaging and marketing communications, sales have taken off.

What are the lessons of these trends for the pharmaceutical marketer to successfully build or preserve a brand? First, as the world becomes more complex, as the number of products mushrooms, as the importance of brands grows and as the designated target market becomes more specific, it is critical that the marketer create a unique positioning, a focused appeal, a distinctive image and a clear message.

Second, it is imperative that marketers develop strong brands to establish trust and to put brand loyalty in place, so that as patents expire, consumers will want and ask for the brand name instead of accepting the less expensive generic. And, as prescription products move to OTC, brand loyalty is maintained.

Third, with the growth of competition and the increasing use of expensive consumer advertising to pull demand, elements of branding must be in place to assure that marketing efforts and expenditures are made effectively.

Faith S. Tomases is an identity strategist with expertise in the specific problems of image, naming and nomenclature systems and marketing communications. She specializes in the analytical, strategic and marketing components of identity and communications programs. She founded Tomases+Company in 1990 and works closely with clients and their agencies to understand and create the strategies of brands. For more information, Ms. Tomases can be contacted at tomases.co@att.net.

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.
MARIANA PALACIOS
Partner, The Trillium Group, LLC

As the HBA has grown and prospered over the years, the organization has come to depend on the tireless efforts and dedication of the many volunteers who serve and have served on the HBA Board of Directors, Advisory Board and committees.

The HBA is pleased to honor its own “Star Volunteer,” Mariana A. Palacios, Secretary of the HBA, for her many years of service and outstanding contribution to the growth of the HBA.

A Board member for the past six years, Mariana held a number of important positions, including Seminars Committee Chair, Ad Hoc Director of Marketing and Co-director of Marketing, during which she played major roles in the HBA’s new branding and expansion efforts and in the formation of its chapters. Without Mariana’s commitment of time and talent, these developments would not have happened.

Mariana is a founding partner of The Trillium Group, LLC (Penns Park, PA), a strategic marketing consulting company serving the pharmaceutical and biotech industries. The Trillium Group provides marketing and product management services such as forecasting, marketing strategies development, business assessments and launch planning. She also serves on the Institutional Review Board of St. Mary’s Medical Center in Langhorne, PA.

Congratulations and many thanks to Mariana Palacios for her enthusiasm, drive and dedicated efforts to support the HBA’s successful expansion into a national organization.
HBA Chapters Welcome Their 2002 Boards

THE ATLANTA CHAPTER OF THE HBA

**PRESIDENT**
JAN HANNON
President, Envision Communications, Marietta, GA

Hannon has been at the helm of this first HBA chapter since its inception, helping it to grow steadily and to provide a valuable network for the healthcare businesswomen in the region.

**VICE PRESIDENT**
SHARON LARRISON, Senior Care Area Manager, Novartis Pharmaceuticals Corporation, Duluth, GA

**SECRETARY**
LORRIE HILGEMAN, Vice President, Envision Communications, Marietta, GA

**TREASURER**
BRENDA KAYE, Marietta, GA

**DIRECTOR OF PROGRAMS**
LINDA BISHOP, Atlanta, GA

**DIRECTOR OF MEMBERSHIP**
DEBORAH COOGAN SELTZER, Partner, Ray & Berndtson, Atlanta GA

**THE BOSTON CHAPTER OF THE HBA**

**PRESIDENT**
KARLA GONYE
District Manager, Schering Plough Corporation, New England region, Plymouth, MA

Gonye was recommended to join the HBA by her manager as a development opportunity. “Soon after I started receiving the mailings, I was inspired and wanted to get involved,” she told the Bulletin in a recent interview. “I jumped at the chance to begin a chapter in Boston. Based on the calls and weekly e-mails I receive, there is definitely a niche here.”

**PRESIDENT-ELECT**
KATHY KEOUGH, Director of Regulatory Affairs, Pharmaceutical Strategies, Waltham, MA

**SECRETARY**
MISSY POPP, Senior Advertising Executive, Weber Shandwick International, Cambridge, MA

**TREASURER**
ANITA YOUNG, Director of Continuing Education, Massachusetts College of Pharmacy and Health Sciences, Boston, MA

**DIRECTOR OF PROGRAMS**
SARAH LIND, Independent Medical Education Consultant, San Francisco, CA

**DIRECTOR OF MEMBERSHIP**
KATHRYN TESAR, Senior Account Supervisor, Hill & Knowlton

**CHAIR OF CAREER GUIDANCE COMMITTEE**
WENDY SHELDON, Owner, Sheldon Design Studio, Dunwoody, GA

**BOARD MEMBER AT-LARGE**
JANIS WILLIAMS, Customer Program Manager, Novartis Pharmaceuticals Corporation, Roswell, GA

**THE SAN FRANCISCO/BAY AREA CHAPTER OF THE HBA**

**PRESIDENT**
GAYATHRI KOUNDINYA
Independent Consultant, San Francisco, CA

Koundinya led the formation and development of the San Francisco Bay Area Chapter of the HBA since its beginning. Her efforts have led to the successful recruitment of nearly 200 members and a talented Board of Directors.

**PRESIDENT-ELECT**
KRISTIN JACOBSON, Independent Consultant, San Mateo, CA

**DIRECTOR OF PROGRAMS**
BRONTE ABRAHAM, Manager, Client Services, Helix Medical Communications, San Mateo, CA

**SECRETARY**
SUSANNA CHAU, Associate, Corporate Communications, Exelixis, South San Francisco, CA

**TREASURER**
SARAH LIND, Independent Medical Education Consultant, San Francisco, CA and New York, NY

**DIRECTOR OF PROGRAMS**
TAMARA MCLAWHORN, Territory Manager, Schering Plough Corporation, Plymouth, MA

**DIRECTOR OF MEMBERSHIP**
HEATHER SIMONSEN, Director of Marketing, Cholestech Corporation, Hayward, CA

The Boston Chapter of the HBA has not yet held elections for 2002. Their Board of Directors is in development and will be formally announced in the HBA Bulletin once it has been established.
Inc. (Parsippany, NJ), introduced a theme that was reiterated and expanded on by other speakers throughout the day. “We are here,” she said, “because we care about women in the healthcare industry and about making a difference in the lives and health of people throughout the world. We are as diverse as the populations we serve—people with different goals and aspirations, working in partnership with our male colleagues to make important contributions to healthcare in many ways.”

**Rothwell Honored for Mentorship**

The second annual HBA Honorable Mentor Award was given to **Timothy Rothwell**, Executive Vice President and President, Global Prescription Business, Pharmacia Corporation (Peapack, NJ). He also serves as a member of the HBA Advisory Board.

“Dare to dream!” Rothwell said. “Don’t accept the notion of status quo; ignore artificial limits. Look beyond practicalities to possibilities.” As to his long-term commitment to being a mentor, he said, “It’s a little embarrassing to get an award for doing what you should be doing.”

**2002 WOTY EVENT**

Inc. (Parsippany, NJ), introduced a theme that was reiterated and expanded on by other speakers throughout the day.

“We are here,” she said, “because we care about women in the healthcare industry and about making a difference in the lives and health of people throughout the world. We are as diverse as the populations we serve—people with different goals and aspirations, working in partnership with our male colleagues to make important contributions to healthcare in many ways.”

**The Goal: To Make a Difference**

Last year’s Woman of the Year, **Carrie S. Cox**, Executive Vice President of Pharmacia and President of its Global Prescription Business, opened the WOTY Award ceremony.

“We make a difference in what we do each and every day,” she said. “Our goal must be to make an even bigger difference.” Sarah Harrison is one who does make a difference. **David Brennan**, President and CEO of AstraZeneca-US, described Harrison’s career at AstraZeneca as “Twenty-five years of crusading for access. She has been a leader at every level, and her demands on herself inspire others. She has a passion to make a difference, with compassion and caring about her family, her community and her coworkers. Sarah richly deserves this honor.”

Delaware Governor **Ruth Ann Minner**, the state’s first woman governor, sent a special proclamation honoring Harrison, presented by State Senator **Margaret Rose Henry** (D-DE), the state’s first African-American woman senator. Sen. Henry joined more than 250 HBA members for a luncheon event held at the state capitol in Dover.

HBA Star Volunteer Award, given to **Mariana Palacios**, Partner, The Trillium Group, LLC (Penns Park, PA). Palacios has been an active HBA Board member for the past six years and played a major role in the formation of new HBA chapters in Boston, Atlanta and the San Francisco Bay Area.

HBA President-elect **Nancy Larsen**, President of PROmedica Communications Inc. (New York, NY), joined Cobb in presenting the 41 Rising Star Awards, as well as the HBA Star Volunteer Award, given to **Mariana Palacios**, Partner, The Trillium Group, LLC (Penns Park, PA). Palacios has been an active HBA Board member for the past six years and played a major role in the formation of new HBA chapters in Boston, Atlanta and the San Francisco Bay Area.
300 of Sarah’s colleagues at AstraZeneca, friends, relatives and representatives of organizations, such as 100 Black Women, the YWCA, and Girls Inc., who were part of the over 1,800 in attendance at the HBA luncheon.

The Leader as Business Person and Humanitarian

Harrison’s speech focused on the role of the leader as business person and humanitarian in turbulent times, and what each of us can do to help others in the changing demographic, social, political, economic, and healthcare environment.

“The qualities of leadership are more important than ever,” Harrison said. “Future leaders need to combine the best qualities of business leadership and humanity.” Quoting Jack Welch and Carly Fiorina, she urged people to tap into the unlimited idea flow from the human spirit—to give, receive and include, “because everyone has something to give, everyone has something they can stand to gain, and everyone does better as part of the whole.”

“Our country’s demographics are changing much more quickly than anyone anticipated,” Harrison said. She noted that by 2020, over half the US population will be non-white.

“The pharmaceutical industry in particular needs to think about these realities in everything we do—from the development and design of clinical trials to how we market and sell our products and services. Make no mistake: the business implication of these demographic shifts is great—emphasizing diversity in all of our strategies is no longer a “nice thing to do” or “the right thing to do”—it’s a business imperative.”

Americans are Aging

Harrison also pointed to the aging population as an important consideration for the pharmaceutical industry and its leaders.

“These changes in the industry are coming fast and with complexity and uncertainty, Harrison said. “We have to understand what role we play on every level.”

She cited the Together Rx Program and other patient initiatives from the pharmaceutical industry as programs that will make a difference in the lives of millions of elderly uninsured patients by providing significant savings on more than 200 medicines.

“Certainly we know that this is only an interim solution and it only addresses part of the healthcare crisis, but we all should be very proud nonetheless. What more can we do, not just to better our own positions, but the health and welfare of others?”

Harrison closed by urging HBA members to “leave the world a better place than you found it, whether by an improved environment, business growth or a rescued soul. We all can make a difference…Each One, Reach One.”
The only way to describe the 2002 “Woman of the Year” (WOTY) Awards luncheon, which took place at the NY Hilton on May 2nd to an audience of over 1,800 people, is momentous!

“Each One, Reach One”—this was the message delivered by 2002 WOTY honoree Sarah S. Harrison in her moving speech at this important annual HBA event. Harrison spoke powerfully and with conviction about the need for ‘tomorrow’s leaders to combine the best qualities of business leadership with the best qualities of humanity.”

She challenged the audience—and everyone in the industry—to reach out to someone and to help others face the challenges that confront the world today. Harrison asked, “What more can we do, not just to better our own positions, but the health and welfare of others?” She went on to suggest three things that everyone can do to help each other: “Be an agent for change; be a mentor; be a volunteer!”

Thanks to Those Who Paved the Way

Special honors were also awarded to four of the HBA co-founders—Peg Dougherty, Ruth Smith, MD, Sheila Sinkking, and Millicent Gryczka. In addition, the previous Women of the Year in attendance—Carrie S. Cox, Kathy Giusti, Maureen Regan, Lynn Gaudio, and Carolyn Glynn—were also recognized.

The HBA’s 2nd “Honorable Mentor” award was given to Timothy Rothwell, in recognition of a long-term commitment to mentoring and supporting the development of women in the healthcare industry. During his acceptance speech, Rothwell told the audience that “by ignoring limits, thinking beyond boundaries, and looking beyond to the possibilities, great things can be accomplished.” (For more on the WOTY event, see cover story in this issue.)

Also honored were industry’s 41 “Rising Stars” and our own “Star Volunteer,” Mariana Palacios, who was recognized for her significant contributions to the HBA and for her integral role in the formation of the chapters (see pages 1, 8 and 9).

As the HBA moves forward, many important events are being planned. The annual “Meet the Rising Stars” evening is scheduled for June 6th at Priwewaterhouse Coopers in New York City. At this program, you will have an opportunity to meet many of the 41 Rising Stars from the HBA corporate member companies and find out what approaches they have taken in their diverse career paths. Mark your calendars now, as this always proves to be a very popular event.

To the women and men of the HBA, congratulating and thanking these women for their amazing efforts!