HBA BULLETIN
THE NEWSLETTER OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION Advancing Women's Careers MARCH/APRIL 2003

Making a Difference for Patients and Business: Catherine Angell Sohn, 2003 HBA Woman of the Year

Robin Madell, Senior Editor, Cline Davis & Mann, Inc.

It’s not just what she does; it’s how she does it, and why. Catherine Angell Sohn, PharmD—Vice President of Worldwide Business Development for Consumer Healthcare (CH) at GlaxoSmithKline (GSK; Philadelphia, PA), member of GSK CH’s Executive Committee, and this year’s HBA “Woman of the Year” (WOTY)—is a woman on a mission. To be exact, she’s on several missions: helping patients, helping business, helping those she mentors, and helping the industry. It’s a tall order to strive for success in these important areas, each of which is also key to the HBA’s mission of advancing women in healthcare. But Sohn is not one to shrink from tall orders. And she wants everyone in the HBA to know, as the sign on her desk says: “It Can Be Done!”

Helping Patients
Sohn began her professional career as a clinical pharmacist caring directly for patients. She grew up with a community of local pharmacists as mentors, including her father, laying the groundwork for her continued focus on patients later in her career: “The pharmacists I saw always talked to all of their patients, advised them on their medications and on other things they could do to improve their health. I grew up thinking that pharmacists were health experts for the community.” At the time when she earned her doctoral degree in pharmacy 25 years ago, pharmacists—particularly women—rarely considered careers in

HBA Chapters Update

Eileen Woods
Managing Partner, Agentive;
HBA Chapters Correspondent

The Atlanta Chapter of the HBA
Linda Bishop, Chapter Director of Communications, reports that the Atlanta Chapter is seeking a speaker for their first meeting of 2003. For information on topics and timing, please contact Bishop at bishlow@mindspring.com.

The Boston Chapter of the HBA
Boston Chapter President, Karla Gonye, District Sales Manager, Schering Labs (Plymouth, MA) states that “We at the Boston Chapter of the HBA hope everyone is having a happy, healthy start to 2003.” The Boston Chapter kicked-off their first event of the year at the headquarters of Millennium Pharmaceuticals, Inc. (Cambridge, MA) on Tuesday, March 25th from 5:30–8:15 pm. The keynote speaker, Sheila Heen, co-author of Difficult Conversations – How to Discuss What Matters Most, and a teacher of negotiation at Harvard Law School, presented, “Managing Difficult Conversations in the Workplace.” Heen has appeared on the Oprah show and her articles on negotiation have appeared in Fortune, Oprah’s O Magazine and Real Simple.

In other news from the Boston Chapter of the HBA, Hope Krakoff, Director, Perot Systems (Boston, MA), has recently been named to the Board of Directors as the Program Director. Gonye also notes that chapter elections will take place in November, 2003. She is currently putting together a search committee to identify a new President, President Elect, Treasurer and Secretary. Any member interested in joining the committee to search for these positions should contact Gonye at karla.gonye@spcorp.com.

The San Francisco/Bay Area (SFBA) Chapter of the HBA
The SFBA Chapter of the HBA continues to forge ahead with growth in all

CONGRATULATIONS TO THE HBA’S 2003 WOTY

The Healthcare Businesswomen’s Association has named Catherine Angell Sohn, PharmD, Vice President, Worldwide Business Development and Member of the Executive Committee at GlaxoSmithKline Consumer Healthcare, as the 2003 “Woman of the Year.” Sohn is being honored for her outstanding achievements in business, her demonstrated leadership and team-building skills and her support for women’s career advancement.

Please join us in honoring this exceptional professional during the HBA’s 2003 “Woman of the Year” (WOTY) luncheon.

Thursday, May 1st, 2003 • 11:30 am
Hilton New York, New York City
Watch your mail for details and your invitation!

turn to 2003 HBA WOTY on page 5
MEETING HIGHLIGHTS

ROCHE HOSTS THE HBA’S FEBRUARY EVENING SEMINAR

Managing Up, Down, and Sideways

Margaret Gardner, Managing Director
Global Medical Communications LLC

In business, your effectiveness often depends on the ability to get commitment from the key people you work with—these people may include colleagues, direct reports or managers in the same area of the company or across functions and organizational boundaries. How is this commitment best secured? What are some practical steps you can take to build trust, credibility and cooperation in relationships across functions and within your own area while also meeting your organization’s strategic goals and impacting the bottom line? Those are the questions that the expert panel at the HBA’s February 6th evening seminar answered.

The program, “Managing Up, Down, and Sideways: Building Commitment across Organizational Boundaries,” was hosted by Hoffmann-La Roche, Inc. (Nutley, NJ). Christine Zak, Director of Customer Marketing, Hoffmann-La Roche, Inc., participated in the program as did the three expert panelists who shared their views and experiences about managing up, down, and sideways. The program, “Managing Up, Down, and Sideways: Building Commitment across Organizational Boundaries,” was hosted by Hoffmann-La Roche, Inc. (Nutley, NJ). Christine Zak, Director of Customer Marketing, Hoffmann-La Roche, Inc., participated in the program as did the three expert panelists who shared their views and experiences about managing up, down, and sideways.

Although the three panelists were asked to review different aspects of management, their key messages were similar: management is all about influencing people, and influencing people is all about knowing and respecting the individual. Pettit noted in her presentation that “…people leave managers, not companies. Managers need to remember it’s all about the person, which means good communication, sharing of information, and clear feedback on performance.”

Ketterman shared in her summary of managing up that “it is important to treat those you manage as you would want to be treated—be open and honest, be yourself, be ethical, communicate important information, and give credit where credit is due. And, no matter what the situation, remain composed and professional.” Pettit summed it up nicely with her statement that “to get our jobs done, we need other people.” Her three “take-aways” apply not only to managing sideways, but to managing up and down: 1) it’s all about relationships—take the time to always be respectful; 2) recognize others for their contributions, and 3) reward others for ways they help you and help the organization.

FOOD FOR THOUGHT

This three-part question was posed to attendees during the HBA’s February 6th evening seminar. Why not give it some thought?

Does email help or hurt your ability to influence people? Have you become dependent on email as your sole means of communication? How can you improve your use of email?

SPECIAL THANKS TO

Hoffmann-La Roche, Inc. for sponsoring this event and for providing facilities for this program and to program organizers Jill Quist, Vice President, Client Services, Right Management Consultants (Maplewood, NJ) and Stephanie Phillips, PhD, President, Project House, Inc. (Hackensack, NJ), Co-Directors of Programs for the HBA.
Following the panel presentations, attendees were given the opportunity to refine and practice their own influencing skills. Kelly Fitzgerald, Senior Consultant, Right Management Consultants (Maplewood, NJ), led everyone through a “mini-seminar” on influencing. She noted that influence may result in resistance, compliance or commitment—and, in business, we should strive for commitment. Compliance may be easy to get, since it stems from the power of authority—the job will get done if a person with higher authority requests that it be done. However, there is rarely an “extra step” taken or an extra effort put into completing the job. To gain commitment, individuals need to use the skills of reasoning, inspiring and consulting, and appeal to what is important to the other person. As defined by Fitzgerald, reasoning is “using logical arguments and factual evidence.” Inspiring, on the other hand, is “making a request or proposal that arouses enthusiasm by appealing to a person’s values and ideals.” Finally, consulting, the highest level skill, is “seeking a person’s participation in planning a strategy, activity, or change for which his or her support and assistance are desired.” To be better prepared to use these techniques on the job, participants practiced them in small groups lead by facilitators to close the evening’s session.

This was another successful HBA event, enjoyed by a crowd of enthusiastic HBA members that again filled the space available to its maximum capacity.

TIME TO MAKE A DIFFERENCE

The HBA is a volunteer group, and its success is due to countless hours of time spent by members to plan and execute programs, publications, and other services.

At the February 6th meeting, HBA President Nancy Larsen, President, PROmedica Communications, Inc. (New York, NY), honored Gayathri Koundinya, Commercialization Manager, CV Therapeutics, Inc. (Palo Alto, CA) as the recipient of the HBA’s “Time to Make a Difference” award. Koundinya was nominated for her role as President and founder of the San Francisco/Bay Area Chapter of the HBA (HBA-SFBA). She worked tirelessly to get the chapter established and continues to successfully lead HBA-SFBA. Hallmarks of her presidency include successive years of membership growth and the development of well-attended and respected professional programs.

Participants practiced what they learned.
the marketing of projects and products on an international level. There is extensive interaction with Commercial Directors, International Affiliates, Medical Directors and Opinion Leaders. The incumbent will be responsible for achievement of goals within approved budget guidelines and individual targets agreed upon. They will also be responsible for the strategic management and cooperation of regions with sales or sales potential in excess of $100 MM. Email all resumes to mdelva@thestump.com with the code SPMC in the subject line. The client will accept no inquiries.

POSITION OFFERED

Assistant Manager, Advertising and Production—Organon Pharmaceutical.

LOCATION: Roseland / West Orange, NJ.

Details: Eric Nunes, PHR, International Recruitment Manager, Organon Pharmaceutical. Direct: 973-324-6941 e.nunes@organonusa.com
The Client Connection

Susan W. Youdovin
President, B&Y Communications
HBA Co-Director of Communications

A business development consultant once advised me that, all other things being equal, clients hire vendors because they expect to find the experience enjoyable and satisfying. Ability to achieve business objectives is primary, but the choice is also based on the promise of a rewarding relationship.

Building this relationship requires a collaborative effort between client and vendor. At B&Y Communications, we’ve developed suggestions from the vendor perspective to help enhance the connection.

- **Believe You Can Make a Difference**
  The first principle is to believe in what we can accomplish together. Clients and vendors who consciously share in the mission to save lives and improve health, well-being and quality of life forge a connection that can transcend the day-to-day issues of tight deadlines, tough clearances, uncertain budgets and occasional missteps.

  My staff and I take great pride in being part of the healthcare industry. If our work results in one more person getting vaccinated or learning about an important medical condition or taking a lifesaving medicine as prescribed, then we have made a difference. Making a difference extends to our working with the nonprofit organizations that advocate for new medicines and vaccines and help patients, a constant reminder of our basic mission. As part of a sense of responsibility to that mission, our agency has established a nonprofit division.

- **Choose Great Clients**
  This isn’t always possible, especially in tough times, but the top candidates that vendors seek out are those who respect their skills and expertise and partner with them, rather than “dare” them to succeed.

- **Build Trust**
  As in any good relationship, communication is essential. Open, frequent communication builds trust between clients and vendors and helps advance the quality, speed and efficiency of the work.

  Clients also need to know that when they are overwhelmed, or when internal processes preclude quick approvals, vendors will understand and help strategize alternative approaches to implementation.

  Straightforward business practices, honest billing and well-crafted legal agreements also support a trusting relationship. Gossip destroys it. Because we are a relatively small industry, and today’s client may be tomorrow’s employee or competitor, resist the temptation to “dish.”

- **Communicate Fearlessly and Often**
  Clients are not looking for an echo. Most want the outside perspective and counsel that an experienced advisor can bring to the table. The vendor needs to listen critically and speak up—diplomatically but clearly—when the client is heading off course. This is especially helpful when staff on the client side is less experienced. Candor, integrity and a watchful eye serve clients well.

  For some clients, an overdue bill might be the only occasion for contact with senior staff once the sale is made. I knew I wasn’t checking in enough when one client answered my “Hello, how are you?” call with, “I know, you’re calling about the invoice!” No client is too small, no vendor too big, no executive too senior to demonstrate how much clients—and their assistants—are valued. Taking time to say hello or sending a note on a special occasion can help build the human connection that makes the work more productive and the relationship more rewarding.

  A generous spirit is part of the giving attitude that enhances these connections. If the meter is always running, clients are reluctant to contact vendors unless there is a defined business purpose. Ties are cemented and new business often generated as a result of informal and ongoing contacts.

- **Be Fresh; Be Creative**
  Clients expect a fresh, creative approach that fits the culture of the company. This may mean pushing beyond the vendor’s comfort zone into new territory, or it may mean reining in creative that would violate the client’s culture or boundaries. Although many vendors worry about giving away great ideas—a valid concern—it’s important
Today’s patients are the new spokespersons for your brand. Their active voice influences the medications physicians prescribe and the profits you make. Patients are the new force that can make or break your brand. And what they don’t know can hurt you. Ineffective patient education leads to poor compliance, costing companies like yours billions of dollars every year in lost prescription sales.

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SKILLS FOR SUCCESS

to walk the fine line that demonstrates creativity while securing the position as quality planners and implementers.

• Help Clients to Be Strategic
  Clients sometimes get so caught up in day-to-day responsibilities and internal crises that they lose sight of the larger context. Experienced vendors help to keep big-picture thinking on the screen and remind the client of the original objectives—or advise them when those objectives are no longer valid. In our agency’s “Thinking Partner” approach, we begin at the end: What does the client want to accomplish? Why? For whom? Then, we keep momentum pointed toward those outcomes.

  Long-time vendors can also provide consistency when there are changes on the client side, or the vendor has worked with other divisions in the company. They can be the connecting thread for corporate messaging, familiarity with the company and a broader, global picture of industry issues.

• Deliver Great Service
  Quality implementation and attention to detail, from the big idea to the final proofread, are hallmarks of professionalism. Can the positioning be more targeted? Would changing a word or an image make a difference? Is this on message? Was the source checked? Is there a Plan B? Take the work seriously, think through options, suggest changes judiciously, manage multiple versions and always think proactively on the client’s behalf.

  Client satisfaction is always the primary goal. This often means parking egos at the door and making the client a star. A glorious achievement that causes problems or disaffection for the client is no achievement.

• Avoid Surprises
  We try to live by the principle of “no surprises,” or “invoice others as you would have them invoice you.” An invoice is as much an expression of vendor culture as a brilliant plan or impressive client report. This means frequent communication on the business side, careful budget management, checking in advance if fees and expenses look like they might be higher than predicted and giving clients information in the format they need to support the invoice and, if need be, defend it.

  There should be no legal surprises either. The best relationships are put in writing so that both sides agree to a reasonable approval process, mutual confidentiality, fees, invoice and payment schedule, indemnification and cancellation provisions, dispute resolution and other matters that can impact day-to-day business relationships if not spelled out in advance.

• Work to Resolve Issues Quickly
  Communications, honesty, integrity and trust all come into play when clients have issues. If vendors have worked hard to build trust and good will, then most problems can be talked through and worked out. In our experience, the majority of vendor-client differences are a matter of misunderstanding rather than real conflict. The best advice is to bring clients in early, whether it’s budget, a strategy that isn’t working or when there are creative differences, so that issues can be handled up front rather than after the fact.

  When it’s a matter of money, vendors must work closely with clients to resolve the differences as fairly as possible. At some point it becomes a judgment call as to whether to split the difference, overlook the situation or end the relationship.

  When it’s a matter of professional differences, the best approach is to take a step back, think creatively and come up with an alternative that accomplishes the strategic objective, satisfies client needs and aligns with the vendor’s professional judgment.

• Enjoy It!
  Positive client connections put more “life” into the work side of work-life balance. For our agency, the best part has always been the excitement and fun of joining with clients to create and implement a worthwhile program that can make a difference in people’s lives.

B&Y Communications is a senior-level public relations firm providing counseling and communications strategy to clients in pharmaceuticals, medical technology and healthcare-related areas, as well as the non-profit arena.

As in any good relationship, communication is essential.

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.
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business or the pharmaceutical industry. Yet Sohn proved an exception to the rule and by doing so changed history for many patients. Here are just two examples:

- In 1982 Sohn joined then SmithKline & French Pharmaceuticals (SK&F) and took a lead role in the US development and launch of Engerix-B, the world's first recombinant vaccine against hepatitis B to reach the public. Sohn was assigned to decide if Engerix-B, already being used elsewhere in the world, should be sold in the US. She presented a convincing case that it should, citing changing immigration patterns that had brought more people with the virus from the developing world to America, and emphasizing the important role the vaccine could play in protecting healthcare workers even after exposure. Largely based on Sohn's business case, Engerix-B was selected for marketing in the US. Working hand-in-hand with SB's US and Global Vaccine Teams, Sohn helped the team shepherd the vaccine through FDA review and then helped win the crucial approval of the Centers for Disease Control Committee on vaccination policy. Since the product was approved in the US in 1989, it has become the world's leading vaccine for hepatitis B, and more than 500 million people worldwide have received immunizations. Today, everyone from children to police officers to emergency medical responders receives protection through the hepatitis B vaccination.

- In 1990, SB put Sohn, then Marketing Director, in charge of all prelaunch and launch marketing responsibilities for the antidepressant Paxil. True to form, she looked for new opportunities to help patients. Even prior to successfully launching the drug to blockbuster status, Sohn presented to SB's Product Review Board on how to expand Paxil usage so that more patients could benefit from the product. Her strategy was to demonstrate its effectiveness in a series of new indications not all previously defined, such as panic disorder, social phobia, general anxiety disorder as well as obsessive/compulsive behavior. She challenged the existing category strategy through segmenting consumer behaviors into many often unrecognized problems that Paxil could uniquely help. By doing so, she made the product available to many more patients in need.

Helping Business

Besides helping patients, the successful launches of Engerix-B and Paxil (as well as more recent launches, including Avandia for type II diabetes), were major commercial successes for GSK. Sohn was so successful in making the case for the new hepatitis B treatment that she was put in charge of launching and marketing Engerix-B, which is now a major part of the half-billion-dollar US vaccine business. Paxil has become GSK's largest product and one of the top ten drugs in the world.

Additionally, in her present role as VP of Worldwide Business Development, Sohn has completed more than 10 licensing and acquisition agreements with US and European companies for GSK's CH Division, increasing sales by more than $1.5 billion. The largest deal she led was the $1.2 billion acquisition of Block Drug, which solidified GSK's position as a global player in the oral healthcare market. GSK's CEO, Dr. Jean-Pierre Garnier, says that during this acquisition, Sohn "went far beyond her stated role as head of Worldwide Business Development. She gained the trust of the Block Drug owners and senior managers and was able to move the process steadily to deal closure. Consequently, she became the integration co-leader, an unusual responsibility for the negotiator." She has also established a significant partnership with Taisho in Japan that will enable GSK to extend its smoking control business to the third-largest market in the world. "I look at these opportunities as good for patients and good for business," says Sohn. "The work we do in the industry has a lot of social value, a lot of medical benefits to patients, and a lot of economic value."

Sohn's transition from the company's Pharmaceuticals Division to CH turned what was essentially a technology licensing unit into a broader source of business growth. She did so by reshaping her team's people, processes, and philosophy to make the business development group one of the most productive in the consumer healthcare industry. Jack Ziegler, President of CH, describes Sohn as a "change agent. "She recognized the need to change skills, to ensure that global deals had business commitment in local countries, and to provide more follow-up with partners afterwards to achieve the goals of both. Her business development staff members are more than negotiation enablers: they are now drivers of business growth."

Helping Those She Mentors

Sohn is known throughout her company and the industry as an exceptional and tireless mentor to both women and men alike. A trademark of her management style is ensuring companywide recognition and reward for the successes that team members achieve. People who work for her and with her are effusive with praise on the subject of Sohn's willingness to help open doors to new career opportunities for others. Many who have experienced Sohn's leadership firsthand say they have never been as inspired to work so hard, nor been so highly recognized.

One director in her group says that while there are many intelligent and capable managers in the industry, "It is a rare person who can lead by example and with such generosity of heart—but Cathy does so on a regular basis.” Another director says Sohn's gift is her desire and ability to relate to people—to go the extra mile, and to inspire them to do the same: "As a role model, she not only demonstrates leadership characteristics but she expends a lot of energy promoting women. I have had the fortune of benefiting from this, and it has caused me to do the same for other women." Says another: "Her exceptional ability to build a team and keep its members motivated and enthusiastic for the project is unmatched. She truly believes in people and their abilities, and as a result motivates them to achieve things they never thought they could."

Besides mentoring GSK employees, Sohn has been a man-
Pharmaceutical companies have developed over 700 new drugs since 1960. These discoveries have helped to reduce death rates for both chronic and acute conditions. Life expectancy has increased 10% since the 1960s, very much due to improvements in pharmaceuticals and health care. For example, diabetes, stroke and asthma prescription medications have all been shown to improve peoples’ lives and reduce overall medical costs. Low dose aspirin and smoking cessation nicotine replacement therapy which are available without prescription as OTC products also provide life saving therapy to people. Although modest about her role as an industry ambassador, it is clear from talking to her peers and colleagues that Sohn’s love of the industry and belief in doing good is infectious. “Cathy deserves this recognition for her many industry achievements in business development, marketing and clinical research as well as her deep personal commitment to helping others,” said Garnier. “She is passionate about the business of healthcare and the value our industry brings to society.”

As the mother of two daughters in college, Sohn shares a special focus on young people and the role they will play in shaping the future of the pharmaceutical industry. She often speaks with high school students on the wisdom of a career in healthcare and imparts the following message: “I hope that many young women and men continue to view a career in the pharmaceutical industry as an important and impactful way that they can help improve patients’ lives. I hope we continue to attract the best and brightest into our field, because it will help improve health around the world.”

Robin Madell has spent over a decade as a writer and editor on business and health issues. She has interviewed more than 150 thought leaders around the globe and has served as a member of the HBA Board of Directors and the HBA Advisory Board. Robin is Senior Editor at Cline Davis & Mann, Inc., a division of the Omnicom Group.

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HBA CHARTERS UPDATE from page 1

Directions! The Corporate Membership committee recently announced the addition of several new corporate members for 2003: Genentech (South San Francisco, CA) platinum sponsor; Cooley Godward, LLP (Palo Alto, CA) silver sponsor; Heller Ehrman (Menlo Park, CA) silver sponsor; and Jocoto (San Ramon, CA) media sponsor. In addition, Guidant Corporation (Lakeview, CA) has pledged to continue its Gold Sponsorship of the SFBA this year.

The Programs Committee kicked-off the year on January 22nd, with a meeting held at the offices of Cooley Godward, LLP. A key group of experts on the healthcare industry provided an invigorating panel discussion about the state of the industry and the challenges ahead. Panelists included Arlene Kirsch, PhD, Regional VP of Managed Markets, GlaxoSmithKline (Bay Area, CA); Barbara Kosatz, Partner and head of Life Sciences Practice, Cooley Goodward, LLP; Lisa Herrinton, PhD, Division of Research, Kaiser Permanente (Northern CA); Nola Elizabeth Masterson, Venture Partner and Senior Investment Advisor, Techno Venture Management (San Francisco, CA); and Tina Seelig, PhD, Executive Director, Stanford Technology Ventures Program (Stanford, CA).

On February 25th, the chapter sponsored an overwhelmingly successful Happy Hour event, “Nine Times the Fun,” at the Crowne Plaza Hotel, (Foster City, CA). The event was oversubscribed and thoroughly enjoyed by all. The SFBA chapter marketing group continues to provide support for these events through well thought-out communications packages and a consistently communicated message.

Congratulations are in order to former SFBA Chapter President, Gayathri Koundinya, Commercialization Manager, CV Therapeutics (Palo Alto, CA), who received national recognition as the HBA’s Volunteer of the Month. Koundinya continues to inspire chapter initiatives through her ongoing commitment and support. Finally, SFBA welcomes Hope Wedemeyer, President, Rubb Inc. (San Francisco, CA) as a new Administrative Director who will principally be responsible for managing local chapter communications and administration.

Overall, SFBA chapter membership ratings continue to soar as the chapter looks to the future with great expectations to drive membership, launch a local chapter newsletter and continue to provide exciting programs for their membership.
How to Brand Your Most Important Product—You!

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

How do you brand yourself as an individual and why is it important to do so? Those were the questions answered by renowned Personal Branding and Marketing Coach, Catherine Kaputa (New York, NY), at the February 28th Executive Women’s Breakfast hosted by Grey Healthcare Group in New York City.

“Why Should I Brand Myself?”

• Self branding makes you more effective and marketable.
• Self branding can make you more effective within and outside a company.
• Self branding can expand your career options—enhancing your value and defining your assets to such a degree that you can more readily advance on your current career path, or even change paths successfully.
• Thinking and acting like a brand can create and maintain market demand for you.
• Finally, if you don’t brand yourself, others will.

What are the Steps to Successful Self Branding?

• First, look at yourself and your career the same way a marketer would look at a product she wants to make a winning brand.
• Analyze the market to understand what the opportunities and threats are. (Use the SWOT analysis.) Ask yourself: What are the current conditions? What are the assumptions about the future? What problems need to be solved? What needs aren’t being met?
• Perform a self audit. Ask yourself: What are my strengths and weaknesses? How does my brand compare with the people I am competing with?
• Identify key attributes and resources that differentiate you. Then, build a personal brand identity that is different, relevant, and adds value.
• Write out a marketing plan that lays out a personal brand strategy and action plan. “It is often in the writing that new creative options come to light,” Kaputa noted.
• Set personal brand goals with a specific time frame and plan of action for achieving those goals.
• Execute your marketing plan. “You can’t get to where you want to go unless you plan it and then do it,” Kaputa emphasized.
• Finally, assess your effectiveness. Ask yourself: How is my portfolio different than it was last year? What new projects did I take on? How did I expand my network? What new learning did I acquire?

“If something isn’t working, change it,” Kaputa said. “Branding is a dynamic process that offers the greatest rewards to the receptive individual.”

Catherine Kaputa is an Adjunct Professor at the Stern School of Business at New York University (New York, NY), and a marketing, branding and advertising consultant working with both companies and individuals. She can be reached at (212) 662-4734 or via email at catherine@selfbrand.com. For additional information, visit Kaputa’s website at www.selfbrand.com.

Don’t Miss the HBA 2003 Biennial Women’s Leadership Conference

The Responsibilities of Leadership . . . to Company, Colleagues, Community, Family and Self

FRIDAY, JUNE 6TH, 2003
Ocean Place Conference Resort, Long Branch, NJ

(and on Thursday, June 5th, take advantage of reduced rates for spa services and join us on the beach for a Networking Dinner)

What are the responsibilities of leaders—and emerging leaders—to your company, your community. . . as well to your colleagues, family and yourself? How will you find the time, teachers and resources to help you build your leadership skills?

Join industry leaders as they share their insights and experiences during this full-day conference. Interactive and plenary sessions have been designed to provide you with a deep understanding of the specific Responsibilities of Leadership to Company, Community, Colleagues, Self and Family, and leave with a personal plan to create and reach your own leadership goals. Space is limited, so register now!

STEP 1: Visit the HBA web site—www.hbanet.org—for information about registering for the Conference and Networking dinner.

STEP 2: Use the Conference center’s toll-free number—866-209-0732—for room and spa reservations. Remember to tell the operator you are calling about the HBA conference rates and receive a 10% discount on all spa services on Thursday, July 5. Room rates are $195 + tax for a single, $2448 + tax for a double.
One thing everyone has been talking about is the weather... and we’ve really had something to talk about this year. Weatherwise, the winter for HBA members on the east coast has been, in one word: Horrid! Dare I say our Atlanta Chapter has had a typical New York winter and Boston has had an Arctic winter. I believe our friends in San Francisco have fared normally so far this year; at least I don’t recall reading any weather horror stories.

On the subject of stories, this column features the first in my series of “positive” pharma industry stories. In my February column, I told you about an HBA task force member who contributed the following story to the /HBA Bulletin/. She makes the positive aspects of our industry.

Leila O’Connor, President, Ngal So Consulting Group (New York, NY) is a task force member. She contributes the following story to this issue of the /HBA Bulletin/.

A “New Lease on Life”

After a year or so of working together, I was invited to a client’s house for dinner, where I would meet her husband for the first time. She had shared with me that for several years she had been suffering from a rare form of leukemia and was participating in a trial for a new drug. When I arrived at their home, he greeted me at the door and welcomed me. As we talked and got to know each other, I noticed a copy of The Wall Street Journal sitting on the table. I had read the Journal that morning because an article had been suffering from a rare form of leukemia and was participating in a trial for a new drug available. David later shared this story with his team who were very inspired and proud of their contributions to the quality of life for this patient.

All of us have stories about how we/our industry contribute to the quality of life for others. Lately, however, there is a negative focus on the pharma industry. But stories such as O’Connor’s make us proud to be in the healthcare industry and proud of the jobs we get up early for every day. So in 2003, let’s all focus on the positive stories and impact we have on improving the well-being of others!

And in a spirit of sharing the pride, I am requesting that you, as an HBA member, share with us, your friends and colleagues, a personal story about how your labors have had a good effect on a family member, a friend, a colleague. Please send your story to me at nancy@fbhc.org — thank you.