Members Accept New Bylaws and Slate of the HBA’s First National Board of Directors

Donna K. Ramer
President, StrategCations, Inc.; Director of Public Affairs, HBA

HBA members have voted to accept the new bylaws and the slate for the Association’s first national board of directors. Daria Blackwell, President, White Seahorse, Inc., has been elected HBA President, thus becoming the first president in the Association’s 26-year history to preside over a dedicated national board of directors. (See article below welcoming the HBA’s 2004 Board of Directors. HBA regional board members can be found starting on page 2.)

Acceptance of the new bylaws is the last step in the current reorganization of the HBA, which has been driven by the Association’s rapid expansion and growing membership over the past few years.

As part of its year-long effort to reorganize, the HBA has created a more structured and unified presence while providing the resources and flexibility necessary for each chapter and affiliate to craft programs that meet the specific needs of our regional members.

According to Blackwell, “2003 was a time of extensive change and reorganization for the HBA. Most notably, for the first time, our board of directors will be dedicated to the development, growth and strategic direction of the organization.” She added that “Importantly, we will continue to be a catalyst for change in the industry while serving as a powerful national voice for both our individual and corporate members.”

Welcome to the HBA’s 2004 Board of Directors

The HBA has launched into 2004 with the election of a stellar National Board of Directors as well as a new Board for the HBA’s seven Chapters/Affiliates (see page 4, and the “HBA Nationwide News Briefs” on page 2). These women represent some of the best and the brightest talents in industry today. Most importantly, they are dedicated to serving you, the membership, to the utmost of their abilities.

2004 HBA NATIONAL EXECUTIVE COMMITTEE

**President**
Daria O. Blackwell  
President  
White Seahorse, Inc  
daria@whiteseahorse.com

**President-Elect**
Barbara M. Pritchard  
President  
The Pritchard Group  
bpritch887@aol.com

**First Vice President**
Patricia F. Pesanello  
Chief Knowledge Strategist for Pharmaceuticals & Health Sciences  
BusinessEdge Solutions  
ppesanello@businessedge.com

**Second Vice President**
Debra L. Newton  
President & CEO  
NewtonGravity/Shift  
dnewton@newtongravity.com

**Immediate Past President**
Nancy Larsen  
President  
PRoMedica Communications, Inc  
nancy@fbhc.org

**Treasurer**
Kathleen M. Milligan  
Vice President, Marketing  
Biovail Pharmaceuticals, Inc  
kathleen.milligan@biovail.com

**Secretary**
Cathy Krezner  
VP Business Strategy  
Cardinal Health – Healthcare Marketing Services  
cathy.kerzner@cardinal.com

**Director of Advisory Board**
Tamar Howson  
Senior Vice President, Corporate & Business Development  
Bristol-Myers Squibb Company  
tamar.howson@bms.com

**Director of Career Development**
Lisa Courtade  
Director, Global Marketing Analytics Metabolism  
Aventis Pharmaceuticals  
lisa.courtade@aventis.com

www.hbanet.org
HBA NATIONWIDE NEWS BRIEFS

ATLANTA

● 2003 was a banner year for one of the HBA’s first chapters, Atlanta. With a seasoned board in place, many new programs were launched and membership was increased significantly.

● Looking forward to 2004, the HBA’s Atlanta Chapter leadership is sanguine. “We have just elected a stellar board for 2004,” said Immediate Past President, Jan Hannon (see below). “With our strong positioning in the Atlanta healthcare business community, and a board complete with women eager to participate in growing the Atlanta Chapter of the HBA, we are sure to have our best year yet,” Hannon added.

● Look for more news on the Atlanta Chapter and upcoming events in the next issue of the HBA Bulletin.

ATLANTA ELECTS 2004 BOARD

President
Deborah Coogan Seltzer
Vice President, AT Kearney, Inc.

President-Elect
Karen Stender
Manager, Speaker Bureaus
Envision Communication, Inc.

Secretary
Cindy Walker
Associate Director, Regional Account Projects
Novartis Pharmaceuticals

Treasurer
Brenda Kaye
Former Product Manager, Novartis Ophthalmics

Immediate Past President
Jan Hannon
President, Envision Communications, Inc.

Director of Programs
Juliann Kaiser
President, Kaiser Communications

Director of Corporate Membership
Laurie Mobley
Director of Healthcare, Vice President Group Manager
Ketchum Public Relations

Director of Individual Membership
TBD

Director of Communications
TBD

NEW BOARD FOR BOSTON

The new Board of Directors for the Boston Chapter of the HBA was identified by the Search Committee, approved by the Nominating Committee as well as the Boston Chapter HBA members, and announced at the November 18th networking event as follows:

President
Sandy Lauterbach
Director, Strategic Marketing, Immune Mediated Diseases, Genzyme

President Elect
Hope Krakoff
Director, Healthcare Consulting
Perot Systems

Secretary
Deborah Furey
Director, Healthcare Solutions
Braun Consulting

Treasurer
Deanna Petersen, VP, Business Development
Antigenics

Co-Directors of Membership
Michele McCarthy, Executive Recruiter
Carter Mackay;
Debbie Thomas, Area VP, Sales
MedSn

Co-Directors of Programming
Shelley Spencer, VP, Global Strategic Marketing
Millennium Pharmaceuticals;
Maura Tribble, Global Product Manager
Genzyme Corporation

Past President
Karla Gonye
Healthcare Consulting

LOOKING FOR A NEW MEMBER?

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

BOSTON

● The HBA Boston Chapter welcomes Sandy Lauterbach, Director, Strategic Marketing, Immune Mediated Diseases for Genzyme to her post as the 2004 Chapter President. Lauterbach promises new and exciting programs for 2004 including the launch of the Mentor Connections program, creation of a Senior Advisory Board, expansion of volunteer opportunities, launch of a Boston Chapter E-newsletter, and more educational and networking events. For information, please contact sandy.lauterbach@genzyme.com.

● HBA Boston is pleased to announce two new Committee Chairs for 2004. Karen Hansen, President; EnTrans, will Chair the Events Committee in support of increased educational events. Elaine Crowley, President, The Crowley Group, has accepted the Chair for the Membership Committee to expand membership opportunities in the Boston area.
Two “Volunteer of the Year” awards were presented to HBA Boston Chapter members Deborah Furey, Director, Healthcare Solutions, Braun Consulting and Debbie Thomas, VP, Area Sales, Medsn. Furey led the Events Committee and Expert Panelists at the Biogen Program: “Product Launch and Commercialization: Real Life Best Practices” and she co-directed the Search Committee to identify and nominate the 2004 HBA Boston Chapter Board of Directors. Thomas joined the Boston Chapter in June, accepting the challenge of spearheading the Corporate Sponsorship Program. She successfully launched the program by developing presentations and contacting key executives in Boston-based biotech and pharmaceutical companies. Thomas also served on various committees, including the Events Committee, and was nominated to the Board of Directors in November, 2004.

For membership information or information on the HBA Boston Chapter of the HBA, please visit the HBA website at www.hbanet.org, or contact President, Sandy Lauterbach, at sandy.lauterbach@genzyme.com.

CHICAGO

The HBA Chicago Affiliate launched, and has already held many informative programs including the following dinner meetings:

- **February 2003:** “How Can I Leverage Networking as a CHBA Member?” featuring guest speaker Marie Mickey, VP, Training, Pharmacia Corporation, who discussed how to network your way in corporate America;
- **March 2003:** “Boardroom Communication: How to Find Your Personal Voice,” featuring Roz Usheroff a professional speaker, executive coach and personal branding specialist;
- **May 2003:** “Advancing Your Career,” featuring the HBA’s 2002 “Woman of the Year,” Sarah S. Harrison, VP, Customer Strategy Integration, Public Affairs, AstraZeneca Pharmaceuticals, LP;
- **September 2003:** “Executive Coaching—What It Can Do for You & For Your Career!” featuring guest speakers Gayle Johnston, General Manager, Baxter Healthcare Corporation and Dr. Laurie Anderson, a well-known business consultant, executive coach, psychologist, career transition specialist and writer with 15 years experience advising leaders in business, healthcare, government and educational settings;
- **October 2003:** “Work and Life Balance: Fact or Fiction?” featuring guest speaker Denise Peppard, SVP, Human Resources, Wyeth Pharmaceuticals;

**2004 Events:** For information about the Chicago Affiliate’s 2004 programs, see the “Calendar of Events” on page 4 or visit www.hbanet.org. News about their launch can be found on page 9.

INDIANAPOLIS

On October 9th, Eli Lilly and Company hosted the inaugural meeting of the HBA Indiana Affiliate at the Lilly Center in Indianapolis. With 70 found-
HBA 2004 BOARD from page 1

Director of Corporate Development
Mary E. Cobb
CEO/President
Pace, Inc., A Lowe Healthcare Company
mcobb@paceconnect.com

Director of Marketing Communications
Ilyssa Levins
Managing Partner
BrandEdge
ilevins@gcigroup.com

Director of Membership Development
Elizabeth M. Mutisya, MD
Senior Director/Clinical Leader,
CNS/Analgesia
Johnson & Johnson
emutisya@Prdus.jnj.com

Director of Public Affairs
Donna Ramer
President, StrategCations, Inc.
dramer@nyc.rr.com

Past President
Kathleen Harrison
Executive Vice President
Pharmaceutical Media Inc.
kharrison@pminy.com

2004 HBA CHAPTER/AFFILIATE PRESIDENTS

Atlanta Chapter
Deborah Coogan Seltzer
Vice President
AT Kearney, Inc.
deborah.seltzer@atkearney.com

Boston Chapter
Sandy Lauterbach
Director, Strategic Marketing
Genzyme Therapeutics
sandy.lauterbach@genzyme.com

Metro Chapter
Charlene Prounis
President
Accel Healthcare
charlene_prounis@accelhealth.com

Director of Special Events
Lynn O’Connor Vos
CEO/President
Grey Healthcare Group, Inc
vos@ghgroup.com

San Francisco Chapter
Kristin Jacobson
Principal
Acacio Consulting
kjacobson5@yahoo.com

Chicago Affiliate
Kimberly Farrell
President
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uptraining@aol.com

Indiana Affiliate
Teresa Pascarelli
President
Integrity Pharmaceutical Corporation
tpascarelli@integritypharma.com

Mid-Atlantic Affiliate
Susan Torroella
President
Columbia Medcom Group
storroella@medicalliance.com

Otsuka America Pharmaceuticals
SAN FRANCISCO CHAPTER
WEDNESDAY, FEBRUARY 4, 2004

Much to Do, Too Little Time
MID-ATLANTIC AFFILIATE
Launch-Medical Devices
and Biopharmaceutical
Work/Life Balance: Too
From Idea to Product
Wellness: A Winning
Balance and Success

Genzyme Corporation
Evening Seminar
Evening Seminar
Evening Seminar

HBA CALENDAR OF EVENTS

TUESDAY, FEBRUARY 3, 2004
BOSTON CHAPTER
Evening Seminar
Work/Life Balance: Too
Much to Do, Too Little Time
Genzyme Corporation
Cambridge, MA
5:30–8:30 PM

WEDNESDAY, FEBRUARY 4, 2004
MID-ATLANTIC AFFILIATE
Evening Seminar
Natural Vitality and Wellness: A Winning
Combination to Improve Life Balance and Success
Otsuka America Pharmaceuticals
Rockville, MD
6:00–8:00 PM

WEDNESDAY, FEBRUARY 4, 2004
SAN FRANCISCO CHAPTER
Evening Seminar
From Idea to Product Launch-Medical Devices
and Biopharmaceutical Products
Cooley Godward
Palo Alto, CA
5:30–8:30 PM

THURSDAY, FEBRUARY 5, 2004
METRO CHAPTER
Evening Seminar
The Art of Negotiation: Learn From the Best in
Getting to Yes
Roche Nutley, NJ
5:30–8:15 PM

TUESDAY, FEBRUARY 10, 2004
METRO CHAPTER
Executive Women’s Breakfast
By invitation only
Marriott Glenpointe
Teaneck, NJ
7:30–9:30 AM
Sponsored by Eisai Inc.

THURSDAY, MARCH 11, 2004
METRO CHAPTER
Evening Seminar
DTC Sweeps: The Impact of
DTC on a Successful Launch
St. Joseph’s University
Philadelphia, PA
5:30–8:15 PM

MARCH 2004
METRO CHAPTER
CONNECTIONS Program
Date & Location TBD
5:30–8:15 PM

WEDNESDAY, APRIL 21, 2004
MID-ATLANTIC AFFILIATE
Evening Seminar
Work+Life: Envision, Negotiate and Implement a Strategy
that Makes Sense for You
Location: TBD
6:00–8:30 PM

THURSDAY, APRIL 22, 2004
METRO CHAPTER
Evening Seminar
Arriving & Thriving in the Executive Suite
Scherling-Plough
Kenilworth, NJ
5:30–8:15 PM

FRIDAY, MAY 14, 2004
NATIONAL
Woman of the Year Luncheon
New York Hilton
New York City
11:00 AM–2:00 PM
When physicians talk, we listen. And when they told us how the New England Journal of Medicine could be even more useful to them, we responded. With a practical redesign, the Journal has strengthened its connection with physicians throughout the medical community. New features, illustrations and charts make the Journal more attractive than ever. And greater appeal to physician subscribers means greater value to advertisers.

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Connections count.
The Recipe for Successful CME Programs

Destry Sulkes, MD, MBA
Managing Director, Eastern Region, Medsn

Brand managers now face a daunting task: How do you run a CME program that is educationally effective and ethically bullet-proof in an environment of changing rules and unprecedented oversight?

The standards that had been proposed by the Accreditation Council on Continuing Medical Education (ACCME)1 would: (1) bar an expert from participating in an accredited CME event if that expert had a prior consulting relationship with an FDA-regulated business, such as a pharmaceutical or medical device company, and (2) would place increased scrutiny and an assumption of "conflict of interest" on any for-profit organization that provides services to CME supporters. Although the language is very likely to change, concerns persist.

Robert F. Orsetti, Assistant VP for Continuing Education at the University of Medicine & Dentistry of New Jersey, predicts: "Medical institutions will have difficulty recruiting credentialed and qualified faculty to participate in CME events because leaders in the field will not stand for further scrutiny nor permit their integrity and ethics to be questioned. Institutions will be forced to rely on second-tier faculty and CME quality is likely to decline."

The vagueness of the draft guidelines poses additional problems for brand managers. The solution will likely be found in what can be called the “academic model” of CME, where supporting entities partner with sponsors from academic and medical institutions. The academic model is a recipe for success that creates a layer of insulation for the brand manager while extending the mission of both the academic or medical institution and the supporter.

Ingredient One: Key Opinion Leaders

The academic model begins with the identification, qualification and development of a network of Key Opinion Leaders, or KOLs— independent authorities in their fields, leading-edge researchers, or leading practitioners in a disease area. Their work has led them to conclude that your brand plays a valuable role in treating the condition in which they specialize. KOLs are prominent at both national and regional levels. They are likely to be prominent figures within medical societies or academic centers, journal or textbook authors, and local medical leaders. The most effective network of KOLs for a given brand is a key strategic selection.

Ingredient Two: A Balanced Media Mix

The CME process must include a balanced mix of media appropriate to physicians’ diverse needs and interests and designed to have a positive impact on patient outcomes. With the advent of new multimedia technologies, fully integrated programs are now available that incorporate traditional live meetings, journal inserts, enduring materials, as well as interactive, multimedia CDs. These CDs link a physician to complex patient cases with further CME credits attached. Physicians can listen to patient histories, work them up through an interactive interface, order lab tests, treat them, and observe outcomes—all while being tracked in comparison to their peers.

Ingredient Three: Peer-to-Peer Interactions

Doctors trust other doctors. When the public face of CME efforts—including the KOL networking and media campaign—are led by physicians, the credibility and trust factors will be highest. CME initiatives that will be most effective and withstand the closest scrutiny will be those that include academic faculty leaders. The catalytic agent in this recipe is academic involvement, which offers three key benefits to the brand manager:

1. Academic medical centers are non-profit and beyond “conflict of interest” concerns.
2. Their mission is education.
3. Their presenters are respected educators and scientists who instill trust and convey maximum message impact.

Note, however, that academic partnerships may have drawbacks—a given institution will have only a segment of the full network of KOLs, they will require longer development timelines, they have more limited distribution capabilities, and their media production values are lower than those of the private sector.

Ingredient Four: The Medical Education Company

So how can a brand manager overcome the potential drawbacks of working with academic institutions while retaining the benefits that academic alliances deliver? Working with a company that serves as the intermediary between the supporter and the academic institution yields several key advantages for the brand manager:

• avoidance of conflicts of interest by keeping a visible arm's length distance from the academic presenters
• early access to the complete network of KOLs
• benefits of medical expertise and logistical support from one resource
• a partner who understands the private-sector imperatives that drive the program
• provision of a trusted source for therapeutic expertise, engaging content and a balanced portfolio for program design intricacies

Academic institutions are reporting increased contacts from pharma and device companies seeking academic CME partners. The academic model preserves the position of CME as a purely educational element in the brand manager’s business plan—a winning strategy by definition. The grand prize winners will be those brand managers who can rely on the synergy of the professionals’ trust of academic partners with the medical expertise and business sense of an effective communications partner.

1 To view draft guidelines, go to www.acmec.org/incoming/SCS_Draft_Jan_2003.pdf

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Dr. Sulkes can be reached at destry.sulkes@medsn.com
DNA is unique. Clients are unique. Each brand is unique.

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We fuse our unique capabilities with the client's medical education needs to generate a custom-designed solution, or "unique DNA," for every client and brand.

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NATIONWIDE NEWS BRIEFS from page 3

On December 16th, the San Francisco Chapter of the HBA and Accuray, a privately held corporation whose primary focus is to revolutionize the treatment of solid cancers throughout the body, sponsored a holiday social event to benefit the charity, Wardrobe for Opportunity. Attendees were asked to you bring donations of business clothing to the HBA social. Wardrobe for Opportunity provides professional clothing, image consultation, and career development support to over 7,000 economically disadvantaged women in the Bay Area.

SAN FRANCISCO

On December 16th, the San Francisco Chapter of the HBA and Accuray, a privately held corporation whose primary focus is to revolutionize the treatment of solid cancers throughout the body, sponsored a holiday social event to benefit the charity, Wardrobe for Opportunity. Attendees were asked to bring donations of business clothing to the HBA social. Wardrobe for Opportunity provides professional clothing, image consultation, and career development support to over 7,000 economically disadvantaged women in the Bay Area.

SAN FRANCISCO CHAPTER FORMS BAY AREA ADVISORY BOARD

The HBA’s San Francisco Chapter welcomes the following senior executives to its new Bay Area Advisory Board:

- Donna Collins, VP, Marketing, Medtronic
- Barbara Kosac, Partner, Cooley Godward—Head, Life Sciences
- Nola Masterson, Venture Partner, Techno Venture Management
- Jennie Mathers, CEO, Raven Biotechnologies
- Casey McGlynn, Partner, Wilson Sonsini—Head, LifeSciences
- Candi Monzo, Partner, Ernst and Young
- Arlene Morris, CEO, Affimia

The Chapter Board of Directors will rely on these advisors for guidance on strategic issues such as expansion and corporate development. The first Advisory Board meeting is planned for the first quarter of 2004.

HBA’S MID-ATLANTIC AFFILIATE CREATES DIVERSE BOARD

“Our Advisory Board and Board of Directors are committed to providing strong direction to our Mid-Atlantic Affiliate and to providing value to HBA National through our unique membership base,” noted Susan Torroella, President of the Mid-Atlantic Affiliate of the HBA and CEO of Columbia MedCom Group.

ADVISORY BOARD

- Judith Britz, PhD, President and CEO, Cylex
- Sarah S. Harrison, VP, Customer Strategy Integration, Public Affairs, AstraZeneca Pharmaceuticals; 2002 HBA “Woman of the Year”
- Leslie Mancuso, PhD, RN, CEO, HJPIEGO, an affiliate of Johns Hopkins University
- Andrea Pennington, MD, Medical Director and Spokesperson, Discovery Health; President, The Pennington Institute
- Lucille Norville Perez, MD, President, The Cave Institute; Immediate Past President, National Medical Association
- Dr. Elena Rios, MD, MSHP, President, National Hispanic Medical Association

BoD of directors

- President
- Susan Torroella, CEO, Columbia MedCom Group
- Director
- Gerarda Collins, President, GCC Partners
- Secretary
- Sally Duran, Senior VP, MAMS
- Co-Directors, Programming
- Kay Chitale, Promotion Analyst, DDMAC/FDA
- Donna Fucello, Executive Director, INNOVIA Education Institute
- Director, Community Outreach
- Barbara Jones, Public Health Specialist
- Co-Directors, Membership
- Joan Shisler, District Manager, Schering-Plough
- Lynn Zimmerman, Program Development Specialist, Columbia MedCom Group
- Director, Marketing
- Michelle Stith, Regional Business Director, Yamamura Pharma America

MID-ATLANTIC

On September 29th, the HBA’s Mid-Atlantic Affiliate launched with an event that featured Astra Zeneca VP and HBA 2002 “Woman of the Year,” Sarah Harrison. For more information on this event, see page 1.

On December 4th, members turned out for the holiday reception, and eagerly contributed to Success in Style, a non-profit provider of business attire that assists low-income and disadvantaged women prepare for job interviews and careers. Members turned out to network, celebrate and donate business suits and briefcases.

Dr. Andrea Pennington, Discovery Health Channel anchor and frequent Oprah guest, has been slated as an HBA Mid-Atlantic Affiliate speaker in the first quarter of 2004. See “Calendar of Events” on page 4.
ABC’s for the Future of Pharma: Alliances, Biobranding, and Crafting Franchises

Margaret Gardner
Managing Director, Global Medical Communications LLC

PARSIPPANY, NJ—As part of the Metro Chapter’s Executive Women’s Breakfast series, more than 30 senior executive women met early on the morning of Friday, November 21st, to explore the strategic implications of how current actions in the pharmaceutical industry will affect our business future. The event was hosted by Aventis Pharmaceuticals.

The panel included three distinguished members: Francoise Simon, Professor, Columbia Business School and School of Public Health; Charlotte Sibley, VP, Global Commercial Research and Health Outcomes, Millennium Pharmaceuticals Inc. and Julia Amadio, VP, Multicultural Marketing, Aventis Pharmaceuticals.

Simon on Biobrands
Author of the recently published book Building Global Biobrands, Simon made the following key points:
● The biopharma industry is at an inflection point. There is a shift from concentrating on detection and treatment of disease to prediction and prevention of disease. There also is a shift from treating the masses with general therapy to treating specific patients with very targeted therapies.
● Large pharma companies may be losing their edge to large biotech companies who have the technologies and products that better address the current state of medicine. Small biotech companies are beginning to merge and forge alliances with larger biotechs, rather than with pharma companies as was their past practice. Many large pharma small molecules are going off patent, forcing their manufacturers to deal with significant price pressures.
● Strategic implications of these shifts: marketers need to begin to change how they market their products, by addressing new needs for scientific evidence, as well as economic evidence, of a product’s value.

Sibley on Biotech Cos
Using her company, Millennium, and Velcade™, recently launched by Millennium, to provide real-life examples, Sibley noted that:
● Biotech companies are different from and similar to big pharma. They are different in that every action, be it by regulatory authorities, physicians, investors or consumers has a big impact on the company, since the company may only have one or at most a few products in the pipeline. Biotechs also are typically more dependent on alliances and collaboration than big pharma companies. However, the two are the same in that the focus on customers and on branding the product remains extremely important.

Amadio on Big Pharma
Speaking from her extensive experience at Aventis, especially in the area of multicultural marketing, Amadio noted that:
● Many of the big companies have less robust pipelines, are experiencing pricing pressures as existing marketed products lose patent protection and face increased regulatory scrutiny from the Office of the Inspector General and other agencies.
● Big pharma will likely focus on disease categories in the future, and on a much broader view of marketing.
● Marketers need to evolve from a limited view of sales promotion to a much broader role coordinating public policy, patient advocacy, reimbursement issues, patent issues and dealing with the changing face of the customer as global patient demographics continue to shift.

HBA Meets the Midwest

DEERFIELD, IL—It has been a banner six months and counting for the HBA Chicago Affiliate.
“Our objective for HBA Chicago is to create new opportunities for women and men to come together to advance the careers of women in healthcare,” said Kimberly A. Farrell, Chair of the HBA Chicago Organizing Committee. “We are marketing the Chicago HBA network to all areas of healthcare: pharmaceutical and medical supply companies, managed care organizations, university medical centers, and medical practitioners. In addition, any groups that sell products or services to healthcare organizations are invited to join.”

Farrell was inspired to help launch the Chicago Affiliate after attending the HBA’s 2002 “Woman of the Year” luncheon in New York City. Chicago is a hub for many Midwestern companies and most major pharmaceutical companies have regional locations in the area for sales and marketing. In addition, the Chicago area is home to several large pharmaceutical companies and several prominent hospital networks.

“The HBA Chicago Affiliate offers women in healthcare an opportunity to network with their peers inside the industry as well as with industry partners who support the healthcare companies,” said Farrell. “Often at our dinner program meetings, women meet people who might have a contact or two to support them in their career goals, or people they can help. It goes both ways. We want women to join the HBA Chicago not just for what they can get, but for what they can bring to our membership.”

Dinner programs also feature guests who speak on such vital topics as networking, communication skills and career development.

For information on joining the HBA Chicago Affiliate or attending dinner programs in the area, call (847) 444-0465.

www.hbanet.org
Experts Discuss the Impact of Regulatory Compliance on Company Policy

Kim A. Rowe
Managing Partner, Agentive Sales & Marketing Solutions; Chapters Correspondent, HBA Bulletin

PRINCETON, NJ—With a bewildering array of regulatory agencies exerting increasing amounts of control over the pharmaceutical industry, managers are struggling with the question, “How can we effectively promote our products in the current legal and regulatory environment?” On November 5th, attendees at the HBA Metro Chapter’s November evening seminar got some answers to that question.

“The Impact of Regulatory and Legal Compliance on Company Policy” was sponsored by Bristol-Myers Squibb and held at their Princeton, NJ campus. The program was moderated by Wendy H. Meyer, Pharmaceutical Marketing Consultant, and featured two speakers: Laurie Smaldone, MD, VP, Strategies and Issues Management, Bristol-Myers Squibb; and Mark Boulding, Senior VP, Business Development and Legal, PTC Therapeutics, Inc.

During the last year, both regulatory and self-regulatory efforts have reshaped the pharmaceutical industry’s approach to continuing medical education and marketing communications. Simply figuring out what agency is in charge is a challenge; is it AMA, FTC, FDA, ACCME, OIG, or PhRMA?

The pharmaceutical industry is highly complex, integrating multiple technologies that target many different disease states for a variety of customers and patient populations, Smaldone noted. At the same time, pharma is a global industry that must address regulatory environments around the world. Companies must keep everyone—employees, physician advisors, and 3rd-party contractors—aware and informed of the most up-to-date regulations while trying to keep their businesses up and running. “It’s like trying to drive a car while changing a tire,” said Smaldone.

Boulding highlighted some reasons to be optimistic, even within the current regulatory environment. Although the scope of FDA regulation is extremely broad, encompassing everything from journal ads and detailing to the internet, the economic background of the current FDA commissioner, Dr. Mark McClennan, may position him to be receptive to industry issues. Boulding also noted that consumer communication is no longer as controversial as it once was in the US. The FDA appears to remain supportive of Direct-to-Consumer advertising, which is perceived as being valuable because it drives patients to physicians to ask health-related questions.

However, the industry can expect to see more regulatory scrutiny over consulting/advisory arrangements with physicians, and over the emerging trend toward consumer brand preference advertising.

Both Smaldone and Boulding encouraged outside contractors, including advertising agencies, to become a resource to their clients by staying current on regulatory decisions and developing a complete understanding of regulatory documents. Boulding said, “I’m surprised more vendors don’t retain specialist counsel to help them structure programs that work within today’s regulatory framework.”

Smaldone closed by saying, “If your guiding light is the goal of bringing excellent products to people who need them, you are operating with the right intent.”

Do’s and Don’ts for Networking

BOSTON, MA—The HBA Boston Chapter held its 2nd annual Networking Event on November 18th at M/C Communications (Boston, MA). M/C Communications is a Corporate Sponsor for the HBA and well known for its work in medical education, including the Pri-Med conferences.

More than 75 participants got down to business at this highly regarded “networking only” event to make new connections and reinforce the old.

Genie Bachert, Principal, Bachert Consulting, and Carol Nicholson, Nicholson Consulting, kicked off the evening with Do’s and Don’ts for Networking. Some of the suggestions included gems such as:

1. **DO** wear your nametag on your right shoulder so when you greet someone, they can easily see who you are;
2. **DO** think of a brief topic where you can make conversation for 3–5 minutes, without having to get into a deep discussion;
3. **DON’T** feel pressured to always think of something witty to say. Everyone is under the same pressure to develop conversation and thinking of the same thing. It’s better to let conversation develop naturally.


Mid-Atlantic Affiliate Launch Features Sarah Harrison

Diversity with Unity is Theme

COLUMBIA, MD—On September 29th, 75 members celebrated the launch of the HBA Mid-Atlantic Affiliate at Columbia MedCom Group’s office here. The 2002 HBA “Woman of the Year,” Sarah Harrison, VP, Customer Strategy Integration, Public Affairs, AstraZeneca Pharmaceuticals, was the guest speaker.

“In terms of advancing the HBA’s mission and passion for advancing the careers of women in healthcare, we believe the Mid-Atlantic Affiliate is positioned to make a special contribution. We can bring a different mix of career opportunities to the HBA with our international and public policy connections,” said Donna Fucello, Board Member and Executive Director of Innovia Education Institute.

“I am honored to lead this diverse coalition,” said Susan Torroella, Board President and Affiliate founder. “I’ve never attended such a high-energy, invigorating networking function. Where else in the country do you have representatives, from pharma, FDA, managed care, NIH, Hopkins, biotech and public policy, medical associations, and public health all in one room?”

Excited by the opportunity, Board Member Michelle Stith brought daughter Loren, then gave her the gift of membership. “I wanted my daughter to experience meeting several very successful women in one gathering,” said Michelle, who is the Regional Business Director for Yamanouchi Pharma.

Thanks to the enthusiasm of the founding members and the gusto of new members, the Mid-Atlantic Affiliate has recruited over 56 new members, bringing total membership to 122.

Sarah Harrison, VP, AstraZeneca, 2002 HBA “Woman of the Year,” joined Susan Torroella, President and CEO of Columbia MedCom Group, to celebrate the launch of the Mid-Atlantic Affiliate of the HBA.

New Research Looks at Differences between Executive Women and Men

INDIANAPOLIS, IN—Ellen Galinsky, President and CEO of Families and Work Institute (New York, NY) was the featured speaker at the inaugural event of the HBA Indiana Affiliate, hosted by Eli Lilly.

Galinsky presented data from Leaders in a Global Economy: A Study of Executive Women and Men, a groundbreaking study of executives and the relationship between gender and career advancement. It is the largest cross-company study of its kind, and offered attendees a challenging look at many conventional notions about women and men executives. Galinsky discussed the similarities and differences among women and men executives, and the factors that enhance and inhibit their success on the job and at home.

Among the assumptions challenged by this study are: “the higher women climb, the more they have to give up in their personal or family lives,” “women and men use different personal strategies to succeed,” and “executives have to be work-centric in order to succeed.”

This study finds that while most executives (61%) are, in fact, work-centric, there is a sizable minority of executives, 32%, who are “dual-centric,” placing the same priority on their lives at work and outside of work.

“Of particular importance for employers is the finding that executives who are dual-centric—who give equal weight to work and personal life—feel more successful at work, are less stressed, and have an easier time managing the demands of their work and personal/family lives,” Galinsky said.

“Women who are dual-centric have advanced to higher reporting levels and feel more successful in their home lives.”

Pictured here are several members of the new HBA Mid-Atlantic Affiliate Steering Committee (left to right): MICHELLE STITH, GERARDA COLLINS, both of GCC Partners; SALLY DURAN, MAMSI; SUSAN TORROELLA, Columbia MedCom Group; JOAN SHISLER, Schering-Plough; KAY CHITALE, Food and Drug Administration; DONNA FUCELLO, INNOVIA Education Institute; DR. JUDITH BRITZ, Cylex; and LYNN ZIMMERMAN of Columbia MedCom Group.
I am so proud to be a member of the Healthcare Businesswomen’s Association. This year, as the HBA expands into new regions, offers new affinity groups, reaches out to new business sectors and attains new membership goals, I will focus on harnessing our collective strengths, increasing our visibility and leveraging our power—all of which can be achieved if we help each other realize our power.

The HBA has one central mission: To be a national force for effecting change in the healthcare industry; thereby uncovering new opportunities for women to advance in their careers. According to one high-ranking male executive in the industry when referring to HBA leadership, “They just don’t know how powerful they are!” Thinking back to the 25th Anniversary video at the 2002 “Woman of the Year” luncheon, in which five women revealed the true impetus for forming the HBA, their comments and his statement clearly demonstrate the galaxy transited over 27 years by thousands of volunteers dedicated to a single, focused mission.

We are more than 2,000 individual members and 75 corporate members strong. We’ve established a true national board of directors whose sole focus is to champion the advancement of women across all areas of the healthcare industry through strategic initiatives. Through our chapters and affiliates, we’ll provide regional opportunities to network, grow and channel energy to where it can make the difference.

We now have choices. That’s power and powerful. Just think: Today we can become company group chairmen, start our own healthcare ventures, head up world-class communications empires, join boards of directors of global companies, or take time off for family without stigma or professional reprisals. Realizing our full potential is beginning to feel like our own choice.

We have power. After all, we are the primary decision-makers about healthcare purchases and we have insights into how those decisions are made. We live longer and consume more goods over our lifetimes. We also live long enough to develop more debilitating chronic conditions that have not yet been adequately studied in women. We are the market. Our involvement at the top ranks of this industry just makes sense. The business case for diversity and for developing women into leadership roles has the potential to radically change the perception and even the direction of the industry overall.

We can do it if we do it together, one change at a time. Here are some places to start:

- **Influence** one decision to improve healthcare delivery for women and you’ll add to your own potential for development.
- **Identify** one element to add to the business case for developing women into leadership roles and communicate it to an HBA Board member.
- **Help** one woman in your organization by getting her connected through the HBA.
- **Think** of one thing you’d like to change in your environment and how the HBA might help.

Finally, become your own best champion. Learn to work smart and network. Get involved…get connected…get ahead. That’s where you’ll find the value in the HBA. Please join me on this very exciting new journey into your future.