The HBA Celebrates Honorees at WOTY Event; Calls for Industry Changes

Susan Youdovin
President B&Y Communications, LLC

NEW YORK, NY—Nearly 1,500 members and friends of the healthcare industry gathered to applaud this year’s honorees—Woman of the Year (WOTY), Lynn O’Connor Vos, Honorable Mentor Mick Mosebrook (represented by Kathleen Donovan) and Star Volunteer Donna Ramer—at the 2005 WOTY celebration on May 12th at the New York Hilton. “The Woman of the Year event is a visible demonstration of the strength and passion that is at the heart and soul of the industry,” said Debra Newton, National HBA President-Elect, Co-Chair of the WOTY Committee and President of NewtonEdge, Inc.

Daria Blackwell, National HBA Immediate Past President, Co-Chair of the WOTY Committee and President, Knowledge Clinic, Inc., articulated the theme of change.

Noting how the “passion and compassion for healthcare that brought us all into this field” is now driving change in the industry, Blackwell urged everyone to tell personal stories of lives changed by healthcare advances and talk about “the good work we do.”

Woman of the Year: Lynn Vos

Presenting Lynn O’Connor Vos as the 2005 HBA Woman of the Year, Blackwell applauded her true entrepreneurial spirit. She is the third woman from the agency side to win this honor, following Jane Townsend in 1991, and Maureen Regan, who won in 1997. Sir Martin Sorrell, CEO, WPP, introduced Vos, who has built the Grey Healthcare Group, one of the fastest growing agencies in the world, into a formidable organization with 42 offices in 16 countries, and more than $1 billion in billings.

Vos paid tribute to her mother, whom she lost to ovarian cancer, her family, colleagues, 1998 Woman of the Year Kathy Giusti, who spurred Vos’s involvement with

The HBA Honors 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. Fifty-two Rising Stars were honored at the 2005 WOTY event—congratulations one and all!

Diane Baishch
Senior Vice President, Group Account Director
Saatchi & Saatchi Healthcare Advertising

Nancy Barbour
Associate Director, Biopharmaceuticals
Bristol-Myers Squibb Company

Eina D. Barnes
Vice President
Bench International

Sara Barnett
Director, Marketing Communications
Unlimited Performance Training, Inc.

Judith Britton
Senior Vice President, Account Group Manager
Regan Campbell Ward

Jane Byun
Vice President, Account Services
MedLearning Inc.

Denise A. Cooke
District Sales Manager
Organon Pharmaceuticals USA Inc.

Rebecca Cotton
Senior Director, Market Research
ImpactRx

www.hbanet.org
101 Unconscious Mistakes Women Make that Sabotage their Careers

Margaret Gardner
President, Global Medical Communications LLC

KENILWORTH, NJ—Women who cling to behaviors reinforced by messages they received as young girls may be hampering their long-term career success, according to Lois Frankel, PhD, executive coach and author of the provocative career book, *Nice Girls Don’t Get the Corner Office: 101 Unconscious Mistakes Women Make that Sabotage Their Careers*.

HBA members were treated at an exciting, informative, and interactive session with Dr. Frankel during Metro Chapter's March 22nd evening seminar, sponsored by Schering-Plough Corporation. The capacity-filled event was held at the company’s Kenilworth, NJ, headquarters.

Even though as professionals we have grown to be smart, capable women, we still occasionally do “dumb” things on the job—often because of the messages we received as girls throughout our childhood, according to Dr. Frankel. Some of those messages? Don’t ask for what you want to be given to you. Don’t be too aggressive. Wait your turn. Play fair.

Dr. Frankel shared her “top ten” list of the “dumbest” things smart women do as professionals:

1. *Pretend It Isn’t a Game.* Business is a game, and we need to know the organization’s boundaries and strategies. To be competitive, we need to push the boundaries and use the entire playing field. By contrast, playing fair and waiting for our turn often artificially limits our ability to play the corporate game.

2. *Make Miracles.* Although having a can-do attitude is important, it’s also important to manage expectations. Hard work isn’t the sole criterion for moving forward. It’s not necessary to work beyond the baseline and do things our male counterparts wouldn’t do.

3. *Acquiesce to Authority.* Again, know and use the boundaries wisely.

4. *Strive for Perfection.* We can’t ever be perfect, and being perfect isn’t necessary for success.

5. *Skip Meetings.* Don’t view these as a waste of time, but as a way to network, find out what’s going on and be seen.

6. *Minimize Their Work or Position.* As girls we’re taught not to brag, not to ask for things and to believe we’ll get what we deserve. But the world doesn’t work that way. Every professional woman is a brand and we need to market ourselves.

7. *Couch Statements as Questions.* Instead, we should be assertive and inclusive. “I believe we need to change the marketing strategy. What do the rest of you think?” That sounds more credible than asking, “Do you think we should change the marketing strategy?”

8. *Fail to Network.* Having lunch with coworkers is much more valuable than eating alone at your desk to finish a project. It is critical to be continually building relationships, because when you really need a relationship, it’s often too late to build it.

9. *Be the Conscience.* Our coworkers don’t need us to be their conscience or their mother.

10. *Take Up Too Little Space and Time.* We can’t ever be shrinking ourselves to save face. For related information, see article on page 3.
WYETH HOSTS HBA BOSTON’S SOLD-OUT SPRING EVENT

Noted Author and Corporate Coach Advises How to Get the “Corner Office”

CAMBRIDGE, MA—The first sold out event of HBA Boston history was held on March 17th.

The program featured keynote speaker, Lois P. Frankel PhD, author and President, Corporate Coaching International. Dr. Frankel’s presentation was based on her best-selling book Nice Girls Don’t Get the Corner Office: 101 Unconscious Mistakes Women Make That Sabotage Their Careers. (Dr. Frankel was also the guest speaker at a highly successful HBA Chicago event last year as well as at the HBA Metro Chapter’s March seminar—see article on opposite page.)

Dr. Frankel discussed three reasons why women feel powerless: childhood messages, social reinforcement and media stereotyping. What’s a girl to do? Dr. Frankel gave seven recommendations such as:

● Visualize yourself as you want to be;
● Surround yourself with a Plexiglass shield and
● “Get in the game!”

In addition, she provided attendees with 10 Coaching Quick Tips to enhance professional success that included:

● Set realistic daily or weekly goals;
● Keep a database of network relationships and
● Have a life outside of work.

Thank you to Jean Fletcher, Director of Human Resources, Wyeth Research, for championing the event and to Steve Projan, VP, Wyeth Research, for securing Wyeth as host. This event was generously sponsored by: Wyeth, Bristol-Myers Squibb Company, Dorland Global Health Communications, Palmer & Dodge LLP, Covance, Decisions Research America, and Synergem. Graphics were generously provided by Anemone Graphics.

ATLANTA CHAPTER SPRING EVENTS

Atlanta Chapter Steps Out Confidently

Deborah Coogan Seltzer, President, HBA Atlanta Chapter; SrVP, Boyden Global Executive Search

ATLANTA, GA—Two great speakers joined forces to present Buff Up Your Image: Dress and Etiquette for Success, on March 23rd. Cissy Smith, Founder and President of Steps Ahead, helps individuals and business professionals achieve a greater measure of success using the skills necessary to generate positive impressions. She gave practical and timely advice on everything from the proper side to attach those pesky but important name tags (the right side so that when someone shakes your hand it is directly in their sight line), to appropriate handling of cell phone calls.

Smith also provided a few tips on dressing professionally, which served as a perfect segue into the second part of the evening, led by Kimberly Samon, a founder of Olivia Litton International, a custom-made apparel and image coaching company. Samon offered advice on how to dress for different body types, how to evaluate the quality of clothing in order to make smart choices and how to pull together a professional look.

Networking Event Blends Structure and Flexibility

On April 18th, HBA Atlanta hosted a networking event at the Ritz-Carlton, Buckhead. With an able assist from our colleagues in the Boston Chapter who shared information on their own recent networking program, Eileen Woods, Managing Partner, Agentive Sales and Marketing Solutions, President-Elect, HBA Atlanta, led the audience through a session that struck just the right blend of structure and flexibility. Everyone met new colleagues and learned more about those they already thought they knew! The event also served as a membership drive, with the added incentive of a gift certificate to the new member whose name was pulled from a hat at the end of the evening. Jeanne Marie Leahy of Novoste was our winner in that category. Also winning a gift certificate was Andrea Youngstrom of Solvay who referred the most new members that evening.

Atlanta has a number of programs scheduled through the balance of the year. Visit www.hbanet.org and access the Atlanta Chapter site.
HBA Bulletin May/June 2005

CLASSIFIED ADVERTISING

POSITION OFFERED
EDITORIAL PROJECT MANAGER. Location: Media, PA. Medical Communication Company seeks individual to manage publication plan for major pharmaceutical company. Please see job description and contact information at www.trinitycom.com.

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COMMONHEALTH, A WPP COMPANY. CommonHealth (located in Northern, NJ) is the world’s leading healthcare communications resource and a WPP company. Our network of 13 best in-class business units has expertise in every discipline and every therapeutic category. CommonHealth represents both domestic and global brands of leading healthcare manufacturers and marketers. We are continually looking for professionals with some advertising and/or healthcare experience in the following: professional advertising & promotion, consumer advertising & promotion, customer relationship marketing, medical education, research & media planning, managed care marketing, direct-to-consumer, and medical education. Below is a listing of CURRENT Account Management opportunities: Account Executive, Sr. Account Executive, Account Supervisor, Account Group Supervisor, Account Director, VP, Account Supervisor, SVP, and Management Supervisor. We offer a competitive salary, excellent benefits, and a great working environment. To learn more, please visit our website: www.commonhealth.com. For immediate consideration, please e-mail your resume with salary requirements to: jzichelli@commonhealth.com. Reference Code: HBA when responding. No Agency Calls Please, No Phone Calls Please.

POSITION OFFERED
MEDICAL SCIENCE LIAISON. The Therapeutics Institute™, a division of Ventiv specialty, is seeking a Medical Science Liaison with experience in various disease states. Skill requirements: 3–5 years clinical work experience, advanced degree—Pharm D, NP, PA, MSN, MD, 2–3 years experience in biotechnology and or pharmaceutical industry as an MSL, knowledge of clinical trial design, protocol development, analysis of clinical data, pharmacology and pharmoeconomics, excellent organization, written, oral communication skills, excellent computer skills—Microsoft Office, Access and Excel. Interested candidates please respond to Ventivspecialtyrecruiting@ventiv.com.

POSITIONS OFFERED
THE FOLLOWING POSITIONS are available: Senior Director, Strategic Business Analysis and Associate Director, Sales Force Effectiveness. For further information please contact: Eric Nunes, Organon Pharmaceuticals, T: 973-324-6941 e.nunes@organonusa.com (mailto:e.nunes@organonusa.com)

HBA CALENDAR OF EVENTS

JULY 19, 2005
RESEARCH TRIANGLE PARK AFFILIATE
Evening Seminar
The Fine Art of Sell-Promotion—“Getting Noticed, Getting Heard, Getting Credit and Getting Chosen”
Details to follow

JULY 27 & 28, 2005
METRO CHAPTER
Career Development Conference
“All the Right Moves”
Bridgewater Marriott
700 Commons Way
Bridgewater, NJ 08807

SEPTEMBER 15, 2005
METRO CHAPTER
Evening Seminar
Details to follow
5:30 PM - 8:15 PM
Pfizer Inc
235 E. 42nd St
New York, NY 10017

NOVEMBER 7 & 8, 2005
NATIONAL
HBA Leadership Conference
Details to Follow
Renaissance Harborplace Hotel
202 East Pratt Street
Baltimore, MD 21202

For additional details and the most current information, go to www.hbanet.org

SPEAKERS WANTED FOR HBA SPEAKERS BUREAU
We are gauging the level of interest among members to take part in an HBA Speakers Bureau. As a first step, we’ll be interviewing interested parties and evaluating what it will take to implement such a bureau.

Interested in speaking at an HBA event, external industry meetings or at corporate member facilities? We are identifying potential speakers for one or more of the following venues:
A. Internal HBA meetings and seminars.
B. External Industry Opportunities, such as healthcare conferences.
Open to all HBA members.
C. HBA Corporate Member Seminars
We are also identifying potential expert speakers who may be referred to healthcare companies for internal corporate seminars and meetings. Open to HBA members that are not employed by pharmaceutical companies, such as graduate-level professors, coaches, mentoring specialists, negotiation experts, independent consultants, diversity specialists and others who may have special skills or services to support staff development.

When applying via email, please specify the topics in which you specialize and related skill sets. Please also include any formal public speaking training you have had, and the size of the largest group to which you have spoken.

Interested applicants may contact:
Linda DaSilva, MS, RPh
linda_dasilva@eisai.com or 201-287-2061

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*2003 Essential Journal Study, The Matalia Group
HBA’s 2005 WOTY Celebrates!

2005 WOTY Event from page 1

the Multiple Myeloma Research Foundation and Phil and Donna Satow, whose son’s suicide led to the creation of The Jed Foundation. She spoke of the HBA as “a growing voice of influence in the industry at a time when we need more honest dialogue.” Pointing to the industry’s plummeting reputation, Vos challenged the audience to “re-invent the model” and gave her prescription for change:

1. Take Only as Directed. Lead with full disclosure. “People want more information, and we should bring it on in a frank and honest way they can understand.” Vos noted that Grey Healthcare’s own studies show that the more consumers understand about risk, the more likely they are to ask for an advertised drug.

2. Deliver the Maximum Dose of Education. Vos cited a Kaiser Foundation study finding that the majority of consumers believe pharmaceutical ads provide useful information that prompts patient involvement in their own care. “Let’s make better use of it so consumers can make the sensible and essential choices they need to lead healthier lives.” Vos called for using what the industry knows to educate doctors on how to be better communicators with patients. “A full dose of education is what builds trust.”

3. Ask Your Doctor. But, said Vos, the industry isn’t asking them enough. “Our relationships have been entirely too transactional,” she said. Doctors don’t need more data; they need empathy, support and a partnership—“that’s what builds trust.”

4. Communicate. Be an emissary. “As an industry, we’ve got to do a better job of communicating who we are, what we stand for and the value we deliver if we want to regain the trust.” Vos meant everyone. “The reputation of this industry is built by the thousands of actions and interactions we have every day,” she said.

Honorable Mentor: Mick Mosebrook

J. Patrick Kelly, President, US Pharmaceuticals, and VP, Pfizer Inc., spoke about the selection of Mick Mosebrook, EVP, Sales, US Pharmaceuticals, at Pfizer, as the HBA Honorable Mentor. Mentors like Mosebrook, said Kelly, “teach us the most critical lessons of leadership: the human lessons, which can’t be taught in a book or a classroom.” He cited Mosebrook’s role in creating “Women in Sales Leadership,” which inspires, develops and supports women in seeking and filling these roles.

Kathleen Donovan, VP, Human Resources for US Pharmaceuticals at Pfizer, accepted on behalf of Mosebrook, who was unable to attend. She said he was delighted to be honored, but “to Mick, it has always seemed like common sense to want to give everyone with talent, ability and motivation the opportunity to perform at their full potential.”
National HBA President Barbara Pritchard, President, The Pritchard Group & Intermedica, Inc., also spoke about the role of women in changing the definition of leadership from “power, control and authority” to one that describes the day’s honorees, 52 Rising Stars and nearly 2500 HBA members from New York to California: “Taking responsibility, giving support, getting involved, effecting change, maintaining integrity and always learning.” She lauded the development of national programs targeting corporate sponsors, including a mentoring program for director-level women, and the training, networking and mentoring that takes place at the chapter level as well as the National Leadership Conference.

Star Volunteer: Donna K. Ramer

Blackwell introduced 2005 Star Volunteer Donna K. Ramer, National HBA Director of Public Affairs, Chair of the 2004 Annual Leadership Conference and President, StrategCations, Inc. Ramer was honored as “the keeper of the HBA image, disseminator of the message to industry when the HBA faced enormous change and restructured to accommodate it, and builder of the very successful annual HBA Leadership Conference legacy.” Ramer commented, “I truly believe in giving back to society, particularly in the two important areas of women and healthcare. The HBA has given me the opportunity to break out of traditional silos and work across the organization, plus establish lifelong friendships—the icing on the cake.”

Melissa Wendt, Hood Marketing Solutions, Director of Membership for the HBA’s Atlanta Chapter and a member of the National HBA Membership Committee, spoke for many when she said she felt privileged to be at the event, especially “to see people from all over come together to celebrate the growth of the HBA.”

Wendy Blumenstein, Principal, Momentum Partners, New Hope, PA, was most taken with Vox’s speech. “I thought her words were exactly the right focus for the industry,” she said. “I want to be part of that.”
Charlene Prounis  
Co-President, Flashpoint Medica

A doctor is finishing a consultation with a patient:

“You still have elevated hypertension even though you are taking one drug already. Take this medication as well and come back in two months for a check-up,” the doctor tells his patient. He scribbles out the name of the medication on a notepaper and hands it to the patient. The patient hesitates and is about to speak but sees the doctor has his hand on the doorknob.

Walking toward the door, the patient says, “Excuse me, doctor?” her voice, almost inaudible.

Distracted, the doctor asks, “Do you need something else?”

“No,” she says quickly and leaves, defeated and frustrated.

What went Wrong Here?

● The patient did not have an opportunity to ask the questions that concern her most: What does this mean? Do I have a serious health problem? What should the number be? How long will I have to take this extra drug?
● The doctor and the patient did not come to a mutual agreement.
● The doctor did not display empathy either verbally or with body language.
● Because she has not received adequate advice, the patient decides to “try the medication for a couple of weeks to see what happens.”

What happens is noncompliance and therapeutic failure.

The Doctor-Patient Encounter

The Doctor-Patient-Encounter (DPE®) is the new frontier—a major opportunity for marketers to help doctors and patients communicate better for improved compliance and adherence by creating communication programs that target both doctor and patient.

Direct-to-Consumer (DTC) and Direct-to-Patient (DTP) marketing efforts can only do so much. DTC drives patients to request specific medications or bring up medical conditions with their doctors, and DTP targets patients in their home often via the web with education and follow-up materials. However, the crucial moment occurs when the patient and doctor are interacting. In fact, researchers have found that the single best predictor of medication compliance is a patient’s perception of the physician’s interest in him or her as a person. Called “the therapeutic alliance,” one study found that 74% of patients with poor therapeutic alliances failed to comply fully with their medication regimen while only 26% of patients with a good therapeutic alliance with their doctors were noncompliant.

Since the early 1990s, researchers have been building a robust body of evidence about the effect of doctor-patient communication on health outcomes. Part of this research has focused on specific techniques that enhance DPE.

Strategies for Enhancing the DPE

Both patients and doctors play important roles in the DPE process. Patients need to be better prepared for their visit. This process begins with putting them into the right mindset; making them more comfortable talking with their doctors and making them aware of what questions to ask to begin a meaningful dialogue.

The waiting room is the ideal setting to prepare for their DPE, especially if there is material that can help them raise important questions and discuss their therapeutic options.

Doctors, on the other hand, need to learn new communication styles and how to inject greater empathy, along with expressions of concern and good will.

Empathy and reciprocity are key components of each communication element. For example, “building a relationship” involves using words that show concern and making eye contact. “Opening the discussion” means allowing patients to complete their opening statements without interruption. Physicians may consider beginning their visits with a patient’s narrative by asking open-ended questions. There are plenty more of these types of “tips” to help make the encounter stronger.

The Role of Marketers

Besides understanding the complex dynamics of the DPE and being able to distill research-based principles into educational and evaluative programs, marketers need to understand what it takes to get patients in the right mindset. And of course, literacy, language proficiency and culture must be taken into consideration.

For example, a DPE-specific marketing tools could be a waiting room booklet, “What to Ask the Doctor.” Serving as a patient guide for the office visit, this resource serves several purposes:

1. A timely, immediate reminder for questions patients may already have.
2. Reinforcement of the importance of asking questions and clarifying facts.
3. If translated into different languages with accompanying English translation, it can facilitate communication and enhance overall comprehension, whether or not the doctor speaks the second language.

In the final analysis, marketers who understand the dynamics of the DPE can create and strengthen brand value, enhance adherence and encourage patients to make healthier decisions.

Contact Charlene Prounis at Flashpoint Medica charlene.prounis@flashpointmedica.com.
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PHILADELPHIA, PA—In the largest turnout for an HBA Philadelphia-based evening seminar in five years, 160 members and guests gathered on April 13th to discuss “Restoring Public Trust in the Pharmaceutical Industry,” sponsored by GlaxoSmithKline (GSK) and held at the company’s Philadelphia headquarters.

Christopher Viehbacher, President, US Pharmaceuticals, GSK, delivered a dynamic keynote on how industry leaders are responding to the current onslaught of negative publicity. It is imperative that pharmaceutical companies put the emotion back into the messages they send, Viehbacher said. “For far too long we have not been talking to them, but rather past them, and therefore not connecting.”

“Trust, not drug costs, not re-importation, is the most critical issue our industry faces today,” said Donald Phillips, PharmD, CEO, Vox Medica, one of three panelists who shared their perspectives. Phillips believes part of the solution rests with being more inclusive of all healthcare providers, including physicians, pharmacists, and nurses, in communicating the value of the industry.

“Partners are the key to success in a reputation campaign,” observed Beth Herskovits, Health Reporter, PR WEEKLY. Because HBA members are better informed on the issues than most people, “we should not hesitate to speak up in a positive manner,” she said.

“Employees, properly briefed, are a real vehicle to communicate value,” added panel moderator Catherine A. Sohn, PharmD, Sr. VP, Worldwide Business Development & Strategic Alliances, GSK, Consumer Healthcare.

Breakout sessions following the panel enabled HBA members to strategize and leave the event energized with new ideas on how they could contribute individually to restoring trust in the industry. Below are some of the ideas that emerged:

- **Shift the paradigm.** Move from championing pharma as an industry that treats illness to one that promotes wellness.
- **Empower employees at the grassroots level.** Keep them informed of the issues through “Lunch & Learn” or similar programs.
- **Use ambassadors to build good will.** Consider training employees and clinical trial participants to serve as ambassadors in their local communities.
- **Let the word go forth.** Focus on communication that allows any pharma employee to deliver a positive message that resonates. Use as many conduits as possible.
- **Leverage Existing Resources.** Utilize your company’s sales representatives, who have access to healthcare professionals at every level, to deliver a positive message.

Mid-Atlantic Chapter Members

Get Noticed

COLUMBIA, MD—It has been a busy spring for HBA Mid-Atlantic Chapter members!

Jann Keenan, Ed.S, President, the Keenan Group, Inc., received a Governor’s Citation and a Legislative Black Caucus of Maryland Citation for accomplishments in teaching and promoting Health Literacy in Maryland. Keenan presented on the topics of cultural considerations, health literacy and reducing health disparity at four venues this spring.

Katina Rojas Joy, a pharmaceutical sales specialist with Novartis Oncology was selected as a panelist for the “Latino/Hispanic Cancer Disparities Conference: Closing the Gap.” The conference will take place at The George Washington Cancer Institute on October 31st.

On May 18th, Susan Torroella received the Maryland’s Top 100 Women Award. Maryland’s Top 100 Women Award was created 10 years ago to draw attention to the contributions being made by women throughout our state. This annual program is designed to recognize women who not only have achieved professional success, but who also have contributed to bettering the communities in which they work and live. Additionally, they play an active role in mentoring the younger generation of businesspeople. Susan’s contributions within the Mid-Atlantic specifically included her work with HBA.
**Chicago Chapter Fulfills 2005 Promise with a Full Spring Program Schedule**

**CHICAGO, IL**—The HBA Chicago Chapter’s efforts have generated three exciting events that fulfill the chapter’s goal of offering programs that provide personal and professional development and career advancement.

In April, **Victoria Medvec**, Executive Director of the Center for Executive Women at Kellogg Graduate School, Northwestern University, addressed the chapter. Medvec is an award-winning educator who strives to change the face of corporate leadership through innovative programs.


**Looking Ahead to the Fall...**

A fashion show sponsored by Neiman Marcus featuring Dana Buchman and Ellen Tracy is planned for October in support of breast cancer research and treatment. This unique program was designed to bring together women in healthcare dedicated to making a difference in peoples’ daily lives.
HBA Research Triangle Park Affiliate Kicks Off First Year

Patrice Ferriola, PhD
President, KZE PharmAssociates

RESEARCH TRIANGLE PARK, NC—More than 150 healthcare professionals were introduced to the HBA at the May 10th celebration launch of the HBA’s newest affiliate in Research Triangle Park (RTP), just six weeks after the affiliate was approved on March 23rd.

Attendees from pharma, academia, biotech and supporting companies learned about the benefits and opportunities that the HBA offers from Barbara Pritchard, HBA President and President, The Pritchard Group & Intermedica, Inc; Susan Torroella, CEO, Columbia MedCom Group and President, HBA Mid-Atlantic Chapter; and Nancy Wysenski, President, EMD Pharmaceuticals and HBA RTP Affiliate Founding President.

“Our core goals include development of leadership skills, fostering mentoring relationships and providing opportunities for networking in order to further the advancement of women in the healthcare industry,” Pritchard told the audience. Torroella, who is the mentor for the RTP Affiliate and who has been an invaluable resource to the HBA RTP founding board of directors, related her own experiences of how the HBA’s programs and services provide an exciting environment that builds relationships and creates opportunities for professional growth.

Wysenski shared her anticipation that the HBA RTP Affiliate will be an “invaluable professional resource for women who work in all levels of the many healthcare-related environments in the North Carolina region.” Given the larger than expected turnout at the event, Wysenski concluded that “…there is obviously overwhelming interest in and support for a dynamic organization like the HBA in our area.”

As one attendee put it following a speed-networking activity that introduced six women to each other in just over 30 minutes, “I feel so empowered after this evening! I know this will carry over into my confidence level at work tomorrow.”

We hope this level of enthusiasm is just the beginning of the impact the HBA RTP Affiliate will have on its members. For upcoming events visit www.HBA-RTP.org.

2005 RISING STARS from page 1

CHRISTINE D’APPOLONIA
Senior Vice President / Account Group Supervisor
Lyons Lavey Nickel Swift, Inc.

TIA DEBON
Vice President and Publisher, Custom Programs
Dowden Health Media

NANCY DRESCHER
Executive Vice President, Group Managing Director
Cline Davis & Mann, Inc.

LYN FALCONIO
Executive Vice President, General Manager
Grey Healthcare Group, Inc.

LUCILLE FITZSIMMONS
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DENISE FULTON
Editor, Family Practice News
International Medical News Group / Elsevier

KATHLEEN GAFFNEY
Executive Publisher
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CATHERINE A. GEDDES
Regional Sales Director, HCV
Roche Pharmaceuticals

VANESSA HAYDEN
Director, Publishing Operations Division
American Medical Association

TRISTEN HERRSTROM
Senior Vice President, Resource Management
Ventiv Health

KATHLEEN HEUPLER
Director, Commercial Analysis, Oncology & Vaccines
GlaxoSmithKline
Speaking of Research...

In March, the National Board allocated funds to conduct marketing research on the impact of the negative reputation of the industry and the role the HBA should play in providing information to help members deal with this issue.

The email survey was sent to 2,000 HBA members (50% from pharma or biotech, 50% from the service side). There was an 18% response, considerably higher than the 10% norm of a typical self-administered survey. Several key points surfaced, but the bottom line is that our members expressed that being educated on the facts was of foremost importance.

- Overall, respondents were not highly confident about engaging in counter-arguments regarding negative industry perceptions.
- 60% feel their company would want them to be an ambassador / agent of change about the industry’s image.
- Over 80% felt balancing communications about new drugs risk vs. benefit was highly important.
- They were interested in an HBA “Know the Facts” program to be used to help counter criticisms about the industry.

While more results of the survey will be reported in future communications, the HBA leadership is taking immediate steps to play an important role as change agents. To begin with, we will be exploring the best way to help educate our members so we, in turn, can educate our constituencies.

That's Leadership!
PRESIDENT’S FORUM

Now, That’s Leadership

Barbara Pritchard
HBA President

A special thank you to our 2005 HBA Woman of the Year (WOTY) winners for showing us what leadership is all about. You are all inspirations! As I said in my President’s remarks, the honorees each share three key characteristics. They get involved. They connect. They are always learning. That’s true leadership.

Leadership also was demonstrated in spades by this year’s WOTY committee and the Co-Chairs Daria Blackwell and Debra Newton. On behalf of the HBA membership, thank you for making this the finest WOTY event ever.

We also received an enormous amount of positive feedback from attendees. Here are just three comments...

● “This is the first year we purchased a table. Everyone was so impressed.”

● “The buzz around here is that everyone was very inspired about becoming more active in the HBA”

● “What an eye-opener this event was. Many had no idea how strong the HBA has become.”

Another example of great leadership was demonstrated in May by Nancy Wysenski and her Research Triangle Park, NC, steering committee. Their launch event was attended by more than 150 women (see page 10). In just eight months, they have gone from a desire to form an HBA group to affiliate status. Additional events are planned for July and the Fall, so check the HBA website (www.hbanet.org) for details.

We’re Listening

Conducting research is nothing new for the HBA. Certainly one of the reasons the HBA has been so successful and grown to be such an important force in the lives of women in healthcare is because we ask, we listen and we act.

This spring the Metro Chapter completed a membership survey, which will be replicated by other chapters. Complete results are available and will be reported in future communications, but several issues stood out:

● Attending programs of interest and meeting other women are the most valued benefits of HBA membership.

● Over 90% of members would like to attend more events than they did.

But there are also areas where we can improve:

● Broaden the HBA’s focus beyond the marketing and pharmaceutical sectors.

In fact we have recognized this and have begun reaching out to the HR community and to the R&D sector, and we are piloting a Women in Science group as part of the Boston Chapter. We also are exploring ways to reach distance employees who most likely will be from the sales segment.

● Work harder to make new members feel welcome.

This is another area we have focused on and one recommendation is that we strongly encourage chapters and affiliates to adapt the type of welcoming segment Metro introduced at its meetings. We also emphasize the importance for all Board members—National and Chapter/Affiliate—to seek out new members at meetings.

● Monitor “vendor” interactions and maintain appropriateness.

The Board currently is preparing some guidelines for our business interactions between service providers and manufacturers at HBA events.

● Better promote the “Pathways” and “Connections” programs. These are valuable programs and we are looking into ways to spotlight them more often.

Thank you to all the members who participated in this survey and gave us such valuable input.

“What an eye-opener this event was. Many had no idea how strong the HBA has become.”

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