Ground Breaking EDGE, ACE Initiatives Presented at Advisory Board Meeting

On June 26, more than 30 advisors, board members and guests attended the HBA Advisory Board meeting held in New York City at the Warwick Hotel. The day-long meeting covered several exciting new initiatives, including the HBA’s landmark Empowerment, Diversity, Growth, Excellence in Leadership (EDGE) study and the new Advancement, Commitment, Engagement (ACE) Award.

Advisors to the HBA include senior industry executives from leading pharmaceutical and healthcare related companies whose insights and perspectives help shape strategic direction and development of the HBA.

Guest speakers included Carolyn Buck Luce, Global Managing Partner for Ernst and Young’s Health Sciences Industry Practice in New York, Nerys Wadham, Global Head of Diversity Pharma at Novartis Pharma AG in Switzerland, and Melanie Karbe, Vice President & Partner, Booz Allen Hamilton, San Francisco.

Catherine Sohn, PharmD, Director of the HBA Advisory Board, opened the meeting with an overview of the packed agenda, which included remarks from HBA President Debra L. Newton. “The HBA can be the go-to resource for data in the healthcare industry with the quality programs and research that we’re undertaking,” Newton said. “With the membership drive, if each member brought in only one member, we would have 5,000 members by the end of the year.”

Newton reviewed new data showing the HBA’s rapid growth in both the United States and overseas. Individual membership has increased consistently over the past five years, with membership totals for 2006 now exceeding 2,500 individuals.

EDGE: Establishing New Benchmarks on Women’s Advancement

HBA Past President Barbara Pritchard discussed details turn to ADVISORY BOARD MEETING on page 11

HBA Members Learn Language of Success at 2006 Metro Chapter Career Development Conference

Marie Tartaglio, MEd
Manager of Training, US Medical Affairs; Medical Compliance, Policy & Process; sanofi-aventis*

NEW BRUNSWICK, NJ—Nearly 100 HBA members and other participants sharpened their communications skills and developed a new vocabulary for success during the HBA Metro Chapter’s 2006 Career Development Conference: The Language of Success, held June 5-6, 2006, at the Hyatt Regency in New Brunswick, New Jersey.

Awareness of self, coupled with the ability to flex and change in response to challenging situations, was the focus of the two-day event, which featured motivational speakers, interactive workshops facilitated by expert faculty, and panel discussions by leading industry professionals.

“The career development workshops provided excellent tips to improve communications skills,” said new HBA member Anne-Marie Hess, Senior Director, Investor Relations and Corporate Communications, Cambrex Corporation.

“I felt this was an excellent opportunity to LANGUAGEn success” turn to LANGUAGE OF SUCCESS on page 10

* The views expressed in this article are those solely of the author and not of sanofi-aventis U.S.
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*April 2005 and April 2006 studies at SJU
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Movers & Shakers  Almost half of Executive MBA graduates report new responsibilities as a result of entering a program.*

Rave Reviews  Almost all graduates say the program model either met or exceeded their expectations.*

* Executive MBA Council Research Statistics
** Based on Graduate Management Admission Council research of Corporate Sponsors.

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HBA Announces Member Survey Winners

Lisa Courtade
Director, Business Information & Research, Merck & Co., Inc.; HBA Director of Research

The annual HBA Individual Member Survey provides valuable insights into member satisfaction and needs and assists the HBA Board and sub-committees in annual planning and program refinement and development. This year, the HBA partnered with TNS Healthcare to survey all active members utilizing an electronic questionnaire that was distributed via HTML link from March 10–April 10, 2006. Members who responded to the survey were offered a chance to be entered into a drawing to win free registration to the 2006 HBA Woman of the Year Luncheon or a free pass to a local evening seminar.

Congratulations to the winners (see box), who were randomly selected to receive these incentive awards.

WOTY Registration Winner: Marianne Doherty, Novartis

Local Seminar Pass Winners:

Atlanta  Hannah Baker Hitzhusen, CMI
Boston  Daphne Psacharopoulos, The Boston Consulting Group
Chicago  Olympia K Oalagidis, Ameritech
European Affiliate  Christine Launay, Novartis Pharma AG
Indiana  Jennifer Rotz, Eli Lilly and Company
Metro (NY/NJ/PA)  Michele Luna, MedPointe Pharmaceuticals
Mid-Atlantic  Wendy Perrow, Sigma-Tau Pharmaceuticals
Philadelphia Affiliate  Shara Neidell, Genactis, Inc.
Research Triangle Park Affiliate  Anna Munoz, Gibbs & Soell, Inc.
San Francisco Bay Area  Sunny Sutton, Medtronic, Inc.
Southern California Affiliate  Debbie Moysychyn, University of California, Irvine

HBA seeks Website Makeover Assistance

The HBA is releasing an RFP for revamp of the association’s website. Interested parties can access rfpresponses@hbanet.org for more information, including a full timeline.
Master the New Standard is Theme of this Year’s Annual Leadership Conference

Wendy Hauser  
VP, Corporate Communications, Grey Healthcare Group; HBA Bulletin Contributing Editor

Mark your calendars now for this year’s annual HBA Leadership Conference: Master the New Standard, which will be held November 2–3 at the Marriott Long Wharf Hotel in Boston, MA. More than 400 HBA members from chapters and affiliates nationally and internationally are expected to attend this sell-out event.

As has become the tradition, the HBA Leadership Conference tackles both specific and general issues relating to becoming a strong leader via a series of workshops and lectures. This year, there will be 14 workshops focusing on building specific leadership skills and understanding the dynamics behind being a strong, effective leader. Several outstanding keynote speakers will also be featured at this year’s meeting:

Karenna Gore Schiff will discuss her book, Lighting the Way: Nine Women Who Changed Modern America, a nonfiction narrative that tells the stories of nine unsung heroines of 20th Century American history. The nine women include Ida B. Wells-Barnett, who was born a slave and fought against lynching; Mother Jones, an Irish immigrant who organized coal miners and campaigned against child labor; Alice Hamilton, who pushed for regulation of industrial toxins; Frances Perkins, who helped establish the Social Security program; Virginia Durr, a high society Southern belle who fought the poll tax and segregation; Septima Clark, who helped register black voters; Dolores Huerta, who organized farm workers; Dr. Helen Rodriguez-Trias, an activist for reproductive rights; and Gretchen Buchenholz, currently one of the nation’s leading child advocates.

Keith Ferrazzi, CEO of Ferrazzi Greenlight and author of Never Eat Alone and Other Secrets to Success, One Relationship at a Time, will discuss how to climb the ladder to personal success by building and maintaining solid personal and professional relationships.

Judith E. Glaser, an executive coach and CEO/President of Benchmark Communications, will discuss The DNA of Leadership and explore how to crack your company’s genetic code for success. She will also identify seven vital leadership practices that can reshape an organization into a WE-centric culture, one that enables people to effectively work together during times of organizational change.

Ellyn Spragins, noted author, will discuss her new book, What I Know Now: Letters to My Younger Self. In this moving collection, forty-one famous women write letters to the women they once were, filled with advice and insights they wish they could have had when they were younger. Their letters contain rare glimpses into the personal lives of extraordinary women and leaders.

Watch for more details on registration soon or visit www.hbanet.org for up-to-the-minute information. Space is limited, so be sure to register early for this must-attend event. Special thanks go to the HBA Leadership Conference Committee chairs Mary Margaret Armstrong, Director of Business Development, Quintiles Medical Communications; Eve Dryer, President, Vox Medica Public Relations, Vox Medica, Inc.; and Deborah Coogan Seltzer, Senior-Vice President, Boyden Global Executive Search.

Branding and Mentoring Addressed by HBA European Affiliate

LONDON—More than 50 professionals representing 20 companies and six countries attended the HBA European Affiliate’s May 18 event which featured workshops and presentations on personal branding and saw the launch of a proprietary mentoring program called LINK.

Rita Clifton, Chairman of Interbrand, a leading global brand consultancy, explored the concept of personal branding and discussed how to make your own brand more valuable. A brand no longer applies only to a product or company, but to people, and is increasingly based on relationships, according to Clifton. Your personal brand, she argued, should encompass both the external (ie, your appearance and clothes) and your underlying principles – from your vision and business values to the processes and management style you favor. Lynn Edlen-Nezin, VP, Director of Behavioral Science, Grey Healthcare, followed with an interactive workshop on building a personal brand and putting it into practice.

The afternoon included a lively panel discussion on mentoring, followed by a keynote address from Carol-Anne Whittaker, Global Head of Pharma Communications, Novartis Pharma AG. She discussed the importance of mentors and how she has relied on them throughout her career for help developing the skills that underpin her professional success, including how to behave with colleagues, how to promote her own successes, and how to negotiate effectively. She identified three core values that lie at the heart of a positive and successful mentor-mentee relationship: trust, honesty, and working with someone who wants to see you succeed. The event marked the official launch of the LINK coaching and mentoring program, which is exclusive to members of the HBA Europe Affiliate who want to enhance their career development.

“What we do, and what we do together will have real impact on where we go from here as we create this exciting new organization,” said Amy Rojas, President, HBA Europe, who noted the large impact the new affiliate and its mentoring program could have on the future of professional women in healthcare throughout Europe.

For more information, visit the affiliate’s website at: www.hba-europe.org.
POSITION OFFERED

APPLIED HEALTH OUTCOMES is expanding our client-focused team of hard working professionals. As the premier provider of strategies and services that measure and communicate the value of pharmaceuticals and other healthcare technologies, Applied Health Outcomes is seeking to hire, train, and retain the finest team of individuals available to exceed our client expectations and accomplish our business objectives. We invite you to explore our available career opportunities: Analysts, Assistant Directors, Associate Directors, Account Managers, Medical Writers, Market Researchers, and Outcomes Research Fellows/Interns. Ideal candidates require sufficient experience (a minimum of 1-5 years) in health economics, outcomes research, or relevant pharmaceutical industry consulting experience. A clinical background is preferred. Responsibilities may include: economic modeling, data management and analysis, research design, development of research proposals, study reports, manuscripts, brand strategy, payer strategy, quantitative/qualitative market research, and project management. Ideal candidates will possess an advanced healthcare degree (PharmD, MD, research training (PHD, MPH/MBA, Fellowship) and have tangible experience with the aforementioned job responsibilities. EOE with excellent compensation package including competitive salary and comprehensive benefits. Qualified candidates should submit a letter of interest, curriculum vitae and salary requirements to: Timothy S. Regan, RPh, CPh, Executive Director, Applied Health Outcomes, Corporate Headquarters: Palm Harbor, FL; Northeast Region: Princeton, NJ; West Region: Salt Lake City, UT. Phone: 727.771.4100 Fax: 727.771.4145 Email: tregan@applied-outcomes.com

POSITION OFFERED

ORGANON PHARMACEUTICALS—We are currently seeking a Brand Manager to join our Women’s leadership in various research activities; and provide a practical experience in the education and training of tomorrow’s clinical research leaders. HCRI is currently expanding and is currently looking for an Account Executive to assist in this growth effort. The Account Executive reports directly to the Director of Business Development and is responsible for: Establishing a client base by targeting new accounts and evaluating new companies • Developing and implementing individual, territory and account strategies that incorporate significant account and industry profiling with pipeline and therapeutic information • Manage a wide variety and volume of projects on an ongoing basis • Demonstrate skill at new business development • Possess strong analytical and interpersonal skills. Ideal candidates will have a BA in business, healthcare or the life sciences and 3-5 years experience in selling clinical, research or related services. A Masters’ degree or equivalent is preferred. Previous deal experience in the biotechnology or pharmaceutical industries is a plus. Must have sales management experience. Position will oversee sales, operations, and marketing. Base of up to 130Kyr with 25% annual bonus possible. Interested parties should contact: Kate Miller, Executive Recruiter at 404-252-2985 or at kmiller@firstproinc.com.

POSITION OFFERED

GENERAL MANAGER WANTED for Atlanta-based company of 65 employees that sells post-mastectomy products to lingerie retailers, pharmacies, hospitals, and DME/medical retailers. MBA preferred. Must have sales management experience. Position will oversee sales, operations, and marketing. Base of up to 130Kyr with 25% annual bonus possible. Interested parties should contact: Kate Miller, Executive Recruiter at 404-252-2985 or at kmiller@firstproinc.com.

POSITION OFFERED

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HBA CALENDAR OF EVENTS

THURSDAY, SEPTEMBER 14, 2006

METRO CHAPTER Evening Seminar 5:30 PM – 8:15 PM Pfizer New York, NY

SATURDAY, OCTOBER 7, 2006

GREATER PHILADELPHIA Evening Event 5:30 PM – 8:15 PM St. Joseph’s University

TUESDAY, OCTOBER 24, 2006

METRO CHAPTER Evening Seminar 5:30 PM – 8:15 PM sanofi aventis Bridgewater, NJ

THURSDAY–FRIDAY, NOVEMBER 2 & 3, 2006

HBA LEADERSHIP CONFERENCE Master the New Standard Long Wharf Marriott Boston, MA
I matter because I am part of a team of talented professionals dedicated to advancing awareness of life saving products to healthcare professionals. I have a great passion for my work and am proud to contribute my expertise toward our mission of improving health and offering greater access to important medicines worldwide.

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SKILLS FOR SUCCESS

Compliance and Communications Skills Needed Now More than Ever

Ilyssa Levins
President, HCIL Consulting

Healthcare professionals must remain hyper-focused on regulatory compliance and patient compliance to improve the industry’s reputation and enhance disease outcomes.

Regulatory Compliance

Today’s environment is infinitely more complex than it was just a few years ago because of new guidelines from the Pharmaceutical Research and Manufacturers of America (PhRMA), the Accreditation Council for Continuing Medical Education (ACCME), and the FDA. Additionally, the Office of the Inspector General (OIG) in the Department of Health and Human Services and the Department of Justice (DOJ) have become important overseers because they can impose monstrous fines on companies for their promotional practices. Medicare Part D further heightens scrutiny because the government is now a much bigger source of revenue for the industry.

Certify Agencies: Agencies need to stay current on regulatory issues since our business conduct and communications are more regulated than other industries. Standards for compliance certification could quickly become a mandatory criterion for agency selection by pharmaceutical companies.

“Agencies that represent drugs or devices must protect their client’s reputation, and that means preventing the likelihood of any regulatory violations,” says Lynn O’Connor Vos, President and CEO, Grey Healthcare Group and 2005 HBA Woman of the Year. “ Compliance know-how is clearly an important step for agencies to take as they help restore trust in the pharmaceutical industry.”

Patient Compliance

In its landmark 2001 publication, the Institute of Medicine declared that there is a chasm between the healthcare we have, and the care we could have. Why are patients getting sub-optimal outcomes? One major reason, cited by the World Health Organization, is non-adherence to medication: more than 50% of patients do not take their medications properly. Unfortunately, patients don’t receive the support they need to manage their conditions. For example, 42% of people with diabetes report that they were never advised—or are still confused—about how to manage their disease.

The results? Patients face loss of life and medical complications. Physicians are frustrated by poor patient outcomes. Payers (employers and the government) bear increased costs. Pharmaceutical companies lose sales and profits due to poor adherence.

That’s why we need to learn how to execute patient-centered healthcare, according to Maryann Kuzel, an expert in this emerging area. She advises:

Improve the patient-physician dialogue: Educate physicians and nurses to engage the patient in a discussion of needs, goals and barriers.

Activate and motivate patients: Use behavior-change methods to persuade and motivate passive patients to become active participants in their health.

Involve all stakeholders in ongoing support: Partner with employers, managed care organizations, patient advocacy groups and other stakeholders to support patients in between physician visits.

It’s a challenging, yet exciting time for professionals in healthcare. Ensure your compliance skills stay sharp. The focus on regulations and patients can help to rebuild confidence in our industry’s immeasurable value at a critical time.

*See “Skills for Success” Jan/Feb 2005.
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Military Offers Leadership Lessons for Southern California Affiliate

Donna Smith
Director of Benefits, Watson Pharmaceuticals

Leadership Skills Business Women Can Learn From Military Leaders was the topic for the HBA’s Southern California program on June 8, hosted by Invitrogen Corporation in Carlsbad, CA. The keynote speaker, Lieutenant General Carol A. Mutter (Retired), served in the U.S. Marine Corps for 31 years, and was the first woman nominated by the President for a three-star rank. She shared her keys to achieving success in a traditionally male-dominated environment:

- Attention counts.
- Act confident even if you’re not.
- Accept the things you cannot change.
- Don’t be afraid to take risks during your career. Figure out what has to be done and do it!
- Be yourself. Adapt and capitalize on your strengths. Consensus management is an excellent way to get the job done.
- Career planning is important. The door you may want to go through may be locked, so plan and be flexible.
- Mutter was joined by a panel of four other service women who shared inspirational stories of their challenges, victories, and lessons learned:
  - Captain Lori Turley (Retired), recently Program Director for Community Support Programs for Navy Region Southwest
  - Force Master Chief Karen O’Connor (Retired), who led over 40,000 enlisted sailors
  - Lieutenant Cynthia Lisa, currently the only female EA-6B “Prowler” pilot
  - Commander Jackie Serena, a pediatric neurologist

Although the career experiences these women shared revolved largely around the issues of war and working in the military, HBA members in attendance found significant parallels to working within the corporate environment. “It makes you realize that we aren’t alone in regards to the challenges and triumphs we encounter as we wade through our careers,” said Tina Steffan, Director, Information Technology, Invitrogen. The event was “an inspiration for all of us who aspire in our careers,” added Melissa Armentrout, Director, Human Resources, Invitrogen.

Boston HBA Takes a Creative Approach to Communication Skills

MJ Roach

C AMBRIDGE, MA—The British Consulate hosted the HBA Boston chapter’s May 18 program, Building Your Leadership Tool Kit = Communication Skills, A Creative Approach, which featured Michele Vitti, an executive coach whose focus is on transformative learning with individuals and organizations.

Deborah Hernandez, HBA Boston Chapter Director for Events Planning, introduced Vitti, a principal at Sunata Consulting who works with clients to clarify the results they want to achieve and facilitate removing obstacles in attaining those results.

Emphasizing how critical communications are in leadership development, Vitti broke down the broad topic of communication into three key segments:

- **Intrapersonal** How you use your skills and experience in life management.
- **Interpersonal** How we work with and motivate others in the workplace.
- **System** How we navigate the culture of an organization and determining who has the power in an organization and why.

Intrapersonal communications encompass not only your style, but also potential barriers that may decrease the effectiveness of your conversations, said Vitti, who discussed the following communications elements and associated communication techniques:

**Power of Intention:** Briefly stating your intention forces you to be clear on what you want to accomplish. When accompanied by an inquiry, this can constitute a public agreement with a colleague or team. Framing an intention gets everyone on the same page and keeps everyone there. It’s an easy action to take, but one that is often over looked. Example: I’d like to have a conversation with you about how the launch went, is this a good time?

**Pitfall of Habit:** We’ve all experienced this: Someone else finishes your sentence for you; that person thinks he or she is reading your mind when he or she actually couldn’t be more off base. Why does this happen? Because so many of us struggle to process the daily information that bombards us, we tend to look for routines and patterns to help speed up conversations. But this habit of leaping in stifles communication. Vitti recommended using a different approach: Advocacy and Illustration. By taking a position and then offering information, an example or a rationale, you can keep the conversation on track and eliminate any second-guessing. Example: I think we should postpone this meeting until we have our HR benefits expert here to answer questions.

**Pitfall of Judgment:** This pitfall is perhaps yet another symptom of information overload. Society encourages us to evaluate and decide—quickly. This rush to judgment keeps us task-focused and results-oriented, but it short changes conversation, debate and, in the long run, doesn’t foster relationship building. “If the antidote to quick judgment is curiosity, then the tactical corollary would be to ask questions,” Vitti said.
Chicago HBA Members Hear Executive Insights on Leadership

More than 175 HBA members and non-members heard a thought-provoking panel discussion on April 20 at the Chicago Chapter’s dinner program, Executive Discussions of the Career Strategies of Five Successful Women Executives, sponsored by Takeda Pharmaceuticals, North America, Inc., Hyatt Deerfield, and Unlimited Performance Training, Inc.

The session was moderated by Kimberly Farrell, CEO/President of Unlimited Performance Training, Inc., and included panelists Diane B. Noble, Executive Vice President, Compliance & Integrity, of Baxter Health Care; Donna Samulowitz, Chief Marketing Officer of Cardinal Heath; Laura J. Schumacher, Senior Vice President, Secretary and General Counsel, Abbott Laboratories; Lori Smith, Senior Vice President Human Resources and Administration, Takeda; and Susan Torroella, President and Chief Executive Officer of Columbia MedCom Group. The following are highlights from the discussion:

The glass ceiling: “I do not believe there is (a glass ceiling),” Samulowitz said. “Executive ranks recognize the need to bring different perspectives, different leadership styles and skills into their senior leadership position.” Torroella disagreed. “The facts clearly state that there is a big discrepancy in the number of women versus men in the healthcare industry. I see and experience different standards for men and women.”

Mentorship: “My mentors took risks with me, gave me the opportunity to learn and stretch, while still challenging and supporting me,” said Smith, who also serves as a mentor to others. Noble and Torroella also mentor others, allowing them to share their career and life wisdom with others on what has worked for them and their direct reports, as well as which behaviors can create career problems.

Networking: This is something all panelists reported doing both inside and out of their organizations, and includes strategies such as maintaining professional relationships developed over the years, tapping into Think Tank Organizations, and participating on outside boards and groups in the community.

Work/life balance: “Work/life balance is a degree of priorities and agreement among a couple or family,” Samulowitz said. “When you’re new to an organization and handling a big role, you recognize that there will be many ‘off-balance’ months until things settle out a bit,” she said, also noting, “when the need arises, I will always prioritize my family over work.”

HBA Gets Big in Texas with Introduction of San Antonio Affiliate

Plans are currently in the works for this fall’s launch event for the new HBA Affiliate in San Antonio, Texas, which received official HBA Affiliate status in March of 2006 following a vote of approval from the HBA’s Board of Directors. The addition of the San Antonio Affiliate brings to 13 the number of HBA chapters and affiliates operating in the United States and worldwide.

“There is a large and unmet need for networking opportunities in San Antonio, home to world-class research institutions, promising start-up companies, and established businesses that are expanding regionally, nationally and internationally,” said HBA San Antonio, Texas Affiliate Co-founder and President, Deb Wells, President and CEO of StrokeGuard, a care management services company dedicated to stroke prevention.

“Given San Antonio’s growth market and HBA’s global reach, our Affiliate will serve both as a resource for the greater San Antonio business, medical and academic community and for HBA members worldwide,” Wells said.

The new affiliate will provide networking, educational and career development opportunities to members of the city’s rapidly growing $14 billion bioscience and healthcare industry. As the first HBA chapter in Texas, the new Affiliate will reach out to medical devices, services and pharmaceutical businesses; biotech firms; academic and medical institutions; as well as insurance, managed care and health systems.

Affiliate status is a required step to becoming an HBA Chapter, and is granted to regional groups that meet specific fiscal and membership criteria.
PLANNED PEARLS FROM WISDOMS from page 1

Don’t confuse activity with results
Use your power as a tool, not as a weapon
Know when to step up and when to back off
Do your homework based on context so that you can adjust to your environment
Let your work speak for itself

Monday Evening’s Program Focuses on Etiquette

Conference Chairs, Judi Glova, CEC, President, Pinnacle Coaching & Consulting, and Tory Cenaj, President, PharmEd Communications, Inc., kicked off Monday evening’s dinner program, which featured Pamela Eyring, Director of The Protocol School of Washington®, and provided a hands-on etiquette tutorial called Dining Like a Diplomat. “You want to make others feel important and comfortable—and conduct business at the same time” said Eyring in explaining today’s protocol for being a good guest.

Plenary Panel: Tracking Trends of Successful Women

Opening the Tuesday sessions, Roberta V. Kraus, PhD, Enterprise Faculty Associate and Sports Psychologist at the Center for Creative Leadership, focused on resiliency for women leaders and sustaining consistent top performance for effective leadership. “The main job as leaders is to create the conditions necessary for others to do their best work,” Kraus said.

Kraus then joined the plenary panel that included Minnie Baylor-Henry, Vice President, McNeil Consumer and Special Pharmaceuticals; Sylvia Mc Brinn, Senior Vice President, US Operations, Vernalis Pharmaceuticals, Inc.; Catherine Ward, President, RJO HEALTHCARE; and Teresa R. Winslow, Chief Operating Officer, TargetRx. Leigh Ann Soltysiak, Marketing Director, Worldwide, ETHICON, Johnson & Johnson, moderated a lively discussion, Tracking Trends of Successful Women, which provided the following pearls of wisdom:

- Bring others along and bring out the best in people
- Take risks in areas that do not fit neatly into your background
- Don’t confuse activity with results
- Use your power as a tool, not as a weapon
- Know when to step up and when to back off
- Do your homework based on context so that you can adjust to your environment
- Let your work speak for itself

Keynote Advises Audience: Take a Risk and Bet on Yourself

In a dynamic keynote, The Power of Women: Developing Your Career, Marcya McGinnis, Former Senior Vice President, News Coverage, CBS News Media, covered ten key areas to help women tap into their own power. “Passion stands between the good and the great,” she said. “It can be the difference between a career enjoyed rather than endured.” Because today’s employers have high expectations of their leaders, it is wise to be passionate, decisive, empathetic, and accessible, advised McGinnis, adding that it’s important for women to aspire to leadership roles because “they bring skills sets that are necessary to creating an empathetic and accessible work environment.”

Closing networking reception speaker, Lorraine Wearley, PhD, focused on Women in Science and led the group through an interactive, circular networking exercise designed to help participants meet and greet others in an effective and enlightening manner. Laurie P. Cooke, the HBA’s CEO, used the opportunity to provide a light-hearted summary of what she got out of this year’s conference: “I can now dine without embarrassment. I can network, even in circles. I can verbalize my silent signals. I [can] feel comfortable that I am no longer an impostor in a man’s world. I can solve problems, even ones that I didn’t even know I had, and I can make presentations without wandering behind the podium by visualizing myself rooted like a tree.”

FIVE WORKSHOPS OFFERED DYNAMIC PROGRAMS AND INSIGHTS

“[You can’t change your IQ or personality. The beauty of emotional intelligence (EI) is that you can develop it, and create a significant impact on building stronger relationships, making better decisions, influencing others, and reducing conflict.]”

—From Building A Winning Career (JUDI GLOVA, CEC, President, Pinnacle Coaching & Consulting and CARMINE LEO, President and Founder of Carmine Leo & Associates)

“[Going forward, organizational success will closely tie to how effective leaders are at cultivating an environment that truly approaches problems creatively. Key ingredients include self-awareness, curiosity, a genuine openness to ‘different’ thinking, and a toolkit of creativity prompts.]”

—From Cracking the Code to Creative Problem Solving (HELEN T. COOKE, Managing Director, Cooke Consulting Group, LLC)

“[We all have it within us to change those negative beliefs we hold. We can choose to be comfortable in staying stuck or we can gain clarity and do what is necessary to change.]”

—From What Every Woman Needs to Know About Success, Failure and the Impostor Syndrome (JILL QUIST, President, Quist Solutions, LLC)

“[Self confidence is derived from self-love. You are in charge of the signals you send.]”

—From Silent Signals of Success™: What Signals Do You Send? (MARSHA EGAN, CPCU, ACC, President & CEO, The Egan Group, Inc.)

“[Our language can change the history of individuals and organizations. Language is power—use it to be appreciated, to build others up.]”

—From The Art and Science of Powerful Communications (NADINE UDALL FISCHER, MA, CCCS LP, Founder/President, NADIA Communications, LLC)
in formulation and implementation of long and short-term strategic product or marketing plans for assigned area; Formulate and recommend strategies for achieving long and short product plans for key accounts and assigned areas; Participate in industry trade shows; Develop and implement strategies for new product introduction into the market; Participate in the evaluation and approval of product advertising platforms, communication programs and public relations activities to support the product and broad-range programs to enhance the image of the division with customers and the industry; May provide supervision to lower-level employees; Manage travel/entertainment budget and work within cost center budget. Typical Education: Bachelor’s Degree. Education Discipline(s): Healthcare such as nursing, social service/case management, Life Sciences, Marketing, and Business. Typical Job-Related Experience: 3–6 yrs. Specific Skills Required: Must be knowledgeable of the market/product/industry/customer base and new developments related to areas of assignments through clinical and industry experience. Must understand the business strategies of the company’s activities and apply that knowledge to the company’s goals. Proven product planning or market development experience. Knowledge of the telehealth and/or home care market highly desirable. Outstanding communication, interpersonal, motivation and persuasive skills. Ability to think creatively and critically. Must have experience in healthcare, clinically or industry. Recruiter / HR Rep: Contact Debbie Barchella via email or fax with resume and salary history: debbie.barchella@bayer.com Fax: (914) 333-6409 BAYER IS AN EQUAL OPPORTUNITY EMPLOYER.

OPPORTUNITY OFFERED
OPPORTUNITY AT BAYER DIABETES CARE. located at 555 White Plains Road, Tarrytown, NY 10591. Title/Requisition Number: Marketing Manager–HCP. Division/Department/Location: Diabetes Care Division / DC Marketing / Tarrytown. Description of Responsibilities: Responsible for the development and implementation of Health Care Professional marketing strategies and tactics for a line of diabetes care products—primarily blood glucose monitoring systems. Work in conjunction with a team of Brand and channel marketing managers responsible for various market segments (i.e. Trade, Consumer, Managed Care) to insure marketing plans are cohesive and integrated. Work closely with Training dept. on establishing core messaging, selling strategies and implementation plans for field use. Manage advertising and promotional budgets and vendors for all HCP activities, which include but are not limited to: Professional advertising and media planning, sales aids and collateral material, CME programs, industry conferences, advisory boards, patient education and training materials, public relations. Work with Legal, Medical, R&D and Regulatory departments within Bayer to secure approvals for all professional marketing initiatives. Coordinate and manage professional trade shows, perform ROI analyses on marketing tactics, provide strategic and creative direction to retained agencies and vendors, track and measure programs through the collection of internal data as well as external research, support the professional field sales organization in gaining HCP recommendation for Bayer products. Position requires hands-on management of projects from concept to execution. Typical Education: Bachelor’s Degree. Education Discipline(s): Preferably Business or Marketing. Must have strong working knowledge of the healthcare industry; Bachelor’s Degree preferred. Typical Job-Related Experience: 3–6 yrs. Specific Skills Required: Minimum 1–2 years marketing experience preferred, with strong knowledge of principals of marketing, advertising, and business financials. Preferred experience in diabetes products. willingness to travel. Strong computer skills and ability to work within a team environment is a must. Excellent customer focus and service-oriented personality required. Recruiter/HR Rep: Debbie Barchella—Bayer Diab etes Care. Qualified candidates should email/fax resumes and salary history: debbie.barchella@bayer.com Fax: (914) 333-6409 BAYER IS AN EQUAL OPPORTUNITY EMPLOYER.

ACE AWARD receives support
This new HBA award recognizes and honors an innovative company approach or initiative that has definitively resulted in enhanced recruitment, development and advancement of all managerial women within that company. Daria Blackwell, HBA Advisory Board Member and Past HBA President, reviewed the background of the ACE award, the judging process, and the five criteria against which such initiatives will be judged:

- **Measureable Results:** verify the results from the initiative.
- **Business Case:** proof that the initiative is effective.
- **Stewardship:** demonstrate that the initiative had the proactive support of senior management.
- **Execution:** document how the initiative can be repeated by others.
- **Sustainability:** show how the initiative will be repeatable at the same company with similar results.

The first ACE Award will be presented in 2007.

Melanie Karbe, Booz Allen Hamilton, San Francisco, presented the plans for the HBA EDGE in Leadership benchmarking study to the Advisory Board.

Lisa Courtade, HBA Director of Research, who defined the objectives of the study, said results are expected to be available at the end of the year.

Nerys Wadhams, Global Head of Diversity Pharma at Novartis Pharma AG in Switzerland, reported that the solid data from the EDGE study will allow Novartis to measure its progress in moving or supporting women into executive level positions compared with its competitor companies.

Melanie Karbe, Vice President & Partner, Booz Allen Hamilton, said that companies also need to consider distinctive approaches by country due to regional differences. The healthcare industry is eager to have this data and no one is better suited to partner with Booz Allen Hamilton on this task than the HBA.

Melanie Karbe, Booz Allen Hamilton, presented the plan for the HBA EDGE in Leadership benchmarking study to the Advisory Board.
HBA: Today’s Embodiment of Women’s Collective Intellectual Property

Debra L. Newton
HBA President

“For what is done or learned by one class of women becomes, by virtue of their common womanhood, the property of all women.”
—Elizabeth Blackwell
(The first woman in the U.S. to become a physician)

Since Blackwell wrote those words over a century ago, we as women have added a great deal of knowledge to that collective “property.” Blackwell was initially rejected from every medical school she applied to except for one, which—ironically—accepted her only because she mistakenly assumed that her desire to attend was meant as a joke. In spite of this, Blackwell finished first in her class and went on to achieve a great many medical firsts during her career.

What’s astonishing about Blackwell’s intrepid spirit, and so many women like her, is the fact that the number of high-profile, professional women she had to look to for inspiration was scant. Fortunately, because of Blackwell and so many other women in the medical field and beyond, that number has multiplied literally thousands of times over in the last 100 years.

The Healthcare Businesswomen’s Association plays an important role in supporting the development of women with all types of personalities and styles: from strong-willed, goal-oriented women like Blackwell to those who prefer to work behind the scenes or are more passive. Other strategies include:

- Establishing an organization that supports growth. This is being accomplished with the hiring of a full time CEO who will focus on operations and individual and corporate member needs.

- Creating higher visibility for women across all healthcare industries. To accomplish this, the HBA is developing two new programs: The HBA Empowerment, Diversity, Growth, Excellence in Leadership (EDGE) benchmarking study, and the HBA Advancement, Commitment, Engagement (ACE) award. The EDGE study is an international benchmarking project conducted in partnership with Booz Allen Hamilton. The goal of the study is to track advancements of women in the healthcare industry from senior management through the highest executive levels. At this time, little if any data exists that stratifies the progress women are making in advancing their careers. (To learn how your company can become an HBA EDGE sponsor, contact the HBA at info@hbanet.org)

The second program is the ACE Award. This award will honor the innovative approach of one company’s initiative that has proven results to address the recruitment, development and advancement of all managerial women. Each initiative will be assessed against five criteria (see related article page 1).

Look for more information on EDGE and ACE in the coming months. And don’t forget to register for this year’s Leadership Conference (see related article on page 3), where we can work together to expand the professional side of our womanhood.

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