Sue Desmond-Hellmann, MD, MPH: HBA 2006 “Woman of the Year”

Susan W. Youdovin
President, B&Y Communications LLC

As a youngster watching her pharmacist father compound medicines at the family drugstore in Reno, Nevada, Sue Desmond-Hellmann, MD, MPH already knew she would spend her life making other people’s lives better. It became her passion. She put her passion into practice as an oncologist, as a doctor treating AIDS patients in Uganda, as a project leader on the cancer drug Taxol and now as President of Product Development at Genentech, helping to spearhead the biotech leader’s phenomenal growth.

The 2006 HBA Woman of the Year exemplifies the combination of leadership, business savvy, mentoring and compassion that the HBA values, qualities also shared by Myrtle Potter, HBA’s 2000 Woman of the Year and former head of Commercial Operations at Genentech.

Working with CEO Arthur Levinson, Desmond-Hellmann helped guide Genentech to its position as the leading provider of anti-tumor therapeutics in the United States. Under their leadership, Genentech insisted upon large-scale clinical trials for cancer drugs designed to demonstrate the value of improving patient survival—a concept that Desmond-Hellmann, as a practicing oncologist, knows has meaning for patients and their families.

Genentech now markets four major oncology drugs that give patients several new options for managing their cancers: Herceptin, which is currently approved for HER2-positive metastatic breast cancer; Rituxan, for non-Hodgkin’s lymphoma; Avastin, for metastatic colon cancer; and Tarceva, for non-small cell lung cancer. Genentech continues to investigate

SAVE THE DATE
2006 HBA WOMAN OF THE YEAR LUNCHEON
Wednesday, May 10th, 2006
Hilton New York
New York City
11:00 AM

HBA Makes History on the European Front

Caroline Holden
Business Development Manager, F. Hoffmann-La Roche Ltd.

On the same weekend that pioneer feminist thinker and writer Betty Friedan and American Civil Rights leader Coretta Scott King—two women who changed our world—passed away, 120 HBA members and supporters were making their own history at the HBA Europe gala launch event, held February 4-5 in Lucerne, Switzerland.

“We are truly making history in providing talented women with a forum to advance their careers across an industry and throughout a continent,” said Amy Rojas, President of the HBA Europe Affiliate.

As part of the two-day event, Kevin Cashman, best-selling author and founder of LeaderSource, an international leadership development and executive coaching consultancy, discussed the power of authentic and purposeful leadership. He led participants through an exercise designed to identify the source of positive energy and the ways women can excel as leaders within their companies.

Following an afternoon of networking and discussions about leadership, Thomas Ebeling, CEO of Novartis Pharma AG, the first platinum sponsor of the European Affiliate, welcomed the group to the gala dinner. The evening’s keynote speaker was Sahar Hashemi, co-founder of Coffee Republic, one of the United Kingdom’s most recognized brands.

The final session focused on developing a mentoring program to help connect women at all career levels with other professionals.

“The spirit of the women and men attending the HBA Europe launch gala is truly inspiring,” said HBA President Debra L. Newton. The entire event was “an amazing experience,” added Candace Lange of Eli Lilly and Company. “To see the connection and camaraderie that happens so quickly among HBA members is great.”

Visit www.hba-europe.org for more about the HBA Europe Affiliate.
RTP Affiliate Members Learn Lessons from Biotech Leader

Elizabeth Swaringen
Freelance Writer and Communications Consultant

More than 70 HBA Research Triangle Park (RTP) Affiliate members learned about emerging opportunities and challenges for women in the rapidly burgeoning biotechnology field from Leslie M. Alexandre, DrPH, President and CEO of the North Carolina Biotechnology Center.

Alexandre delivered a keynote on January 31st at the Radisson Research Triangle Park. The meeting was sponsored by the North Carolina Biotechnology Center, PMPN and S&R Communications Group.

“While there are still few women as CEOs in biotechnology, we are beginning to see more women in licensing and business development positions, as well as on the financial side,” said Alexandre, who serves on the RTP Affiliate’s advisory board. “This parallels what we are seeing in graduate programs—more women in law and business.”

Alexandre also noted, “It will be years before we see changes in the structure of the industry, but there is incredible opportunity for those willing to accept the challenges.”

She went on to share some valuable lessons she learned during her career that has spanned academia, government, the private sector and entrepreneurial start-ups.

Network and self-promote. “I’ve convinced I changed jobs so much because of opportunities and challenges for women in the field,” Alexandre said. “Yes, there were risks, but there were definitely rewards for taking those risks. Share with each other and learn from men as well.”

Negotiate up front. “We don’t talk about this enough as women. You negotiate when you go in, at the outset—not after you’ve been there six months.”

Take advantage of gender-based communication training. “Learn and practice. It helps in personal life as well as in the workplace.”

Serve on boards. “What you learn and do in a boardroom is at a whole different level.”

Get a mentor and be a mentor. “Pick the person who brings the most to the table and pick what you need.”

Don’t overplay “the woman card.” It is true we’ve all been in situations where something happened and someone was quick to say “it was because she was a woman.” But too often, Alexandre says, “I’ve been present to know that something needed to happen, and it had nothing to do with gender. Playing ‘the woman card’ doesn’t do good things for us at the professional or individual level.”

Following Alexandre’s remarks, attendees participated in a dynamic, high-energy “speed networking” exercise led by HBA members Kim Nelson and Tracey Fine.

Matthew Emmens, Chief Executive Officer, Shire Pharmaceuticals has been named 2006 HBA Honorable Mentor.

Share Callahan, President, Summit Grey, has been named 2006 HBA Star Volunteer.

Congratulations to both of these outstanding individuals.

Full profiles on both of these winners will appear in the next issue of the Bulletin.
Chicago Chapter Explores Business Etiquette Essentials

Amie Casson
President, HBA Chicago Chapter

Have you ever forgotten a person’s name two minutes after being introduced? Have you ever wondered which fork to use or how to discreetly pay the check while attending an important business dinner? Many of us have probably made these blunders at some point and these types of errors can get in the way of getting ahead.

More than 100 HBA members and non-members learned how to avoid these and other potentially career-damaging faux pas from international etiquette expert Jacqueline Whitmore during the Chicago Chapter’s 2006 kick-off event held at the Hyatt Hotel, Deerfield, Illinois, on February 20. The event was sponsored by Baxter Healthcare.

Whitmore, author of Business Class—Etiquette Essentials for Success at Work, and founder of the Protocol School of Palm Beach, FL, signed copies of her book and shared numerous tips, tactics, and cautionary tales—gleaned from the experience of a multitude of successful CEOs and top managers.

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.

—WARREN BUFFET
stock market investor and business tycoon

One of the most critical things to do is to always say thanks, Whitmore said. Surveys show that few people express appreciation anymore. Specifically, Whitmore advised that professionals:

- Send handwritten notes periodically (and be sure to check name and title)
- Invest in good quality stationery
- Keep notes short
- Send them promptly

“It was an enjoyable evening and we were all blushing about our own mistakes,” remarked attendee Jenny Sharp, Account Executive, Abelson Taylor.

Separately, the 2005 Chicago HBA Volunteer of the Year was awarded to Kathy A. Benn, VP, Supplier Diversity, Cardinal Health and Chapter Treasurer for 2005-2006. “Kathy has kept us in the black and has been instrumental in operationalizing our financial systems,” said Heather Mason, VP, International Marketing, Abbott Laboratories and Immediate Past President of the HBA Chicago Chapter.

Atlanta Builds On Solid Programming

Now in its sixth year, the Atlanta Chapter has a solid line up of upcoming spring programs. On March 21st, Benson Smith, a former executive with The Gallup Organization and author of Discover Your Sales Strengths, shared results of the Gallup Organization’s extensive research in the area of sales effectiveness. In May, Chapter President Eileen Woods will lead a return engagement of her popular seminar based on Gallup’s Now, Discover Your Strengths.

The Atlanta Chapter has a strong, new board for 2006 that has a great blend of veterans and new members, including officers and directors representing key Atlanta area companies of all sizes.

The Atlanta Chapter wrapped up 2005 with a holiday social. In November, HBA’s 2005 Woman of the Year Lynn O’Connor Vos, President & CEO of Grey Healthcare Group, delivered a keynote on rebuilding trust in the pharmaceutical industry, hosted by Solvay Pharmaceuticals. Vos discussed a variety of factors that have led to the industry’s image and reputation sinking to all-time lows. She also pointed to several critical issues on the horizon, including the new Medicare Part D prescription program and a possible bird flu pandemic that could further challenge the industry, but also provide an opportunity for pharma to demonstrate its strengths and commitment to patients and physicians.

Indiana Chapter Fashion Event Supports Local Causes

On February 9, members of the HBA Indiana Chapter hosted an after-hours fashion seminar at Nordstrom’s department store that provided an evening of professional fellowship and networking while supporting a pair of local nonprofit organizations.

The seminar included an overview of spring trends for professional and casual wear from Christina White, fashion seminar leader and narrative sales representative. Many members took advantage of the opportunity to donate gently used professional clothing to Dress for Success, an organization that works to advance low-income women’s self-sufficiency through career development. The program also supported the American Heart Association’s “Go Red for Women” campaign designed to highlight the risk of heart disease in women.

In a separate development, Terri Pascarelli, founder and Immediate Past President of the Indiana Chapter, has been elected secretary of the HBA national board of directors.
Philadelphia Affiliate Members Learn How to Win in Business

Marie Tartaglio, MEd
Manager of Training, US Medical Affairs, Pharma Operations, sanofi aventis*

**COLLEGEVILLE, PA**—A larger-than-anticipated crowd of more than 340 HBA members and non-members received advice for maintaining their confidence and self-esteem in today’s corporate environment during the Greater Philadelphia Affiliate’s February 16th launch event, sponsored by Wyeth Pharmaceuticals.

*The views expressed in this article are those solely of the author and not of sanofi-aventis U.S.

Keynote speaker Molly Dickinson Shepard, Founder and CEO of the Leader’s Edge, and author of *Stop Whining and Start Winning: 8 Surefire Ways for Women to Thrive in Business,* lead a dynamic program in which she revealed some of the roadblocks that keep women from reaching the top and shared advice on how to overcome them.

The “Catch 22” for many professional women is making sure their voices are heard when critical thinking and strategy is needed—without alienating others or sending the wrong signals. Shepard quizzed participants on the following:

- Does your voice change in pitch or tone when you are excited or angry?
- Do you speak too quickly?
- Is your gesturing distracting?
- Do people often hit your “hot buttons”?
- Do people tell you they don’t understand what you’re getting at?

“In order to get your voice heard, use ingenuity to get into the discussion,” Shepard advised. She also offered these tips for advancing one’s career:

- Work smart, get known by those who count
- Develop a network of powerful contacts
- Promote your accomplishments. Do this by developing a promotional script, preparing anecdotes about your latest project or biggest deal, and by dropping stories about your successes into conversations.

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Olympic Efforts Can Make You A Rising Star!

Rosemary L. Azzaro
Creative Contributor, HBA Bulletin

Springtime. Time for the HBA to turn its attention to honoring outstanding women in our industry—notably HBA's "Woman of the Year" and "Rising Stars." HBA Rising Stars are selected by HBA Corporate Members who identify "one woman who has contributed significantly to your organization, exemplifies leadership and is a role model for others." For one organization, achieving financial goals might be the measure of a significant contribution; for another, it might be creating a workplace community in the throes of organizational restructuring. Being a role model for others might entail succeeding and thriving in light of personal challenge, being a "rainmaker" or having the knack for integrating efforts across departments to complete high profile projects. The point is, we all have the opportunity to make significant contributions to our organizations, lead and be role models.

So, how can you be a “Rising Star?”

Pondering this question, I sat down to compose for this space against the backdrop of Torino 2006—the Winter Olympic Games. Please don't hohum yet. I am just as tired of sports/management clichés as the next gal. However, I found plenty of workplace wisdom in Torino to encourage you to carry the flag, get out of the gate and attempt a quad—and will not mention Bode Miller once!

Know your limitations. We are all encouraged to take risks. But set limits! US figure skating fans had mixed emotions when its long-time darling Michelle Kwan dropped out of the competition—bravely deciding her quest for the elusive gold medal could not be undertaken optimally in her present physical condition. Giving 17-year old Emily Hughes the chance to be an Olympic competitor was one positive outcome of this decision. But, we can all learn from Kwan's tough call: Face up to the reality of your limitations; acquire the expertise you need to get the job done; let someone else take on the task if you know you can’t do it justice.

Don't overwork it. I love Olympic advertising—probably a throwback to my days working with long-time Olympic sponsor Eastman Kodak. I loved the Chevy Tahoe commercial with the car horns blaring out the notes to the Olympic theme—until a full orchestra chimed in. Sometimes keeping it simple is enough. Perfectionism is one of those things that can get in our way—and perhaps make us “overwork it.”

Let the team decide. I watched the members of the German curling team take a time out and huddle together on strategy going into the final ends of their game with Switzerland. Their coach was not in view. He soon appeared on the sidelines but did not join the huddle. Brave. Empowering. He let the team decide. Sometimes those closest to a situation really have the best handle on it. Support from the sidelines; just don't be absent.

Basketball coaching great John Wooden tells his personal story and shares his belief that leadership skills can be learned in Wooden on Leadership. Including excerpts from his personal journal, the book reveals a coach who asks his team to be their best at every moment—rather than urging them to win.

Get up every day and have a new spin. In a Fast Company interview with GE CEO Jeff Immelt, he tells how during his worst year ever, former GE CEO Jack Welch gave him the courage to turn around his division. Welch's words, “Remember, it's a marathon. Ten years. Fifteen years. You've got to get up every day with a new idea, a new spin, and you've got to bring it in here every day.”

He didn’t win a medal, but didn’t you love the comeback performance of US figure skater Evan Lysacek in the men's long performance?

Get perspective. The only British competitor in Olympic alpine skiing, Chemmy Alcott was overwhelmed and unprepared for the avalanche of messages and outpouring of support from fans in the UK following her downhill run. No, she didn’t win the gold medal. In fact, she came in 11th. But she put Great Britain on the map in alpine skiing.

Sometimes, we need to step back and set our actions in perspective. I worked with an agency president who, when I asked a question, always started out by countering, “Are we going to lose the account?”

Be a turn-around expert. US speed skater Shawni Davis thanked his grade school Olympic fans in a Today Show interview by displaying his gold and silver medals—along with two “Flat Stanleys” (http://flatstanley.enoreo.on.ca).

In the book Flat Stanley author Jeff Brown writes about Stanley who gets squashed flat by a falling bulletin board. However, this small mishap makes it convenient for Stanley to travel the world in a flat envelope. The Flat Stanley literacy project encourages young people to write stories and to correspond with each other by sending Stanley off for a visit.

When was the last time you turned lemons into lemonade?

Thank Mom and Dad. Until gaining corporate sponsors, “Mom and Dad” was emblazoned on the ski helmet of US Gold Medalist Ted Ligety—acknowledging both the emotional and financial support they gave him. Take time to recognize and acknowledge those who support you and your work: team members, staff, mentors. And please, don’t forget spouses and family.

Passion lives here! The theme of the Torino 2006 expresses the embodiment of Olympic ideals as well as the Italian way of life: passion. In related messages, the International Olympic Committee continued its “Celebrate Humanity” campaign. Spokesperson Andrea Bocelli, the Italian tenor, reminds us that no matter what physically demanding feat is accomplished as the Olympics, “the greatest muscle is the heart.”

Inspirational and value-centered leadership is the life work of consultant, author and life coach Lance Secretan. The former “Spirit at Work” columnist for Industry Week, Secretan writes, “Leadership is not so much about technique and methods as it is about opening the heart. Leadership is about inspiration—of oneself and of others. Great leadership is about human experiences, not processes. Leadership is not a formula or a program, it is a human activity that comes from the heart and considers the hearts of others. It is an attitude, not a routine.”

Rosemary Azzaro is HBA’s new Web Committee Chair and a long-time contributor to this section. As a consultant, she provides interim account development and management services to scientific and promotional agencies, pharma cos and providers: razzaro@comcast.net.
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IT ALL ADDS UP TO POWERFUL MEDICINE FOR YOUR BRAND
HBA Boston Chapter Learns Finer Points of CME

MJ Roach
President-Elect, HBA Boston Chapter

HBA Boston Chapter members learned the finer points of Continuing Medical Education (CME) and the current CME climate during the chapter’s 2006 kickoff event held in February and hosted by SHIRE Human Genetic Therapies (previously TKT), Cambridge, MA.

The program, Continuing Medical Education: What You Need to Know About the Changing Landscape, featured Susan Torroella, CEO of Columbia MedCom Group and HBA Mid-Atlantic Chapter founder; Kendyl Schaefer, Executive Director, Medical Affairs, Sepracor; Sharyn Lee, CEO, Medical Education Broadcast Network (MEBN); and Tiffany Patrick, Medical Education Manager, Millennium.

The end goal of CME is to improve the health of patients by educating physicians.

The end goal of CME is to improve the health of patients by educating physicians. Pharmaceutical companies typically fund CME programs to raise awareness about a disease or condition, or about specific treatment modalities. In recent years, however, the CME grant environment has become increasingly restrictive, notably due to regulatory changes issued by the federal Office of Inspector General (OIG), and stricter guidelines issued by ACCME, the major accrediting body. Congress has also raised concerns about undue influence from marketing in determining which grants get funded. Since 2000, more than $5 billion in fines had been levied on the industry for various areas of non-compliance issues, said Torroella, who stressed that compliance is of utmost importance.

Despite the stricter environment for CME, companies that choose not to conduct CME programming at major congresses could be conspicuous by their absence. “Sometimes not being there says more than being there,” said Patrick.

In response to stricter guidelines and enforcement efforts, most pharma and biotech companies that fund CME have begun to shift this corporate responsibility from Marketing to Medical Affairs, Torroella said.

According to one recent survey regarding CME, many physicians indicated they plan to increase their participation in web-based programming. Another important CME trend suggests movement away from the traditional approach of accumulating credits to a more progressive outcomes orientation.

Methods to gauge CME’s impact on doctors’ behavior may include patient chart review or e-based testing using patient vignettes. Lee cited advantages of multimedia enduring content versus on-site “live” programs: online and eCME content affords multiple opportunities to review content for fair balance, eliminate bias, and mitigate potential conflict of interest. Electronic recording of participants simplifies the ability to collect, monitor and record changes in physician practice over time.

PRINCIPLES FOR ACCREDITED CONTINUING MEDICAL EDUCATION:

- CME should be free of bias, scientifically accurate, clinically valid and intended to improve physician practice & patient care.
- Faculty selection and content should be created without influence from commercial supporters.
- Providers must identify & resolve conflicts of interest for all who effect content (faculty, planners, and provider staff).

The end goal of CME is to improve the health of patients by educating physicians.
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these therapies in many other stages and types of cancers. Despite a negative first Phase III clinical trial in advanced breast cancer, Avastin ultimately became the most successful oncology product launch in US history. Beyond cancer, other notable areas of success include Lucentis, which has been shown in clinical trials to halt or improve vision loss related to age-related macular degeneration, and Rituxan as a treatment for certain types of rheumatoid arthritis. The company has more than thirty projects in its pipeline.

The 2006 HBA Woman of the Year’s contributions are widely recognized. Among her many honors, Desmond-Hellmann made her fourth appearance as one of FORTUNE magazine’s “50 Most Powerful Women in Business” in 2005, and placed sixth on the Wall Street Journal’s “50 Women to Watch 2005” list. In 2002, she was appointed to the US Department of Health and Human Services Advisory Committee on Regulatory Reform and became a member of the Board of Directors of the Biotechnology Industry Organization in 2001.

Desmond-Hellmann’s career path has always been about practicing medicine and helping patients. But had you asked her about career goals early on, being president of the fastest-growing biotech company in the industry would not have been one of them. “I have a very funny picture of myself at the age of eight,” she recalls. “I already knew then that I wanted to be a doctor. In the picture I’m wearing one of my dad’s white shirts, and my sister is my nurse and my cousin is the receptionist at the clinic. I was strongly influenced by my dad, who was a pharmacist, and our family physician in Reno, Dr. Smirnoff, who is now 101 years old. I always knew that medicine and patients and doing things for people who were suffering were a big deal for me. It wasn’t until much later, of course, that I knew how that would look.”

At first it looked like medicine. Desmond-Hellmann received her undergraduate and medical degrees from the University of Nevada and completed her clinical training at the University of California, San Francisco, where she still teaches Epidemiology and Biostatistics. She also holds a master’s in Epidemiology and Biostatistics from the University of California, Berkeley School of Public Health. In the course of her medical training, Desmond-Hellmann spent two years as visiting faculty at the Uganda Cancer Institute with her husband, Nick Hellmann, MD, an infectious disease specialist, treating AIDS and cancer patients.

Board-certified in internal medicine and medical oncology, Desmond-Hellmann was an oncologist for two years before taking a clinical research position at Bristol-Myers Squibb, where she felt she could ultimately do more for patients. After working on Taxol, Desmond-Hellmann was named associate director of clinical cancer research at the company’s Pharmaceutical Research Institute. Desmond-Hellmann came to Genentech in 1995 as a clinical scientist, quickly rising to Chief Medical Officer, Executive Vice President, Development and Product Operations, and now President.

To her colleagues, Desmond-Hellmann is a teacher, mentor and supporter. “She is friendly, approachable and interested in the careers and development of people who work for her,” said pharmaceutical colleague Claudia Estrin. And it’s still about being a good doctor. Claudia noted, “She is also very connected to the patient population, taking phone calls from cancer patients and providing whatever support she or the company can on their behalf.” Pamela Yanchik, R&D Finance at Genentech, added, “She will always make the decision that creates the most value for our patient population — her integrity is relentless.”

An advocate for the HBA, Desmond-Hellmann strongly supports the San Francisco chapter. “Desmond-Hellmann is a perfect example of what the HBA stands for in every way,” said Debra L. Newton, HBA President and President of Newton Grey. “She is one of the most highly recognized leaders in our industry, a true mentor to colleagues and students and, first and foremost, a professional dedicated to the health and well-being of patients.”

As a mentor to many, Desmond-Hellmann spoke from her perspective as a practitioner. “My advice to women – and men – who want to rise to the top in the healthcare industry is to be incredibly driven and focused and aggressive about what needs to be done to bring new products to patients who will benefit from them,” she said. “There is nothing passive about this business. If you keep that drive, and you help patients, your career will take care of itself.”

Desmond-Hellmann’s career path is an example of what the HBA stands for in every way. "A Powerful Woman to Watch” indeed.

The 2006 HBA Woman of the Year’s contributions are widely recognized.

The HBA provides the framework, programs and tools to support you. Visit www.hbanet.org to get involved, get ahead and get connected to enjoy the R.E.A.L. benefits of HBA.
At Wyeth, we engage the hearts and minds of our more than 44,000 employees – each with unique perspectives, talents and experiences. We are united in a common mission with shared values that allows us to achieve our ambitious vision: to lead the way to a healthier world. Our world-class pipeline is supported by the superior research and development that is critical to introducing the most effective pharmaceuticals.

Wyeth salutes the Healthcare Businesswomen's Association.
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Imagine a time when women did not lead key teams, when women were not placed in account management roles, and when women did not lead companies. That was the industry in the late 1970s when five visionary women saw the need to exchange information and share ideas about the work they were doing in healthcare. Their insight and leadership created the HBA.

We have experienced growth in the HBA over the last 30 years, with dramatic changes over the last three years. One of many important milestones was the recent launch of an HBA affiliate in Europe. I was fortunate to attend the two-day launch event in Lucerne, Switzerland, February 3-4, 2006 along with more than 120 women and men from 42 companies and seven countries. The mission and value of the HBA were carried to Europe by several individual and corporate members involved with the HBA in the United States.

Everyone attending the event had to travel to get to Lucerne, some by car and many by plane and train. Many attendees had not even heard of the HBA prior to the event. Many had never had the opportunity to gather as a group to discuss career options, work-life balance and job skills. The post-event discussion comments were positive and reflected the importance of the affiliate in Europe, and the role the HBA can play in the future. “This was the best event I have attended.” “I didn’t realize there were so many women with the same objectives and challenges.” “It was refreshing to share common ideas and goals in a non-threatening environment.” “I can’t wait for the next event!” “I didn’t know what to expect; I thought it might be a lot of fluff and now I’m going back to my job and have solid information and ideas for how to improve my career. Thank you, HBA.”

In the US, we have developed fairly strong support systems to help with childcare and aging parents through many government-supported family leave acts and anti-discrimination laws as well as 24/7 access to services and retailers. However, this support system is not available around the world. The need for the HBA Europe crystallized for me after I read the cover story in the January 31 European edition of *Time* magazine, which discussed the status of women working in Germany and cited that few women working full-time have children.

Why is this? Germany does not have daycare after kindergarten ends at noon. In Switzerland, children come home for lunch from noon through 2 p.m. In most countries, grocery stores close at 5:00 p.m.

News articles cite the need for diversity and support of women in the workplace. One recent British Broadcasting Corporation (BBC) article stated that gender equality is decades away: “Women will not make it to the top in significant numbers unless action is taken to remove the barriers that stand in their way, and Britain will continue to miss out on women’s skills and talents for another generation,” states Jenny Watson, Chairwoman, Britain’s Equal Opportunities Commission (*BBC News*, January 5, 2006). Another article cited that Norway has efforts underway to ensure women are equally represented in the workplace (*BBC News*, November 11, 2005).

The balance surrounding work and life and planning our careers always needs attention. The HBA can’t solve the issues for us. What the HBA and the members can do is share ideas and offer support for addressing the many challenges, and opportunities, we face as women.

I encourage you to get involved with the HBA. As a global society, the challenges of our colleagues worldwide become our challenges. Tell your colleagues about the HBA Europe, because with your support we can build a more diverse, supportive professional environment around the world for women and men in our industry.

The spirit and openness of the women and men attending the HBA Europe launch was inspirational and I congratulate them.