HBA Honorees Exemplify 2006 WOTY Theme: Touching People’s Lives

Susan Youdovin, B&Y Communications

NEW YORK, NY—More than 1,700 HBA members and friends filled the New York Hilton Ballroom on Wednesday, May 10, to salute, celebrate and cheer the HBA’s 2006 honorees during the 17th Annual Woman of the Year (WOTY) Awards Luncheon. Those honored included Woman of the Year Sue Desmond-Hellmann, MD, MPH, President, Product Development, Genentech; Honorable Mentor Matthew Emmens, CEO, Shire Pharmaceuticals; and Star Volunteer Sharon Callahan, President, Summit Grey. A record 68 Rising Stars, women of outstanding accomplishment nominated by HBA corporate member companies, also were recognized during the gala event.

This year’s WOTY event showcased the HBA’s growth in recent years from a regional to an international organization that now boasts 11 chapters and affiliates throughout the U.S. and a recently launched European affiliate. Barbara M. Pritchard, HBA Immediate Past President, Co-Chair of the WOTY Committee and President, the Pritchard Group and Intermedica, Inc., announced several major new HBA initiatives. These include the HBA Research Institute, which, in partnership with Booz Allen Hamilton, will conduct a global industry benchmarking study on women in pharma leadership called EDGE (Empowerment, Diversity, Growth, Excellence in Leadership); and the ACE Awards, which are designed to recognize companies for Advancement, Commitment and Engagement in women’s careers. Pritchard also introduced the HBA’s new and first-time ever CEO, Laurie Cooke, RPh (see article on page 3).

Debra L. Newton, HBA President and President, Newton Grey, praised those in the HBA and the healthcare industry who are dedicated to “touching others’ lives.” Newton also addressed several new HBA initiatives, including new affinity groups for women in science and for entrepreneurs, and a distance employee program for sales representatives. She also acknowledged the creation and growth of new HBA affiliates in Southern California, Philadelphia, San Antonio and Europe. (See President’s Forum on page 14).

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. Sixty-eight Rising Stars were honored at the 2006 WOTY event—congratulations one and all!

VIOLET ALDAIA
Senior Vice President, Group Account Supervisor
BrandEdge, a Division of Grey Healthcare Group

KELLY ANDRESS
Manager, Business Development
Alliance Healthcare Information, Inc.

LESLEY BAILEY
Senior Account Manager, Business Development
ImpactRx

MERYL A. ALLISON
Executive Vice President/Client Service Director/Chief Strategic Officer
LLNS/TBWA WorldHealth

KERRY BAKER
Copy Supervisor
Flashpoint Medica

STACEY BRADY
VP, Sarbanes-Oxley, Finance Policies, Procedures and Systems
sanofi aventis

MELISSA BROTZ
Divisional Vice President, External Affairs, Communications, Public Affairs
Abbott

www.hbanet.org

The HBA 2006 WOTY Photo Spread
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The HBA 2006 RISING STARS
See pages 4

The HBA 2006 RISING STARS
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Vos Outlines Prescription for Change, Restoring Industry Trust at Boston Chapter Event

D o you remember a time when you felt proud to work in the pharmaceutical industry? Do you remember once being able to answer confidently that this was your industry at cocktail parties or the kids’ baseball game? When did that change?

Such were the pointed questions that HBA’s 2005 Woman of the Year (WOTY) Lynn O’Connor Vos, President and CEO of Grey Healthcare Group, raised with HBA Boston Chapter members during a March 16 evening seminar held at Millennium Pharmaceuticals and sponsored by Surge Worldwide Healthcare Communications.

Vos took a hard look at why physicians and pharmacists still rank among the most trusted professionals, while, by contrast, the pharmaceutical industry is perceived so poorly. She cited the following as factors that have eroded the public’s trust in the industry:

1. **Insularity.** The industry business model hasn’t been transparent. Not only does the public not understand how costly and regulated the pharmaceutical industry is, few people realize the reductions in other health care costs afforded by prescription products.

2. **Direct to Consumer Advertising.** Companies rapidly embraced the chance to advertise to American consumers, but were slow to recognize and react to the confusion that followed. Viewers became alienated when they heard the ominous full-disclosure on TV commercials.

3. **Loss of the Human Touch.** The industry’s focus on clinical data began to overshadow the importance of the doctor-patient relationship. Managed care pressed doctors to see more patients. Time spent with the local pharmacists dwindled. More and more information was provided via leaflets rather than through personal contact.

4. **Communication Quantity Versus Quality.** The monologue of the sales force detail has replaced the more interactive sales calls that used to occur. The number of sales calls, rather than the quality of calls, became the industry’s standard measurement. In short, as an industry, we stopped asking doctors how we could help them deliver better care and, instead, spent our time talking about our products’ features and benefits.

Improving public opinion of the pharmaceutical industry lies within the grasp — and is the responsibility of — its thousands of employees, said Vos, who encouraged the audience to do the following:

- **Talk about your industry.** Accept the invitation when asked to speak at meetings. “You can be extremely instructive at a meeting,” Vos said, “when asked to speak at meetings.

- **Don’t avoid the press.** Always speak with them. “We do a lot of good,” Vos concluded.

_MJ Roach_  
President-Elect HBA Boston Chapter
As one of the largest Jesuit schools in the country, Saint Joseph’s University and its Executive Pharmaceutical Marketing MBA Program challenge you to make an impact this year.

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SPIRIT • INTELLECT • PURPOSE
Laurie Cooke, RPh, Assumes Helm as the HBA’s First CEO

Carol Sardinha
Director, Gorman Health Group
HBA Bulletin Editor

The HBA extends a warm welcome to Laurie P. Cooke, RPh, a veteran healthcare industry and career development professional who assumes the helm as the HBA’s first Chief Executive Officer at a time when the organization is experiencing exceptional growth.

“The Board of Directors is delighted that Laurie has accepted this position,” said HBA President Debra L. Newton. “Her exceptional management skills and in-depth healthcare background make her an ideal choice to lead our growing organization.” Additionally, Laurie’s extensive international contacts “will be of great benefit to the HBA in furthering our global expansion goals.”

Laurie, who has nine years of global pharmaceutical experience and five years experience in the not-for-profit professional career development sector, was chosen by the HBA leadership after an exhaustive search of more than 70 potential candidates.

At the recent WOTY Awards Luncheon in New York, Laurie promised to “take the HBA to the next level,” by focusing on advances in product and service offerings, increasing the organization’s global membership base, and raising the HBA’s profile in the Executive Suite.

Prior to joining the HBA, Laurie served as Director of Career Management and Professional Programs at the Project Management Institute, where her responsibilities included new product development initiatives, long-term strategy integration, and portfolio management. Prior to that, Laurie spent nine years at Aventis Pharmaceuticals, where she served in various capacities.

Laurie is described as a leader who is thoughtful, strategic, articulate, motivated, proactive, dynamic, relationship-focused, results-oriented, effective, a great team player and team builder, and a good mentor and coach — to name just a few of her attributes.

Please welcome Laurie and stay tuned for more on her vision for the HBA’s future in upcoming issues of the HBA Bulletin.

HBA RTP Affiliate Members Learn Techniques for Better Health

Elizabeth Swaringen
Freelance Writer and Communications Consultant

More than 90 HBA members and non-members took time out to invest in their own health when they attended the April 11 meeting of the HBA Research Triangle Park (RTP) Affiliate to hear Tracy Gaudet, MD, Director of the Duke Center for Integrative Medicine, speak on Taking Care of Your Health – What are the Critical Strategies?

Gaudet, a pioneer in the study and practice of integrative medicine, defined the field as “good medicine” rooted in existing concepts that promote health, rather than the conventional Western medical focus of treating disease. Integrative medicine focuses on the whole person and relies on a broad-based team approach that includes self-care and lifestyle interventions complete with support for implementing change.

Gaudet focused on the importance of the mind-body connection and how “amazingly powerful” the human mind is in controlling overall health and well-being.

“Our human systems are not designed for the age of technology we find ourselves in,” Gaudet said. “We are always plugged in, rarely present and not listening to our bodies and our souls. We are turned on 100 percent of the time, and that can contribute to many chronic conditions that are now all too prevalent.”

That, says Gaudet, means many of us end up ignoring our own bodies’ warning signs until things get out of control. “Our bodies speak to us in whispers, and most of the time we don’t listen,” Gaudet said. “Then it screams at us to get our attention.”

Attendees were encouraged to journal their most stressful life events as a way to “off-load” emotions and stress the body holds long after the event has passed. Gaudet also led attendees in a simple breathing exercise that has proven benefits as a stress-reliever: inhale deeply through the nose to the count of four. Hold for a count of seven. Exhale through the mouth to the count of eight. Repeat four times. “It works, and you can do it anywhere,” she said.

Prior to Gaudet’s presentation, nine local businesses that specialize in various aspects of integrative medicine offered exhibits and demonstrations for attendees. The program was held at the Hilton RTP and was sponsored by Scienta and PMPN.
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ANNETTE BRÜLS
General Manager, Guidant Belgium and Director, Cardio; Surgery Marketing, Europe, Middle East, Africa and Canada
Guidant Corporation

SUSAN BURNS
Senior Project Manager, Information Services Department
Organon Pharmaceuticals USA Inc.

SHARON CASSARIO
Senior Vice President, Media Services
Compas, Inc.

MICHELLE CHANDLER
Senior Director, Life Science Consulting Practice
DSA

CAROL CLARK
Sales Manager
Elsevier Inc.

SHARON CLARKE
Vice President, Sales
MedPointe Pharmaceuticals

WENDY BUTLER CURTIS
Senior Associate
Fulbright & Jaworski, LLP

LISA DALTON
Global Compensation & HRMS Director
Shire Pharmaceuticals

JENNIFER DAY
SR VP/Publisher OBG Management/Contemporary Surgery
Dowden Health Media

LISA EBERT
Managing Director
Medicus NY

NANETTE FOSTER
VP, Senior Brand Planner
Palo Communications

JANET FOULKES
Vice President
Bench International

ROBIN FREEBURG, RN, BSN
Project Leader
Innovex Inc, Health Management Services

ALISON GARDNER
Director, Finance and Operations
Unlimited Performance Training, Inc.

COLLEEN GLYNN
Director, Data Management
Applied Clinical Intelligence

DEBBIE GRIGGS-SMITH
Regional Sales Director
Solvay Pharmaceuticals

ANGELA HEISTEN
Director, Market Planning
Genentech, Inc.

KATHY HETTRICH
Senior Vice President, Management Supervisor
Sudler & Hennessey

COLLEEN HINDSLEY
VP – Group Account Supervisor
Regan Campbell Ward • McCann

DIANA L. HOFF
Partner
Ernst & Young LLP

LOKI HUFF
Regional Account Manager
Daiichi Sankyo, Inc.

KELLY HUGHES
VP, Group Account Director
Brand Pharm

SANDY JENNINGS
Executive Sales Director
inVentiv Health

SHAHI JOHN
Comptroller
Eisai Inc.

LAURIE JORGENSEN
Publisher
Advantar Communications

DR. NANCY JOSEPH-RIDGE
Therapeutic Area Head
TAP Pharmaceutical Products, Inc.

HALEH KADKHODA
Group Director, Education Programs, Institute for Continuing Healthcare Education
Vox Medica, Inc.

SONNIE KANG
Vice President, Account Management
Quintiles Medical Communications

MARYANN LOMBARDO
Manager of Strategic Planning
FCB HealthCare

CHRISTINE MAYER
Vice President, Global Business Development
Biovail Pharmaceuticals, Inc.

PAULETTE MCCARRON
Senior Vice President, Media Services
Communications Media, Inc.

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
Long Wharf Marriott
Boston, MA

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Loyalty and trust are the glue that binds us together.

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HBA 2006 Woman of the Year: Sue Desmond-Hellmann

To her colleagues at Genentech, Sue Desmond-Hellmann is a “teacher, a mentor, a supporter and the ultimate team leader, making the world a better place to live.” To Herb W. Boyer, PhD, Co-founder of Genentech and Chairman of the Board, Genentech Foundation for Biomedical Sciences, Desmond-Hellmann is a friend, colleague and “remarkable woman in every respect.” Summarizing her career and extraordinary achievements since coming to Genentech in 1995, particularly her role in developing oncology drugs based on a new paradigm for treating cancer, Boyer paid tribute to Desmond-Hellmann and her husband, Nick Hellmann, also a physician, who works with the Bill & Melinda Gates Foundation. Together, Boyer said, these two individuals “epitomize a basic, but not universal, trait,” one that is not learned in the classroom. “Their altruism is manifested in their numerous contributions to the community and the world,” Boyer said.

In accepting the HBA award, Desmond-Hellmann said she appreciated it because of the encouragement it will give women to enter biotechnology and take on leadership positions. She also spoke of her love for the innovation, discovery and development of biotech, which, in her view, represents an approach that “allows us to think about patients who need something from us and enables us to achieve something better for them.”

Desmond-Hellmann shared six “pearls” for success and achievement, using examples from her own career:

1. **Flexibility.** If there’s an obstacle, “go around it,” as she did when a graduate program did not work out, sending her in another, more productive, direction.
2. **Don’t underestimate yourself and what you are capable of.** Desmond-Hellmann cited her and her husband’s experience in building an AIDS program in Uganda from the ground up.
3. **Take risks.** Desmond-Hellmann recalled that when she was offered the job at Genentech, biotech seemed very risky at the time. But she accepted, anyway. “Be willing to look like a ‘goat,’” she advised. “The bigger the risk, the sweeter it is, and the more it matters when things work out.”
4. **Be relentless.** Women certainly bring compassion and caring to a job. But Desmond-Hellmann noted that she also enjoys “just being a pain” in order to achieve certain goals. For example, if a clinical trial fails, “think about the finish line and relentlessly pursue what will benefit patients.”
5. **Think about your legacy.** Good leaders always ask, “How can I bring out the best in others?”
6. **Be yourself.** “You don’t need to be perfect. Use all the things you bring to the table, plus all the best from others.”

**Honorable Mentor: Matthew Emmens**

*Cathy Kerzner, HBA President-Elect, WOTY Co-Chair and President and COO of EKR Therapeutics, Inc., presented*
Matthew Emmens as the 2006 HBA Honorable Mentor. Kerzner praised Emmens for valuing diversity in thinking, business styles and leadership approaches, and for consistently hiring, mentoring and promoting qualified women throughout his 33-year career.

Charlotte Sibley, Vice President of Global Market Research and Business Analysis at Shire, said of Emmens, “Matt creates a culture of teamwork and cooperation and is particularly mindful of making sure there are opportunities for women and men.”

In accepting the award, Emmens, who said he was “mentored more by women than I mentored them,” spoke about the “compassion, sensitivity and creativity” women bring to an issue, and the importance of having different points of view on a business team. “We are in the business of helping people,” Emmens stressed. “Please extend that to all aspects of life, and be sure to serve as a mentor for someone in your life.”

Star Volunteer: Sharon Callahan

Newton introduced Sharon Callahan and cited her as the ideal volunteer and a perfect example of a “bridge” between generations. Callahan joined the HBA in 1989, and has since served in a number of key volunteer roles, including editor of the first HBA newsletter, HBA Advisory Board member, winner of the first HBA “Time to Make a Difference” Award, HBA Metro Chapter President, and National HBA President. In accepting the award, Callahan recounted the many times over the years when she was asked to volunteer and said, “I accept. Sure. No problem. I’d love to,” — then encouraged others to do the same. “Today, with the HBA’s global position as a voice of leadership in our industry, there’s even more opportunity to be at the center of change,” Callahan said. “And I know firsthand that there’s no better way to fast track your career than by honing your leadership skills as an HBA volunteer.” (See Skills for Success, page 8).

Rising Stars

Kerzer and Pritchard introduced the 2006 Rising Stars, who were also honored at the event. Several of these honorees shared their thoughts on what the HBA means to them:

“HBA is a tremendous organization, giving women the opportunity to use each other as resources.” — Lilla Swan, Senior Director, Market Research and Sales Operations, Millennium Pharmaceuticals (Boston)

“HBA provides a great opportunity for women to really make a difference because it is geared to women’s leadership in healthcare.” — Ranjana Pathak, Vice President, Quality and Compliance, Endo Pharmaceuticals (Philadelphia)

“HBA gives me an opportunity to learn from others, especially with all the challenges we’re facing.” — Lisa Ebert, Managing Director, Medicus New York (Metro)

“It’s great to see more science women getting involved. HBA is a way to combine science and business.” — Catherine Tak Piech, Vice President, Outcomes Research and Biometrics, Ortho Biotech Products (Metro)
between superior agency talent and great client work, enabling work to be client-focused, not bureaucracy-driven. What’s important is that clients get what they need when they need it, rather than what agency rules and procedures dictate. These differences demonstrate why CCA has been named “Healthcare Agency of the Year” for four consecutive years and most recently, “Creative Agency of the Year” and “Specialist Agency of the Year.” For further information, qualified candidates should contact Marc Heft at 212-229-8442 or mheft@ccapr.com

POSITIONS OFFERED

DIRECTOR, GLOBAL MARKET ANALYTICS — ORGANON
REPORTS TO: Sr. Director, Global Market Analytics
LOCATION: Roseland, NJ. BASIC FUNCTION: To lead the global market research team across therapeutic areas including competitive intelligence, business information, and forecasting for in-line/new products. NATURE AND SCOPE: ● Provide direction for all stages of global market research product development and advertising. ● To manage the global market research process for obtaining, maintaining, understanding, aggregating and anticipating market exposure. ● Anticipate and report on global market trends; present findings from the customer’s viewpoint. ● Provide input into the global commercialization process of new products across therapeutic areas and on-going market analysis for existing products. ● Identify and develop strategies for the forecasting process and Competitive Intelligence. ● Maintain cohesive relationships with marketing, marketing research vendors, promotional agencies and internal departments including but not limited to global marketing, medical affairs, procurement, finance, legal, IT and sales training. ● Manage staff members’ workload, career development, training, coaching and overseeing their daily activities. The position is required for business purposes: approximately 25%.

ASSOCIATE DIRECTOR, MARKET RESEARCH — ORGANON
REPORTS TO: Director, Market Research
LOCATION: Roseland, NJ. 07068. BASIC FUNCTION: ● To oversee a team, in assigned therapeutic area(s), having responsibility for all aspects of market research, competitive intelligence, business information and forecasting for in-line and new products in development. ● Serve as managed care liaison with Managed Care Marketing. NATURE AND SCOPE: ● Lead a team of specialists in an assigned therapeutic area to meet worldwide, critical drug development and approval efforts. ● Contribute to the commercialization process of new products in the assigned therapeutic area, as well as on-going market analysis for existing products. ● Foster strong, cohesive relationships with the brand team, marketing partners, marketing research vendors, promotional agencies and internal departments including but not limited to Global Marketing, Medical Affairs, Procurement, and Sales Training. ● Integrate primary and secondary research into address complex issues which assist the brand team in making sound business decisions. ● Position requires independent judgment, ad hoc decision-making and leadership skills. ● Coordinate and manage research projects in prioritization of tasks. ● Identify opportunities and reduce the risk of business decisions by evaluating and presenting relevant market information, interpretations and recommendations.

NON ASSOCIATE DIRECTOR, MARKET RESEARCH — ORGANON
REPORTS TO: Director, Market Research
LOCATION: Roseland, NJ. 07068. BASIC FUNCTION: To oversee a team, in assigned therapeutic area(s), having responsibility for all aspects of market research, competitive intelligence, business information and forecasting for in-line/new products. NATURE AND SCOPE: ● Lead a team of specialists in an assigned therapeutic area to meet worldwide, critical drug development and approval efforts. ● Contribute to the commercialization process of new products in the assigned therapeutic area, as well as on-going market analysis for existing products. ● Foster strong, cohesive relationships with the brand team, marketing partners, marketing research vendors, promotional agencies and internal departments including but not limited to Global Marketing, Medical Affairs, Procurement, and Sales Training. ● Integrate primary and secondary research into address complex issues which assist the brand team in making sound business decisions. ● Position requires independent judgment, ad hoc decision-making and leadership skills. ● Coordinate and manage research projects in prioritization of tasks. ● Identify opportunities and reduce the risk of business decisions by evaluating and presenting relevant market information, interpretations and recommendations. ● Participate in all stages of market research project development and execution. Provide input into the commercialization process of new products in the assigned therapeutic area, as well as on-going market analysis for existing products. ● Develop the market research plan and track budget expenses. Develop and revise forecasts for specific products, as directed by therapeutic area teams. ● Gather competitive intelligence and foster strong, cohesive relationships with global therapeutic areas, marketing research vendors, promotional agencies and internal departments: medical affairs and sales training. ● Effectively integrate primary and secondary research to solve complex business issues. ● Supervise activities of staff members in terms of workload, development, training, coaching and daily activities.

SR. BRAND MANAGER (CNS)—ORGANON
LOCATION: Roseland, NJ. BASIC FUNCTION: To preside over and manage the marketing strategy and implementation for all assigned Organon products and related initiatives. NATURE AND SCOPE: Plan, develop and implement strategies for assigned products; coordinate on-going activities related to assigned products with Production, Sales, Medical, Quality Control, Purchasing, Product Development and all other external contacts cited below. The responsibilities associated with the development of promotional, labeling and packaging projects are critical in the support and direction of company sales/marketing efforts.

POSITION: DIRECTOR, GLOBAL MARKETING — ORGANON
REPORTS TO: Sr. Director, Global Marketing
LOCATION: Roseland, NJ. 07068. BASIC FUNCTION: To lead all global strategic processes related to commercialization of products within assigned therapeutic area. Significantly focus on product launch and its potential importance to present/future success/profitability of Organon International. NATURE AND SCOPE: Provides strategic direction and resource allocation for the commercialization efforts of assigned therapeutic area. Responsible for P&L of brands and investments in post marketing studies. Obtains resources from shared global service providers such as sales, finance, market research, medical, human resources, etc. Interacts frequently and collaboratively with sales, managed markets and supply chain management leaders to effectively deliver results; interacts with the Global Venture Team (gvt) on cross functional matters relating to the assigned therapeutic area. Will assist Global Marketing Teams in relation to product forecasts and global rollouts. Reporting to this position will be responsible global brand directors and managers. Domestic/international travel required for business: approximately 45%.

POSITION: ASSOCIATE DIRECTOR, GLOBAL MARKETING—ORGANON
REPORTS TO: Sr. Director, Global Marketing
LOCATION: Roseland, NJ. 07068. BASIC FUNCTION: To lead all global strategic processes related to commercialization of products within assigned therapeutic area. Significant focus on product launch and its potential importance to present/future success/profitability of Organon International. NATURE AND SCOPE: Responsible for implementing strategic directives and resource allocation for the commercialization efforts of assigned therapeutic area. Responsible for global market research plans and track budget expenses. Develop and revise forecasts for specific products, as directed by therapeutic area teams. Foster strong, cohesive relationships with global therapeutic areas, marketing research vendors, promotional agencies and internal departments: medical affairs and sales training. Effectively integrate primary and secondary research to solve complex business issues. Supervise activities of staff members in terms of workload, development, training, coaching and daily activities.

POSITION OFFERED

INDEPENDENCE, PROMINENCE, HEALTHCARE AGENCY OF THE YEAR—CHANDLER CHICOHE COS (CCC) is currently seeking dynamic PR professionals to join our growing organization. We are presently looking for a senior health care provide strategic leadership and counsel and council at Biosector 2, a Chandler Chicohe company focused on biotech and specialty pharma. In addition, CCC is seeking experienced, professional media specialists for both Biosector 2 and Chandler Chicohe Agency. Chandler Chicohe Agency is the largest independent healthcare-specialist agency. Our offices—without-walls, and staff— Without tivity philosophy allow us to remove the barriers that come...
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A CAREER-DEVELOPMENT COLUMN ON BUSINESS SKILLS

SKILLS FOR SUCCESS

Tips for Success from HBA’s 2006 Star Volunteer

Rosemary Azzaro
Creative Contributor, HBA Bulletin

Sharon Callahan, the 2006 HBA Star Volunteer, is the quintessential “self-starter” whose career is marked by an entrepreneurial spirit, on-the-job learning, and a knack for hearing when opportunity knocks. The daughter of a nurse and “detail man,” Sharon may have been genetically predisposed to working in the healthcare industry. Her first job was as a pharmaceutical sales rep. Through networking, Sharon later settled in as an editorial assistant at a small, entrepreneurial medical publishing company—SCP Communications—where she was able to wear many hats: editorial, production, publishing, and project management. The story takes many twists and turns from there.

Why did you leave SCP and eventually boomerang back?

At SCP I realized I loved working on publishing projects, but I wanted to broaden my experience in meetings, symposia and event management, so I left and joined a traditional medical education company. I spoke with a potential pharmaceutical client about allowing me to combine my project management experience with the content resources of my former employer—SCP—and they agreed. This matchmaking launched a whole new career for me, and helped springboard new services for SCP. Ultimately, the business grew organically—as did other ventures at SCP—and I became General Manager of SCP’s largest division, Medical Education.

How did you acquire your formal business skills?

I learned on the job. A lot of it was trial and error. I was fortunate to work with people willing to teach me along the way—a benefit of working in a growing company with an entrepreneurial environment. I would recommend that type of situation to anyone who wants to develop a broad range of business skills quickly. Starting and selling a business was also a big learning experience for me.

Tell us about starting and selling a business.

When I left SCP, I went to Medsite.com. When the dot.com bubble burst, a former SCP colleague and I formed The Summit Group, a healthcare marketing consultancy. Although we worked on a broad range of projects, it was Summit Group’s proprietary technology products designed to extend the value of traditional pharmaceutical marketing programs that brought us to the attention of Grey Healthcare Group, which decided to purchase Summit Group.

How has mentoring played a role in your career?

My view is that you are the CEO of your career; and mentors are your Board of Directors. I have been fortunate to be able to call upon several mentors for advice in different areas of my career or for help with specific challenges. I am also fortunate in having worked directly for people who became mentors to me. The HBA has been a terrific resource for me—in making contacts and in identifying sources of information and trends. Because mentoring has been so important for me, I try, as a manager, to honor “mentoring opportunities.” I have mentored people both informally and more formally. Whether formal or informal, I recognize the value of these mentoring relationships.

How does mentoring factor in with volunteer work?

Managing volunteers is different from managing in a corporate environment. You have to manage accountability in a different way. A “coaching” style of management is a great way to foster teamwork among volunteers, and “mentoring opportunities” happen quite naturally in volunteer situations. For example, in a volunteer situation, people may be more comfortable giving you feedback on your communication style, because you’re talking as friends and colleagues, rather than as part of a formal business relationship.

Who or what has influenced your career most?

Peter Frishauf, the founder of SCP Communications, because he always took the time to answer my questions and share his insights and tremendous knowledge with me. He is someone who has a rare ability to share both good and bad news with equal grace. His vision and belief that if you can imagine it, you can do it—and the fact that he’s made amazing things happen over and over in his career and in his life—inspires me every day.

Please share the best advice you ever got.

“In your career, you will be judged more on how you handle bad news than on how you handle good news.” And, “If you don’t get something [the job, the business, what you want], step back, try to figure it out, fix it, and move on.”

Please share your thoughts on work/life balance.

It’s something you have to work on every day. Lynn O’Connor Vos, CEO of Grey Healthcare Group, and 2005 WOTY, helped me learn that balance is not just about work and family. It’s also about honoring who you are. You need to take time for yourself—to keep up with your friends and develop your own interests. HBA has also been good for me in this regard, because I have met women who share my passion for our work and our industry, who have faced similar challenges in balancing their lives, and whose friendships I value.

You’ve been an HBA member since 1989 and since then, have served as President, Chapter President, Advisory Board Member, and steward of the “Woman of the Year” luncheon. Of which of these accomplishments are you most proud?

When I chaired the WOTY Committee in 1997, it was the first time we used video presentations to augment the program, included all the honorees on the dais, and sought active corporate sponsorship and “in kind” support. It was also the first year that we had “Rising Stars,” which has been a great addition to the program and to the HBA. I am very proud of the tremendous growth of our organization, and the fact that we are seeing the beginning of a whole new life cycle of leaders.
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The HBA San Francisco Bay Area Chapter held another successful event on March 22 at the recently refurbished World Trade Center in the San Francisco Ferry Building. Jean Fuller, founder of Fuller Executive Coaching, lead an informative, interactive workshop, *How to Make an Impact & Be Heard*, which sought to help participants understand individual communication styles and their roles in the workplace—while also giving attendees valuable tools to optimize their professional interactions.

“It is 120% our responsibility to be heard,” said Fuller, who has worked with a broad range of corporate, healthcare, and government executives and teams to enhance teamwork and build more effective collaboration and communication. “Recognizing your personal style is the single most important step.”

Fuller lead a hands-on workshop using real-life work situations to help participants discover their own personal communications profiles (Analytic, Driver, Amiable, and Expressive), and recognize the personal styles of their colleagues. She advised participants to “identify the core important people for your success and understand their motivators—their pain points.” Linking dialogue to the audience’s pain points, and adapting to their personal style, is the most effective way to be heard,” she stressed.

Participants got the opportunity to practice Fuller’s method with their HBA peers and receive supportive feedback in the following areas:

- Understanding how others ‘hear’ their ideas
- Defining their personal communication styles
- Matching their communication style to the situation and audience
- Optimizing dialogue to address others’ key interests or pain points
- Beginning the process of building a more powerful *personal brand* to advance their careers

Participants received free copies of the book, *Peoples Styles at Work: Making Bad Relationships Good and Good Relationships Better*. Ruth Mercado of Nektar Therapeutics won a drawing and will receive a free individual or team coaching session with Fuller.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
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<tbody>
<tr>
<td>Kathy Monday</td>
<td>Vice President, Customer &amp; Technical Operations, AstraZeneca Pharmaceuticals LP</td>
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<tr>
<td>Sarah Mooney</td>
<td>Director, Operations and Business Development, INNOVIA Education Institute, a Columbia MedCom Group Company</td>
</tr>
<tr>
<td>Liza Morris</td>
<td>Vice President, SPECTRUM Science Communications</td>
</tr>
<tr>
<td>Rima Nachshen</td>
<td>Vice President, Account Group Supervisor, PACE, Inc.</td>
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<tr>
<td>Diana Freed Oscher</td>
<td>Executive Vice President/Chief Science Officer, Wishbone/ITP, Inc.</td>
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<tr>
<td>Annamarie Paleocrassas</td>
<td>Art Supervisor, KPR</td>
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<tr>
<td>Sejal Patel</td>
<td>Senior Project Director, PROmedica Communications, Inc.</td>
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<tr>
<td>Ranjana Pathak</td>
<td>Vice President, Quality/Compliance, Endo Pharmaceuticals Inc.</td>
</tr>
<tr>
<td>Catherine Tak Piech</td>
<td>Vice President, Outcomes Research and Biometrics, Ortho Biotech Products, LP</td>
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<tr>
<td>Debra Polkes</td>
<td>Executive Vice President, Creative Director – Art, Cline Davis &amp; Mann, Inc.</td>
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<tr>
<td>Nancy Rivera</td>
<td>Administrator, JBK Associates, Inc.</td>
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<tr>
<td>Paul Rose</td>
<td>Director, Market Access, Vaccines Marketing, GlaxoSmithKline</td>
</tr>
<tr>
<td>Sharon Rundberg</td>
<td>E.V.P., Director of Internal Resources, Dorland Global Corporation</td>
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<tr>
<td>D’Arcy Ryan</td>
<td>Director Cardiovascular, Marketing Takeda Pharmaceuticals North America</td>
</tr>
<tr>
<td>Kathy Scarbeck</td>
<td>Executive Editor, Elsevier Global Medical News, International Medica News Group/Elsevier</td>
</tr>
<tr>
<td>Deborah Seifert</td>
<td>Senior Director, Marketing Wyeth</td>
</tr>
<tr>
<td>Stacey Singer</td>
<td>President of HLS and Managing Partner, CommonHealth CommonHealth</td>
</tr>
<tr>
<td>Cary Smithson</td>
<td>Solution Partner, BusinessEdge Solutions Inc.</td>
</tr>
<tr>
<td>Kristen Spensieri</td>
<td>Chandler Chicco Companies</td>
</tr>
<tr>
<td>Rebecca Sroge</td>
<td>EVP/General Manager, Saatchi &amp; Saatchi Consumer Healthcare – CRM</td>
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</table>
New Medicare Prescription Program Offers New Leadership Opportunities

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

EAST HANOVER, NJ HBA members and non-members gained knowledge of the impact of the new Medicare Part D prescription program on the healthcare industry during HBA Metro Chapter’s April 6 seminar, What’s Medicare Got to Do With It? The evening event, which was supported by and held at Novartis Pharmaceuticals, featured two speakers from Preferred Health Strategies, Ltd., Barbara Grenell, President, and Debbie Brandell, Principal.

The new Medicare Part D program offers both opportunities and threats to the pharmaceutical industry, given that Prescription Drug Plans (PDPs) and Medicare Advantage Plans (MA-PDs) will be negotiating with manufacturers to obtain discounts, rebates, and other concessions in return for formulary inclusion and/or preferred formulary status.

On the positive side, this may provide opportunities for pharma to increase market share. As such, the industry should look for ways to help solidify a product’s position on the formulary while also strengthening patient loyalty and provider relationships.

On the negative side, according to Grenell and Brandell, some plans are already experiencing deeper-than-expected discounts, with the potential for convergence of the public and private sectors in the future. Over the long-term, this could negatively impact a manufacturer’s net sales and, in turn, their Research & Development (R & D) budgets. Currently, the industry is protected from direct government price controls because of a federal ‘noninterference’ clause.

“The key to success over the long-term in a volume-driven, highly competitive environment is an integrated strategy that coordinates effective provider marketing, patient education, and contracting to achieve the highest possible degree of penetration by market segment,” Brandell stated.

“While no one knows exactly what will happen, we can easily envision a future where the pharmaceutical industry is required to ‘reengineer’ in much the same way that the hospital and provider industry had to adapt to lower reimbursement and tighter controls on utilization,” Grenell said. “It may make sense to look at what has occurred in these markets for a glimpse at our future.”

Brandell and Grenell suggested the following for success in the new Medicare Part D environment:

- Begin asking the “tough” questions of payors, providers, and patients.
- Learn about the “true cost” of potential discount strategies.
- Improve provider loyalty prescribing patterns affected by the changes.
- Address patient issues and encourage patient loyalty on a clinical basis.
- Maintain positive relationships with PDPs and MA-PDs.
- Educate consumers and providers.

KEY FACTS ABOUT THE MEDICARE PART D PRESCRIPTION PROGRAM

- Medicare Part D represents the biggest change to the healthcare industry since Medicare was enacted more than 40 years ago (in 1965).
- The new program, which took effect January 1, 2006, makes prescription drug coverage available to a large segment of the Medicare population for the first time.
- About 43 million seniors are eligible to receive prescription benefits under Part D.
- More than 27 million seniors had enrolled in Part D as of mid-March.
- Nationally, there are 458 Medicare Advantage Plans and 570 Prescription Drug Plans (PDPs) operating. The number of plans offered in each state varies.
- Although this abundance of plan offerings has caused considerable confusion for beneficiaries, it has also created new outreach efforts for Medicare Advantage (MA) Plans, Medicare Prescription Drug Plans (PDPs), and pharmaceutical companies.

- Develop payor-to-payor assessments.
- Institute quarterly assessments.
- Formulate a strategy among sales, marketing, and contracting that embraces the paradigm shift and is refined on a regular basis.

Program attendee, Judi Glova, President, Pinnacle Coaching & Consulting, said the opportunity to learn more about Medicare Part D was invaluable. “Inevitably, providers and the government will make changes as to which brands are covered under formularies. Seniors will have to pay close attention to how they can navigate this complex program and so will the pharma companies who want to remain on the list of formulary products.”

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

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JUDY STRAUSS-MAST
Vice President, Medicare/Medicaid Business Team
Novartis Pharmaceuticals Corporation

MICHELLE SUCHOSKI
Account Executive
Goble & Associates

LILLA SWAN
Senior Director, Market Research, Forecasting and Sales Operations
Millennium Pharmaceuticals, Inc

ELISABETH PENA VILLARROEL
Interactive Manager/Associate Editor
PharmaVOICE

MEG COLUMBIA WALSH
Managing Director
Faith Popcorn’s BrainReserve

KIM WISHNOW-PER
Executive Vice President Strategic and Scientific Services
CONNEXION Healthcare

STELLA XU
Global Due Diligence Director
Roche Pharmaceuticals

MARIE YUVIENCO
General Counsel
Medsite, Inc.

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HBA Bulletin May/June 2006

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PRESIDENT’S FORUM

HBA: Touching Others’ Lives

Debra L. Newton
HBA President

The best part of spring is that it’s the time each year when the HBA celebrates the success and leadership of dozens of individuals who have made significant contributions to our industry.

At this year’s Annual Woman of the Year (WOTY) awards ceremony in New York, the HBA honored two outstanding women and one man who have contributed in unique ways to support women in our industry and who have had a significant impact on others’ lives:

● Woman of the Year Sue Desmond-Hellmann, MD, President, Product Development, Genentech, whose entire career has been dedicated to helping patients and to finding cures and treatments for diseases.

● Honorable Mentor Matt Emmens, CEO, Shire Pharmaceuticals, whose mentorship of women has spanned more than 33 years.

● Star Volunteer Sharon Callahan, President, Summit Grey, who rarely says “no” to the HBA, and whose leadership, innovative thinking, and countless volunteer hours over the past 25 years is one reason why the HBA is so successful.

We also honored 68 HBA Rising Stars, who were nominated by their colleagues as examples of vision, action, and inspiration, and whose accomplishments have made a difference in their companies and have inspired others.

Although some of us may have entered the healthcare industry by happenstance, many of us joined with the specific goal of wanting to improve the lives of others. Regardless of how we entered our chosen field, over time, all of us have come to realize the responsibility we have by being a part of this industry and the impact we make. We touch the lives of others, whether we know it or not.

As I conveyed to the more than 1,700 people attending this year’s WOTY luncheon, each of us in this industry has much to be proud of:

● We’re fighting illness and investing in breakthrough medicines – spending nearly $40 billion toward R&D last year alone.

● We’re helping patients get screening, leading to early treatment.

● For the first time in 30 years, death rates from cancer are declining, and the number of new cases is leveling off.

● More than 160 new medicines to treat rare diseases were approved by the FDA in the past decade.

● And, more than ever, we’re helping patients who lack prescription drug coverage get the medicines they need—two million last year alone and more to come through education and investment in patient assistance programs.

Truly, we are an industry of people touching people, serving as a bridge from one generation of leaders to the next, which truly is what the HBA is all about. As British poet Philip Larkin exclaimed in Bridge for Living:

A bridge, this single span,
Reaching for the world, as our lives do,
As all lives do, reaching that we may give
The best of what we are and hold as true:
Always it is by bridges that we live.

I’d like to thank Sue, Matt, Sharon and each of our Rising Stars for the work they are doing and the example they are setting. I’d also like to thank everyone else who made the 2006 Woman of the Year such an amazing success, including our corporate sponsors, members and our volunteers. My personal thanks go to this year’s WOTY Co-Chairs, Barbara Pritchard and Cathy Kerzner, who, along with their volunteer committee, made the 2006 Woman of the Year event one of the best yet, as evidenced by the stream of congratulatory e-mails I have received:

● “This was the best Woman of the Year yet.”

● “I could have listened to Dr. Hellmann for hours.”

● “We were so impressed, we have added sponsorship for Woman of the Year into our budget for next year.”

Finally, I would like to acknowledge and thank all of our industry colleagues for reaching out and helping others. It is because of all of you — those I’ve met and those who I have not yet had the pleasure of meeting — that we are a great industry. It is also why the HBA continues to be the success that it is.

To experience the HBA, visit www.HBAnet.org, find a meeting, learn how to get involved and get R.E.A.L. about your career.