Healthcare Businesswomen’s Association Named One of Nation’s Top 100 Leadership Development Programs

FAIRFIELD, NJ—The Healthcare Businesswomen’s Association (HBA) has been recognized as offering one of the top 100 leadership development programs in North America, according to Leadership Excellence, the magazine of leadership development, managerial effectiveness, and organizational productivity.

For 22 years, Leadership Excellence has ranked the best leadership development programs. This year marks the first time the HBA has applied for the honor and the first time the organization has appeared on the list.

“We are thrilled that the HBA has been recognized globally as one of the top leadership development organizations,” said Debra L. Newton, President, HBA and President, Newton Grey. “We are proud of our 30-year heritage of helping individuals and corporations recognize the importance of developing leadership. Our ranking is a testament to the variety of custom programs and strong core content the HBA offers to help women in healthcare advance their careers.”

“They programs appear to deliver the best return on investment,” said Ken Shelton, editor of Leadership Excellence. “Participants come in with clear expectations and come away with concrete applications and accountability for results. They are better people as a result of their participation in the program.”

About the HBA’s Leadership Programs

HBA’s leadership programs are open to women and men who are interested in improving their leadership skills through education, networking and mentoring. Unlike other organizations, the HBA is diligent about providing a global experience for its members, but remains flexible to allow for regional differences and member needs.

The HBA offers specialized programs that range in size from intimate leadership discussions to invitation-only segment-specific workshops, such as Women in Science and Entrepreneurs. The HBA’s largest event is its “Woman of the Year” luncheon, the industry’s premier event that attracts up to 2,000 people to help honor one woman in the industry who has been a role model for others.

For professional development, the annual HBA Leadership Conference attracts hundreds of members and non-members who are eager to learn the latest in leadership development topics in a two-day conference setting, complete with interactive plenary sessions and workshops. This year’s conference: Mastering the New Standard, was held November 2–3, 2006 in Boston, with an exciting line up of speakers and workshops for participants at all levels in their careers to advance their leadership skills.

The HBA extends a special thank you to Laurie Cooke and Donna Ramer for their efforts in preparing and submitting the HBA application for the award.

More about Leadership Excellence and the full survey findings can be found on the magazine’s website: www.LeaderExcel.com.

HBA Achieves New Milestone; Hits 3,000 Member Mark

Carol Sardinha
HBA Bulletin Editor, Director of Corporate Communications, Gorman Health Group

The Dow Jones Industrial Average achieved a historical milestone when it reached 12,000 points for the first time in October. But one month earlier, the HBA achieved its own major new milestone by reaching the 3,000-member mark for the first time.

“This is the first time in the HBA’s history that the membership has grown to this level,” said HBA President Debra L. Newton. “Much of the credit for this success is due to the hard work and vision of our dedicated volunteers.” (For more on these volunteers’ efforts, please see President’s Forum on page 12.)

Newton attributed the recent swell in membership to the HBA’s high-quality professional development programs offered at the chapter, affiliate and global levels, as demonstrated by the recent Top 100 Leadership Development Programs award by Leadership Excellence Magazine (see related article above).

www.hbanet.org

www.hbanet.org
HBA Bulletin

HBA to Unveil Enhanced Web Site, Revamped News Bulletin

HBA members should look for some exciting new changes to the HBA’s two major communication vehicles—the HBA Bulletin and the HBA web site—starting in 2007.

In an effort to provide more timely news and information to members and create a more interactive community forum for HBA members, the HBA has embarked on a major campaign to redesign its web site (www.hbanet.org). An RFP and vendor selection process is already underway. Both the national and chapter leadership will work closely with the new vendor to specify content and design requirements and develop the information infrastructure necessary to help keep the new web site foster the organization’s goals.

“The HBA wants the new web site to be more of a community site that will further the goals of the HBA while providing a forum for members to communicate in a simple format,” says HBA Board Member Ilyssa Levins, Director of HBA’s Marketing and Communications.

In addition to continuing to serve as the Internet presence for the global HBA organization, the revamped HBA web site will provide a portal to all HBA chapters and affiliates, foster a stronger sense of community among HBA members through enhanced interactivity capabilities, capitalize on the HBA’s strategic alliances, and generate new advertising revenues, Levins said.

In addition, the revamped web site will enable the HBA to provide more timely and relevant news, information, and updates to members on a more frequent basis than is currently possible with the HBA Bulletin newsletter, which is published bi-monthly.

Starting in 2007, breaking HBA news stories, calendars of events, and other updates will be communicated primarily through the new web site and related electronic distribution tools.

The HBA Bulletin will continue to be produced and distributed, but will focus primarily on features and other “evergreen” articles, including “Skills for Success,” trend pieces, research reports—as well as coverage of major HBA events, including the “Woman of the Year” Award and the Leadership Conference.

“We want the HBA Bulletin to become the source for cutting edge information on building healthy careers, showcase the value of HBA membership through member testimonials, and be kept on the shelf by members as a valuable reference tool,” Levins said.

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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Executive Pharmaceutical Marketing MBA

*April 2005 and April 2006 studies at SJU
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Spirit  |  Intellect  |  Purpose
E.D.G.E. Leadership Study
December Sponsorship Deadline Approaches

The late December deadline for corporate sponsorship of the groundbreaking HBA EDGE (Empowerment, Diversity, Growth, Excellence) benchmarking study is fast approaching. So now is the time for companies that haven’t already done so to get involved in this major HBA initiative designed to further advance women’s careers in the pharmaceutical and biotech industries—while also giving sponsoring organizations a competitive edge in recruiting and retaining top talent (see July-August HBA Bulletin, page 1).

As of November 1, five companies, including three of the top five pharma companies, had already committed to being sponsors. The HBA is continuing to have discussions with several of the top 50 pharma and biotech firms regarding this opportunity to underwrite research that will enable the industry to measure how well women have fared in the industry—and within their own organizations—relative to other companies and industries.

“There is a significant need for a dedicated research study that delivers meaningful data and actionable insight into the specialized life science industries for US and EU corporations and functions as a model for future progress in advancing women’s careers,” said Lisa Courtade, and the HBA’s Director of Research. “The HBA EDGE study will provide pharma and biotech with critical benchmarks and best practices, similar to those already established for other Fortune 500 companies and industries such as technology, manufacturing, and consumer sales.”

The benefits to companies that sponsor EDGE are numerous. “Given the increasingly competitive war for recruiting and retaining top talent, companies that have good benchmarking information and insights into best practices for nurturing and grooming talented women into key leadership positions within their organizations will have a clear competitive edge over companies that don’t have this kind of information,” said HBA CEO Laurie Cooke.

Studies previously conducted by Booz Allen Hamilton (BAH), HBA’s partner in the EDGE initiative, have shown that in spite of the progress that has been made in recent years, women are still underrepresented in key senior leadership positions within many corporate environments, Cooke noted. Talented women who don’t advance within their organizations often end up leaving. In fact, BAH has previously estimated that the absolute cost to a company that loses one senior-level employee can range as high as $250,000.

In addition to having access to detailed reports with critical information, benchmarks, and best practices for advancing women within their organizations, companies that sponsor EDGE will benefit enormously from the positive publicity they will gain by being part of this initiative. “Sponsoring organizations will be able to show definitely that they are committed to promoting women as leaders within their companies—which is a real plus for recruiting top talent,” Cooke said.

More About EDGE
EDGE is designed to provide a model for career tracking in the unique environments of pharmaceuticals and biotechnology in the US and Europe. The EDGE Study will investigate and publish the results of a large, multiphase review of how pharma/biotech companies with operating divisions in the US and Europe recruit, retain, and advance executive-level women. The study will not only establish benchmarks for professional development, but also provide measures of success for individuals and companies along with research-based solutions to the challenges of advancing women into senior ranks of leadership. The results should also be expandable to related industries such as healthcare communications services and medical devices, as well as geographic expansion to global markets.

Among other questions EDGE will answer:

- Are the career opportunities of women in the healthcare industry (see lead article in July/August 2006 HBA Bulletin) soon be available at www.hbanet.org and will be due in March. The winner will be announced at next year’s Leadership Conference.

COMING SOON:

The HBA ACE Award for Corporate Initiatives

The HBA is pleased to announce the creation of the new HBA ACE AWARD, honoring corporate initiatives that demonstrate ADVANCEMENT, COMMITMENT and ENGAGEMENT in advancing the role and impact of women in the healthcare industry (see lead article in July/August 2006 HBA Bulletin). Companies are invited to nominate programs that can be evaluated against these criteria: measurable results, support for the business case, senior management stewardship, execution that can be replicated, and sustainability. Applications will soon be available at www.hbanet.org and will be due in March. The winner will be announced at next year’s Leadership Conference.
complete project team. Lead cross unit coordination, both internal and external contractors, for projects utilizing one or more Covance Services or sites. Define and manage project resource needs and establish contingency plans for key resources. Ensure successful delivery of the project on time and within the budget. Provide feedback to the team and facilitate team’s ability to lead extended/extended project delivery. Liaise with senior management in the Delivery and Service Delivery and business development. Present at both industry meetings and internal meetings. Perform other duties as assigned by management.

Travel Required: Available for domestic and international travel, including overnight stays. Ability to drive to Covance locations. Access to personal vehicle. University college degree (life science preferred) or certification in a related allied health profession from an appropriately accredited institution (e.g., biostatistics, medical laboratory technology). Detailed knowledge of financial control procedures (e.g., costing systems, T&Q/EVA). Thorough knowledge of project management principles and practice. Knowledge of the industry standard offerings. Proficiency in all Microsoft office products and able to work in an electronic environment. This position is open to and would be performed in our Princeton, NJ or Chicago, IL office. It will be performed in a hybrid or fully remote work environment.

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**POSITION OFFERED**

The JOB—Medical Writer: you will communicate scientific ideas and clinical discoveries for the pharmaceutical and biotechnology industries to medical audiences by producing high-quality scientific copy for a wide variety of medical communications products. Copy includes abstracts, posters, manuscripts, presentations and slide kits, product monographs, websites/web-based applications, and other technology-based platforms. Client liaison and project management are key functions of this position. WHO YOU ARE: You have a strong scientific knowledge, excellent analytical skills, and flair for communicating scientific information. You hold a PhD in life sciences, and have pharmaceutical experience. Our dedicated professionals are compensated beyond what you expect. Our benefits don’t stop there. We care about our clients. We offer meaningful work in a dynamic, exciting and team-based atmosphere. WHAT YOU OFFER: Your hard work and talent will be noticed. We are an inclusive and innovative pharmaceutical and medical communications agency. All medical and dental premiums are company paid for you and your family. Short- and long-term disability premiums are company paid for you. Our 401(k) plan has generous company contributions and immediate vesting. Time off includes three weeks’ vacation per year. Telecommuting is possible. Flex time is available. Dress is casual. Our office is located in Southport, Connecticut on the Westport/Fairfield line. The office is a half hour away; Boston is less than a 3-hour drive. HOW TO APPLY: For further information, please visit our website at www.envisionpharma.com. To apply, please send your resume or curriculum vitae—including details of any abstracts or papers you have published—with a cover letter to: cynthia.kabb@envisionpharma.com.

**POSITION OFFERED**

Covance Inc., with headquarters in Princeton, NJ, is one of the world’s largest and most comprehensive drug development services companies with 2005 revenues of over $1 billion, global operations, and 7,300 employees worldwide. Covance’s purpose is to lead advancements in drug development through science, service, and sharing solutions. Professionalism — corporate casual dress — flexibility in work options — stimulating professional collaborations — surprising autonomy — a true desire to help you build your career with us...are just some of the intangible benefits that Covance offers. But our benefits don’t stop there. We are vigilant in ensuring our benefits are competitive, and consistent with the industry standard offerings. We are seeking a Senior Project Manager. Job Description/Job Summary: Serve as Senior Project Manager for international projects. Serve as client advocate for international clients, according to Covance Standard Operating Procedures, ICH Guidelines and GCP with total responsibility for revenues of $3.5–5M annually. Responsible for project management of all international clients. Serve as Senior Project Manager for international clients, according to Covance Standard Operating Procedures, ICH Guidelines and GCP with total responsibility for revenues of $3.5–5M annually. Responsible for project management of all international clients. Serve as Senior Project Manager for international clients, according to Covance Standard Operating Procedures, ICH Guidelines and GCP with total responsibility for revenues of $3.5–5M annually. Responsible for project management of all international clients. Serve as Senior Project Manager for international clients, according to Covance Standard Operating Procedures, ICH Guidelines and GCP with total responsibility for revenues of $3.5–5M annually. 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Responsible for project management of all international clients.

**POSITION OFFERED**

**ORGANON, ROSELAND, NJ—SR. BRAND MANAG ER—Basic Function:** To preside over and manage the marketing strategy and implementation for all assigned Organon products and related budgets. Nature and Scope: Plan, develop and implement strategies for assigned products; coordinate on-going activities relative 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. Principal Responsibilities: 1. Develop Annual Marketing Plan and implementation of related tactical plans. 2. Stay abreast of and communicate current market trends and competitive information routinely. 3. Monitor, review, report and analyze monthly sales and expense performances. 4. Generate monthly updated forecasts relative to promotional and advertising expenses. 5. Participate in formulating Operational and Strategic Plans. 6. Maintain routine contacts with assigned advertising agency and other third-party vendors. 7. Coordinate with Sales, Marketing, Sales Training and Market Development. 8. Participate in formulating Operational and Strategic Plans. 9. Maintain contacts with sales force to monitor promotional efforts (including working with representatives in the field, attending sales meetings, marketing team meetings, etc.). 10. Field-test new promotional programs and concepts as required. 11. Handle product information and assist with routine requests, when required, for the field force or relate to Customer Service and/or Medical Services. 12. Participate in establishing pricing policies. Maintain updated files on all competitors’ prices and products. 13. Review copy jackets for all assigned products. 14. Review literature inventories and maintain control over clinical study reprints, promotional pieces, file cards, sample packages, etc. 15. Participate in professional industry meetings, seminars and other information sources as directed. 16. Participate in a liaison capacity with Sales, Sales Training and Market Development. 17. Attend Product Development meetings as required. 18. Perform other tasks as requested by management. Qualifications: 1. Bachelor’s degree in Science or Business; Master’s degree preferable. 2. One to two (1-2) years’ pharmaceutical sales experience. 3. One to two (1-2) years’ product management experience. 4. Two to three (2-3) years’ pharmaceutical sales experience. 5. Excellent analytical skills. 6. Ability to interact with various levels of management. 7. Orientation to detail. 8. Ability to negotiate and liaise with clients in a professional manner. Good computer skills with ability to understand and assess technology alternatives and implication for current processes. For immediate consideration please apply online: www.covance.com/careers Requisition ID: 4087 Covance, Inc. is an Equal Opportunity Employers and are committed to hiring and supporting a diverse workforce. A M/F/D/V.

**POSITION OFFERED**

**SENIOR DIRECTOR BUSINESS DEVELOPMENT, KING PHARMACEUTICALS—Basic Function:** To preside over and manage the development of new pharmaceutical products spanning a broad range of therapeutic categories, including cancer, cardiovascular, CNS, women’s health, anti-infectives, and critical care. To keep pace with the growing business needs, we are seeking to recruit a Senior Director, Business Development to be a part of the Business Development function in the organization is arguably the key to the continued success of the company. The Senior Director, Business Development will contribute to the company through the identification of external opportunities within Cardiovascular, Metabolic and Neurosciences areas for Covance Co-Promotion/Co-Marketing, Co-Development, Licensing and Acquisitions opportunities. This is a very high profile role and one where the senior management/CEO has been actively involved in acquisition activities. Our client has an aggressive growth plan and recognizes the need to attract the very best talent from industry into this role. The ideal candidate will be someone with an impressive deal sheet and having 5–10 years in a business development role managing end to end activities across any therapeutic area. For more information regarding this role, please email: Ruthicha Pathania, Chief Recruiter Korn/Ferry International, email: ruthicha.pathania@kornferry.com.
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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Sanofi-aventis is an equal opportunity employer that embraces diversity to foster positive, innovative thinking that will benefit people worldwide. Sanofi-aventis is also committed to employing qualified individuals with disabilities and, where warranted, will provide reasonable accommodation to applicants, as well as its employees.
Community Marketing: Critical to Patient Education Success

Kelley Connors, MPH
Principal, KC Healthcare Communications

It’s past peak autumn color here in New England. From my women’s healthcare marketing lens, though, it couldn’t be more colorful, because still visible, year round, are the colors red and pink representing heart disease and breast cancer, thanks to cause marketing efforts initiated years ago by the National Heart, Lung, and Blood Institute, the American Heart Association, and the Komen Foundation.

These campaigns have done much to mobilize patients, family members, caregivers and community leaders, and to focus the public’s attention on two important diseases affecting women. They have generated not only visibility and funds for education and research — but expanded their influence so that partners, including retailers, hospitals, the government, and grassroots patient advocacy groups became sponsors and engaged their own constituencies with educational programs to reach the target audience of women where they work, live, shop, and travel.

These efforts show that education and community marketing are interrelated. As the consumer gains more responsibility for his or her health decisions, pharma must capitalize on the interrelatedness between community marketing and patient education to create programs that lead to a more informed consumer.

Think about your brand’s vision in the context of community marketing, which is a step beyond cause marketing. (Cause marketing may not have enough relevance because the level of “consumer engagement” in your brand is too low.)

Get Inspired to Make a Difference

We are fortunate in our positions to be able to make a difference by touching patients and their families. In thinking about community, you must connect your brand or organization to a vision that is inspirational without glossing over the sensitivities associated with the condition.

Communities are built by inspiring others who have the same goals and want to make a difference. Whether you are looking for influential partners to join your own campaign, or you wish to join an existing community marketing effort, the opportunity to make a difference is compelling. Daria Blackwell, Director of Multicultural Communications at Sudler & Hennessy is co-founder of SAIL4Kids — an organization that connects acutely ill children and their families and caregivers through a day of sailing, relaxation, and interaction. This enables nurse educators and young patients to have educational dialogue and make emotional connections, something difficult to do in today’s time pressured healthcare environment.

Build Your Foundation

To build community, you need a strong foundation of trusted, credible voices that can take a stand on behalf of your brand’s or organization’s vision. These are your trusted partners who are already connected to organizations or other individuals important to building community. These partners should have experience, knowledge and insights into reaching the target audience or patient with education.

Think of a hub of key opinion leaders in the center of a wheel consisting of patients, advocacy leaders, government employees, or healthcare professionals. Together you can agree on a plan of action to expand your influence and reach patients, their families and caregivers.

Identify Avenues of Influence

Once you have a foundation built, you will want to reach out to partners for additional financial support or simply to help you engage with your intended target audience.

One example is (PRODUCT) Red Campaign recently launched by Bono and Bobby Shriver in the US to raise funds to treat AIDS in Africa. The campaign has attracted the support of American Express, Motorola, and Apple — companies that are interested in attracting consumers who actually want to do something about AIDS. The effort attracts a “psychographic” (not one target audience) through information and education on progress being made through the Global Fund for AIDS and its civic, government and commercial partners.

Some healthcare industry players have already joined forces with the Fund. The peer-reviewed Lancet has “become red,” by recently adopting a red jacket cover. Corporate partners BMS and Merck granted the International Partnership for Microbicides a royalty-free license for use of their compounds to develop microbicides for countries that receive support from the Global Fund for AIDS.

Connect with the Consumer

To create effective community marketing campaigns that educate patients, you need to understand who you are trying to reach, which educational messages will be effective given their life stage, and how to reach them. Age is only part of the picture, as is sociocultural context, gender and lifestyle. Diversity is about reaching out to people in their own environment.

Conclusion

Community marketing programs must be approached with the same diligence as other long-term business and branding strategies. To be a leader in today’s highly competitive economy, it is imperative for companies, brands, or organizations to “stand for something” beyond the bottom-line while generating a relationship with the consumer or patient through education and advocacy.
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January 11th 7:30 pm ■ HSM Class Visit

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DukeMBA-HSM.com
HBA Metro Chapter Launches Women in Healthcare Information Technology (WHIT) Affinity Group

Charelle Cusberth
Chair, HBA Metro Affinity Program

Key Characteristics of Successful Women in Healthcare Information Technology was the topic addressed at the launch event for the HBA Metro Chapter’s Women in Healthcare IT Group, held on September 20 in Madison, New Jersey and hosted by Wyeth.

Fifty-five percent of attendees were new HBA members, many of whom said they joined the organization because of the relevancy of the program, the opportunity to interact with healthcare IT professionals, the keynote speaker, and the small group setting.

Keynote speaker Karan Sorensen, CIO & Vice President, Information Management, Johnson & Johnson Pharmaceutical Research & Development, LLC, categorized into three key areas what she views as most important characteristics to achieving success:

- **Competence:** Understand the business (needs, priorities, processes); be a subject matter expert (experienced in your area of technology or responsibility); swap roles/shadow someone (walk in your business partners’ shoes); serve as a mentor/be mentored; and admit when you don’t know something (credible/honest). These things help you build both confidence and competence.

- **Communications:** Know your audience. Don’t speak “techy,” but instead, use verbal agility and keep language simple. Develop “cultural awareness”; don’t gossip; communicate substance (facts, data, and examples are better than flash or “smoke and mirrors”).

- **Commitment:** Always give your best, be a change agent, hold yourself accountable regardless of who you are speaking with and, most of all, be dependable.

Sorensen also enthusiastically shared what she calls “Karan’s Leadership Principles”:

- Find the true talent inherent in each person and show him/her how to use it.
- Promote success by raising people up, not keeping them down.
- Lead by example. Cut a path. Don’t wait for one to be cleared for you. A true leader says, “follow me,” not “get going.”
- Hold yourself to high moral and professional standards and tolerate no less from those around you.
- A true leader says, “follow me,” not “get going.”
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- Lead by example. Cut a path. Don’t wait for one to be cleared for you. A true leader says, “follow me,” not “get going.”
- Hold yourself to high moral and professional standards and tolerate no less from those around you.

Jennifer Jasper, Manager, North American Corporate Systems, Shire Pharmaceuticals, said, “the overall benefit of the program was excellent; the guest speaker was very motivating and we shared great networking, too.”

Betty Lau, CEO, Appliedinfo Partners, Inc., said she found “the inspiration and support from women professionals in IT most useful.” Arnell Davis, Associate Director, Field Technology Services, Bristol-Myers Squibb Company, said “the topic was very relevant” to her career, and called the speaker, network-

special thanks also go to the following individuals for their roles in the program:

- HBA members Leslie Cirillo-Plante and Ellen Browne, Co-Chairs of the Women in Healthcare IT (WHIT) Group, and De Scacchetti, Women in Healthcare IT (WHIT) advisory board committee member.
- Marily Rhudy, Sr. Vice President, Public Affairs, Wyeth, who opened the program and gave welcoming remarks.
- Amy Olsen, Sr. Director, Corporate Information Services, Wyeth, who introduced the keynote speaker.
- Special guest, Beth Everett, PhD, Sr. Vice President and CIO, Impact Rx, Inc., and HBA Managing Director of Career Development.
- Lisa Murrell, Managing Partner, MetaSystem Consulting Group, who facilitated the networking exercises.

HBA CALENDAR OF EVENTS

**THURSDAY, NOVEMBER 30, 2006**

**EUROPE AFFILIATE**

**EVENING NETWORKING EVENT**

“Gender, Emotion and The Ideal Worker”

6:30 PM – 8:00 PM

Restaurant Loewenzorn
Basel, Switzerland

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

Looking for a new member?

For a complete list of new HBA members, visit www.hbanet.org, then click on HBA Members to the left of the screen.

www.hbanet.org
San Antonio Launch Event Draws Strong Attendance

Kirsten Gallagher
Principal, KHG Communications

The HBA’s new San Antonio Affiliate drew 70 healthcare professionals to its launch event on September 21, officially extending the HBA’s reach into the South Central Region of the United States.

Deb Wells, President of the HBA San Antonio Affiliate, said the strong response to the inaugural event underscored the need for networking and professional development opportunities in San Antonio’s $14 billion healthcare and bioscience market.

“San Antonio is home to pharma, medical device and other national and international organizations, so by sharing ideas, resources and knowledge across the healthcare spectrum, we are in a stronger position to serve patients, grow our healthcare community, and flourish as professionals,” said Wells, noting that membership is expected to easily exceed the 40 member target set for HBA Affiliates by year’s end.

“The San Antonio Affiliate is not only a geographical extension of the HBA, but an expansion into other facets of the healthcare industry,” said Nancy Larsen, two-time past HBA President who played a key role in helping build the new Affiliate. “The healthcare industry is so much more than pharma, and San Antonio brings in members from medical universities, biologics and hospital products, to name a few.”

Keynote speaker Lynne D. Sly, President, Therapeutic Surfaces for Kinetic Concepts, Inc. (KCI), said the HBA enables members to capitalize on the value they already bring to their industry. KCI, the San Antonio-based medical technology firm, is the Affiliate’s first corporate sponsor.

“As women in healthcare, we lend not only human value to the patients and families we serve, we contribute significant financial and economic value to our businesses, professions and institutions,” Sly said. “I am proud that KCI is taking a lead role in supporting the establishment and growth of the HBA in San Antonio.”

The newest developments driving San Antonio’s healthcare and bioscience industry were the focus of a presentation by Ann Stevens, President, BioMed SA, and member of the Affiliate’s board. That the HBA can both support, and benefit from, San Antonio’s resources and potential was a message that many launch event attendees took away with them.

Laurie P. Cooke, RPh, HBA Chief Executive Officer, attributed the event’s “great success” to the ample networking opportunities provided and the strong caliber of the speakers, who addressed a cross-section of issues important to attendees.

For more information, visit http://www.hbanet.org/affiliate/sanantonio/default.asp.

Bay Area Members Learn How To Succeed In Challenging Biotech Field

SAN FRANCISCO, CA What is it like to work in a company where new discoveries are everyday occurrences? Does the environment become more challenging if you are one of only a small number of female employees represented in your department or company?

San Francisco Bay Area Chapter members ventured to the campus of biotech innovator Exelixis, Inc., on August 24 to hear insights into some of these issues from Pamela Simonston, JD, LLM, Senior Vice President, Patents and Licensing.

Simonston talked about her current role at Exelixis, where she negotiates and implements collaborative partnerships, directs patent strategy and oversees the management of transactional activities advancing Exelixis’ clinical trials. She spoke about the challenges facing women in biotech and shared some of her experiences being one of the only women employed at a company. This included one point in her career when she was the only woman in her particular field of chemistry in the entire state of Florida.

“Pamela’s informative presentation offered important advice to all those who attended the event,” said Arlene Kirsch, PhD, HBA San Francisco Bay Area Chapter President. “Learning from the experiences of successful healthcare professionals such as Pamela is one of the many things that make the HBA such a worthwhile organization.”

The event also provided an opportunity for members to ask questions and learn about challenges facing executive women in biotech as well as to network with other members of the Northern California pharmaceutical, biotech, device and healthcare community.
Indiana Chapter Launches Executive Advisory Council

The Indiana Chapter of HBA launched an Executive Advisory Council (EAC) to act as a mentor for its members. The EAC will serve a counselor role by leading the Indiana chapter through discussions on key issues women in the healthcare industry face today.

The distinguished group of women that make up the EAC brings valuable knowledge directly from their experience and background in areas such as pharma, insurance, law, government, hospital management and finance. This group of executives will also offer continued support for strategy development, ultimately returning to the fundamental objective of our chapter — to create sustained value for our organization's stakeholders.

The 2007 HBA Indiana Executive Advisory Council includes:
- **Wade Lange**, President, Indiana Health Industry Forum
- **Patty Martin**, Vice President of Global Diversity, Eli Lilly and Company
- **Tiffany Olson**, President and CEO, Roche Diagnostics
- **Ora Pescovitz**, President and CEO, Riley Hospital for Children
- **Patricia Roe**, Special Assistant to the President, USA Funds
- **Myra Selby**, Partner, Ice Miller
- **Laura Wittenauer**, Vice President of Medical Operations, Eli Lilly and Company

The HBA launched the Indiana chapter in 2004, which now has 70 individual members, as well a new corporate member: Eli Lilly and Company. The growing chapter’s focus is on providing education in the areas of leadership and work-life balance, while also providing an advanced group of women with cutting-edge industry knowledge and updates to ultimately propel them through the healthcare industry with the proper skills and insight for success.

The HBA Indiana chapter is anxious to begin utilizing the EAC to broaden horizons and ignite compelling ideas among its members.

Philadelphia Affiliate Members Learn To Overcome Execution Barriers

Heather Powell  
Compliance Counsel, Cephalon, Inc.

More than 100 HBA members learned how to beat the odds against delivering effective business results during the Greater Philadelphia Affiliate’s first “members only” event, held September 11 at Cephalon’s headquarters in Frazer, PA. The program, which also provided networking opportunities, was sponsored by Cephalon and co-hosted by The Franklin Covey Company, PhamaVoice, and I-Cyte.

Featured speakers **Rosanna D’Orazio**, Philadelphia Affiliate board member, Franklin Covey, and consultant **DeVerl Austin**, also with Franklin Covey, delivered a practical program on Executing with Excellence. Among the key takeaways the audience gleaned: 70% of strategic initiatives will fail or fall far short of expectations not because of a ‘lack of smarts’ or because of a poor strategy at the outset, but because of failure to execute effectively.

Numerous studies have identified the following six factors as the most common barriers to good execution, according to D’Orazio:

- **Lack of clarity about the goal(s) to be achieved**
- **Failure to obtain the commitment and ‘buy-in’ needed in order to achieve the specified goal(s)**
- **Inability to effectively and clearly translate lofty goals and ideas into specific, concrete actions that should be taken**
- **Lack of support systems and processes that encourage and enable the right behaviors**
- **Inability to create and maintain a cross-functional synergy around the goals to be achieved**
- **Absence of an accountability system that helps employees stay focused on critical tasks**

Successful companies often have a “mania for implementation,” said Austin, who reviewed what she calls the Four Disciplines of Execution, a set of tools and techniques that have been proven to overcome execution barriers. These can be applied at any level — from single teams to large organizations — to beat the odds against implementing critical goals and objectives, she said.

- **Discipline 1** defines the “wildly important” goals to be achieved and how they will be measured
- **Discipline 2** translates the goals into specific required actions and activities
- **Discipline 3** creates a compelling scorecard to record inputs and goal attainments
- **Discipline 4** manages a weekly cadence of accountability that keeps everyone focused, on track and moving forward toward achieving the goal.

Participants received a handbook of “Execution Essentials” to take home to help them begin implementing their newly acquired skills immediately.

Special thanks go to the HBA’s new CEO, **Laurie Cooke**, who participated in the program, Program Director **Beth Dare**, who noted that the affiliate’s membership has reached 444 in its first nine months, and **Liz Barrett**, Cephalon’s Vice President of Oncology and 2003 HBA Rising Star, who gave welcoming remarks.

For more information on upcoming Greater Philadelphia Affiliate events, visit: [http://www.hbanet.org](http://www.hbanet.org).
women growing in proportion to the growth of the industry?

• Are there differences between the opportunities for women and men for advancement?

• If so, are there significant and instructive variations between disciplines, e.g. research, drug development, IT, marketing, etc.?

Sponsorship Levels

There are differing levels of sponsorship that result in access to the detailed study report. The differing levels allow a company to participate based on the benefits associated with each level. Additionally, related industry are welcome to support this effort at a contributor level of $5,000. The levels of study sponsorship opportunities are:

• Silver Sponsorship—$25,000
  – Exclusive access to in-depth report

• Gold Sponsorship—$50,000
  – Exclusive access to in-depth report
  – Customized company-specific study presentation to sponsor company

• Platinum Sponsorship—$75,000
  – Exclusive access to in-depth report
  – Customized company-specific study presentation to sponsor company
  – Customized action planning executive workshop with sponsor company

The next phase of the study will be to enroll participating companies in the study. For more information on how your organization can support and benefit from this groundbreaking study, please contact Laurie Cooke, HBA CEO, at lcooke@hbanet.org or (267) 765-3964.

Call for Volunteer Writers, Columnists

Do you like to write? Then the HBA has volunteer opportunities just for you! Writers are always needed for the HBA Bulletin and the HBA web site. Not only will you have the chance to get your name in print, you’ll also have the chance to interact with members of the HBA Leadership and be more in the know about new HBA initiatives as they develop.

Do you have specific industry knowledge, skills, and/or career development advice you think other HBA members will benefit from? Then consider authoring a “Skills for Success” column for the HBA Bulletin. Each Skills column is designed to impart specific knowledge, tips, and advice designed to help HBA members grow professionally.

To learn more about these opportunities, please contact HBA Bulletin Editor, Carol Sardinha at: csardinha@gormanhealthgroup.com

3,000 MEMBER MARK from page 1

“These positive learning experiences, along with the inspiring mission of our organization, create the strong appeal to compel people to want to be part of the excitement and join the HBA,” said Newton. “A critical component of our successful leadership events is making attendees feel welcomed with interactive networking with their peers.”

HBA’s ongoing Member-Get-a-Member recruitment campaign, which concludes on December 31, has also resulted in some of the recent membership gains, Newton said. As part of that campaign, every current HBA member who brings in a new member receives complimentary evening seminar passes. These new members, in turn, create more revenues so the local chapters and affiliates can offer more regional based activities that bring value to the HBA’s members at large.

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Chapter in 2000, who then went on to lead and drive membership growth. Kimberly was instrumental in creating the R.E.A.L. campaign, developed the HBA’s membership journal, and led the most recent membership development campaign that took us over the 3000-member mark, thanks in part to an unprecedented 103% increase in membership in three months.

Ilyssa Levins, who has crafted the HBA’s marketing strategies. Most recently, Ilyssa and her committees have undertaken a review of the HBA’s communications processes, from the HBA Bulletin to the HBA Web site, with the goal of putting improvements in place that will further drive the HBA’s marketing efforts to solidify and protect the HBA brand.

Barbara Pritchard, who lead the
Reflections on the HBA This Past Year and Going Forward

Debra L. Newton
HBA President

“The beauty of the past is that it is the past. The beauty of the now is to know it. The beauty of the future is to see where one is going.”
—Unknown source

As I considered what to include in my last President’s Forum, two thoughts became linked in my head: two best-selling books that I am fond of and the tremendous personal and professional growth and learning I’ve experienced during the four years I’ve been a member of the HBA board. While I can’t attribute all the changes I’ve experienced in recent history directly to my tenure with the HBA, I strongly believe that many of these positive changes stemmed directly from my involvement with the organization.

Therefore, I’ve adapted the titles of these two popular books, Chicken Soup for the Soul, and All I Really Need to Know I Learned in Kindergarten, as follows: HBA for the Soul, (because of the deep relationships the HBA has enabled me to develop) and So Much of What I Need to Know About Leadership I Learned Through the HBA.

During 2006, the HBA moved from being a national organization to a global organization, and experienced a period of unprecedented growth. Today, we have more than 3,000 members served by 12 chapters and affiliates across the United States and in Europe. The HBA recently received a Top 100 Leadership award for its programming and leadership development initiatives (see related article on page 1). And we are completing a five-year strategic plan that has a 10-year vision and a roadmap for success for future Boards of Directors to follow.

At this time of the year when we typically give thanks, there are many people who deserve recognition and for whom I could not have had a successful term as President.

My deepest thanks go to each of you as individual members, corporate members and Advisory Board members. Your support in both your time, and your dollars, allows the HBA to provide unsurpassed value to its members. My special thanks also go to all the Chapter and Affiliate volunteers who make the HBA available at the local level.

I extend my thanks to the members of the HBA Board for their personal support and expertise in leadership and management. Their efforts continue to build the HBA into a powerhouse organization to advance the careers of women — and men — worldwide.

My thanks also go to the committee members who led the development of a truly inspired strategic plan in record time. They include Task Force Leader And Incoming Second Vice President Cathy Sohn and her team members: Immediate Past President Barbara Pritchard; Incoming President Cathy Kerzner; Board Members Linda DaSilva, Ariene Kirsch, Donna Ramer and Susan Torroella; and CEO Laurie Cooke.

I’d also like to extend my thanks to those members of the Board whose terms are coming to a close, including Terri Pascarelli, for the countless hours they have given to create a superior experience for our members. We are very pleased that the following four women will remain active in different capacities:

Lisa Courtade, who has spent years leading the HBA’s research initiatives. Among her long list of HBA accomplishments, Lisa has been instrumental in developing the protocol for the upcoming HBA EDGE study with Barbara Pritchard. Lisa also established the protocol for a comprehensive individual and corporate membership satisfaction study, the first of which was fielded in 2006.

Linda DaSilva, who led the HBA’s first Initiatives Development program. Through her vision and guidance, we now have a process for identifying and bringing to life new projects, products and services for our members.

Kimberly Farrell, founder of the Chicago turn to PRESIDENT’S FORUM on page 11