Record Crowd, Red Carpet Welcome WOTY Winners

The 19th Annual HBA Woman of the Year (WOTY) Awards had its own Red Carpet this year, with live interviews broadcast on giant video screens as a record crowd entered the ballroom.

More than 2,200 healthcare industry colleagues and friends cheered, applauded and were inspired by the honorees and presenters at the center of this sold-out event, held May 8, 2008 at the New York Hilton.

“Responsibilities of Leadership” was the theme, summed up by the HBA Woman of the Year Charlotte Sibley, Senior Vice President, Leadership Development, Shire Pharmaceuticals. “Be yourself; do what’s right for the company and for you,” she said as she captivated the crowd with humorous and moving stories of her pharma career. Sibley was introduced by Matt Emmens, CEO, Shire Pharmaceuticals, and a former HBA Honorable Mentor (2006), who spoke of the difference she has made in the company, the lives of others and healthcare. Noting that the industry is “on the wrong side of a hurricane,” he said, “the best captains win when there is a headwind. There has never been a better time for women leaders to emerge; the greatest opportunities arise during adversity.”

The HBA also honored Len Kanavy, Vice President, Operations, Genentech, as Honorable Mentor, and Anne Camille Talley, President, Health Leaders Consultancy, as the HBA Star Volunteer.

Kanavy spoke about the value of mentors in his life, from childhood to the present, urging everyone to become a mentor, while Talley accepted her award on behalf of the “few thousand of you who give your time and expertise so generously.”

Ceci Zak, HBA President-Elect, celebrated the power of relationships and the value of the HBA mission as she introduced a record 94 HBA Corporate Partner Rising Stars, each nominated by her company, and six previous HBA Women of the Year.

Laurie Cooke, RPh, CEO of the HBA, highlighted the year’s accomplishments, saluting the HBA Corporate Partners, while Elizabeth M. Mutisya, MD, HBA President, looked ahead to the association’s strategic imperatives and challenges of the next five years.

Meryl Zausner, 2007 Woman of the Year and Vice President & CFO of Novartis Oncology, reported on her experiences over the past year and urged everyone to think about their own legacy: “The

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THE CEO’S CORNER  Laurie Cooke, RPh

Success breeds success. But at the 2008 Woman of the Year (WOTY) event in New York City, there was something else I learned about success; you could feel it in the air.

Women and men from top healthcare companies bought out the luncheon, a testament to the significance of the HBA’s work and the WOTY event. A crowd of more than 2,200 people packed the ballroom—a veritable who’s who in the industry—and the feeling of change and progress and achievement was palpable.

It was moving to see the impressive amount of energy, talent and intellectual capital assembled in one place. On the dais sat close to 100 Rising Stars, representing the best of their organizations and of the industry at large. We were also proud and happy to honor our Star Volunteer, Anne Camille Talley, who has given so selflessly of her expertise and time to HBA colleagues and projects; our Honorable Mentor, Len Kanavy, who appreciates the importance of diversity of thought in a leadership team; and, of course, our Woman of the Year, Charlotte Sibley, who has made such an impact with her gentle, informal mentoring style. Rounding out this impressive lineup were five of our past WOTY recipients who continue to bring leadership and inspiration to those working in healthcare.

The luncheon is always a tremendous event, but we feel we improved it even more this year. We took the opportunity to build in extra networking time by expanding the pre-event reception and launching a post-luncheon event for new members. Volunteers pitched in to help us savor it all by conducting “red carpet” interviews with many senior executives who attended. These execs easily opened up, sharing personal stories of their own mentors, offering advice to aspiring women starting their careers and their thoughts on leadership and the importance of networking. And for the first time, all of their insights were live on big screens for all in attendance to benefit from.

The WOTY event also celebrated the HBA’s own achievements. The organization is becoming the premier catalyst for the professional development and leadership of women working in healthcare. (And, I’m happy to say, a source of pride for your bio.) Both corporate partners and individual members are seeing how important our work is and, through networking, training and mentoring, we are producing tangible results. At the luncheon, I presented some of these accomplishments. For example, the HBA has increased its membership by 35% since the beginning of 2007, and is likely to top 5,000 members this year. We’ve also conducted groundbreaking and original research on the representation of women at senior levels, launched a new award to recognize successful corporate initiatives that advance women, and was named as one of the top 100 Leadership Development Programs in North America.

The litany of accomplishments is evidence that the HBA is a success. And what underlies it all? You. I want to thank each of you—corporate partners, members, volunteers, event sponsors, strategic alliance partners and supporters—by engaging in one of the most important aspects of the HBA’s culture: Giving back. The generous sharing of knowledge, priceless mentoring and growing body of leaders visibly evident at this year’s Woman of the Year luncheon will generate even greater numbers of future leaders. It’s a great example of success breeding success. And the best part is that you and I are part of this: Preparing the future for the next generation. HBA.
How’s your brand doing?

Is it indicated for a chronic disease that is under-diagnosed and under-treated? Is your sales team facing challenges in closing the gap between clinical guidelines and clinical practice?

Have you thought about a Clinical Educator Team?

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Competition remains tough, and sales efforts are not producing the results they did just a few years ago. At the same time, compliance with industry regulations is a non-negotiable these days.

As a result, more and more companies are looking for viable and effective ways to improve clinical care, their relationships with medical professionals and their sales and marketing results while still meeting PhRMA and OIG compliance. They are turning to companies like Practice Therapeutics for innovative ways to overcome their brand challenges.

If you would like to discuss how Practice Therapeutics™ can potentially help you enhance your sales and marketing efforts while improving patient care, please call Angela Brzyski at (609) 524-2952 or email her at angela.brzyski@practicetherapeutics.com.

CONTACT INFORMATION:

Practice Therapeutics™
103 Morgan Lane
Second Floor
Plainsboro, NJ 08536
As a Rising Star

The first in a series of articles so HBA members can get to know more about the industry’s Rising Stars.

Taren Grom
Editor, PharmaVOICE

The Rising Star Class of 2008 represents a record number of honorees from a wide variety of companies in the healthcare industry. These talented individuals are a credit to their organizations and The HBA Advantage will shine a spotlight on this next generation of industry leaders.

Two questions were posed and these quotes represent responses to either: What advice would you provide to women who are new to the healthcare arena to help them achieve their career development goals? or Being named an HBA Rising Star is a tremendous honor, as it represents your organization’s recognition of your contributions. What does this honor mean to you?

Sarah Vidal
Product Director, Actemra Brand Team
Roche Pharmaceuticals

Don’t be afraid to take on new tasks or positions that are outside of your comfort zone. Although it may seem a little scary at first, doing so not only expands your experience base, but also provides you the opportunity to gain greater confidence when you’re faced with future challenges in your business and career.

Nicole Tummarello
Vice President, Financial Control
Pharma Ops Controlling
sanofi-aventis

The best advice I can give is to be true to yourself. I am a single, working mother and I found over the years that I alone know my boundaries. I know when to challenge and push myself and when to listen to my inner voice and take a step back and reevaluate. As you move through your career, find a mentor or a “sounding board” that can provide objective feedback. I have had two mentors in my career who saw a brighter future for me than I ever did. They provided opportunities for learning and growth and along the way I developed the self confidence needed to be successful. Women bring a different perspective to the table. Ask questions, challenge the status quo, learn something from every situation you are in and, most importantly, believe in yourself.

Meaghan Nelson
General Manager,
MBS/Vox, a division of CommonHealth

Simply put: Be curious. The best ideas are the ones that come from individuals who ask “what if?” and then use their creativity and intellect to consider what the world would be like if things were done differently. Curiosity can manifest itself in ways that go beyond the obvious. Those who are truly curious solve the problems that people never knew they had; they challenge conventional wisdom when others are happy with the status quo; they put their imaginations to work to expand their own notion of what’s possible. This quality is even more critical within the domain of healthcare. Daily, we are faced with challenges that affect lives; therefore, relentless curiosity and a desire to be a step ahead represent opportunities to contribute to humanity in lasting ways.

Christine Damico
Director, Program Development
MannKind Corporation

I would like to pass on some advice that I received many years ago, which has helped me to achieve my career development goals: learn as much as you can about every aspect of your organization and the industry. Often, when we start out in our careers we have tunnel vision and focus our learnings only on one specific functional area. However, with the highly matrixed structure of the pharmaceutical industry a broad understanding of all areas within the healthcare industry is invaluable not only to facilitate effective communication across functions but also in providing additional career opportunities. Be a sponge — soak it all in!

Katherine E. Hermans
Executive Director —
Global Strategy, Rapamune
Wyeth

When I have the honor to speak with someone about their career I encourage them to focus on a few critical things.

Make a plan: Envision your career as a stream you are walking down by stepping from rock to rock. Pay attention to which rocks you need to step on in order to get where you are going, so you don’t find yourself stranded in the middle of the stream.

Develop a network of advocates: Identify mentors that can help guide you in the next steps of your career. Your network can be comprised of peers, upper management, colleagues in other functional areas and business associates outside of your own organization. Ensuring a diverse set of mentors will give you a balanced set of input to better help you make strategic decisions along the way. Don’t be surprised if mentors come and go throughout your career, depending on where you are in it.

Communicate your plan: It is not what you know, or who you know, but who knows what you know. Ensuring that your career ambitions are captured in your development plan and that your organizational advocates are aware of them will help you to achieve your personal objectives.

Execute your plan: it is about the competencies needed to move forward in...
your career, not about the path itself. Be open to new opportunities; these often provide the best ways to differentiate your personal brand by adding a competency or experience set that no one else has.

Mary Rose Rogowski  
VP Group Art Supervisor  
Saatchi & Saatchi Healthcare Innovations

Although it’s easy to become intimidated by the complicated and ever-changing healthcare arena, never give up on your vision or your dreams. With patience and determination, anything and everything is possible.

Carol Nowrey  
Senior Director, Human Resources  
Endo Pharmaceuticals

Achieving career development goals requires one to be self-aware. You want to know your strengths and development needs. If you don’t regularly receive performance feedback, then seek it for yourself. Ask your colleagues to give specific observable insights on what you should continue to do and what you should do differently. Reserve time on your calendar to reflect on your performance and development goals. You can use this time to seek performance insights from the people who surround you. Keep focused on what’s important in advancing your company’s operating performance. Don’t become distracted by busy activity, but rather identify the work that advances your company’s performance and the achievement of its objectives. Be in a state of continuous curiosity to learn all aspects of the business. Challenge yourself to find new work experiences that will allow you to stretch and learn.

Mary Halliwell  
Executive Director, CS&O and Sales Communications  
Novartis Pharmaceuticals Corporation

It’s thrilling to be named Novartis’ nominee for the HBA Rising Star. This honor is an affirmation of our organization’s culture: to unleash the potential of our people. I’ve been given outstanding opportunities in my role as head of sales communications. Thanks to the trust I’ve earned with our senior leadership, I’ve been an active participant in our successes and challenges, and have partnered with colleagues and leaders throughout our organization to help our own associates and to impact our future. I’m grateful to Greg Schofield, Frank Arena, the Sales Leadership Committee, and our Executive Committee for the valuable learnings I’ve gained and the freedom to continually evolve my role. They have supported my development and empowered me to be an active contributor to our organization’s vision and business. This award represents the success I’ve experienced thanks to the truly collaborative relationships I enjoy at Novartis.

Madeline Duque Dillon, PhD  
Director, Organizational Development  
Daiichi Sankyo Inc.

Being named Daiichi Sankyo’s HBA Rising Star for 2008 is truly an honor. An honor that reflects my company’s commitment to the growth of the business and, in particular, to growing our human capital. I’d like to share an example of that commitment. Like many companies, we have a program to support employees in the transition to management roles, which is called Leadership Acceleration Program (LeAP). The most recent LeAP program had 25 aspiring managers as participants. In addition, 28 of our senior managers were directly involved in the program: giving lectures, participating in role plays and providing feedback and coaching.

You can imagine that the 25 participants ended up with no doubts about the commitment of DSI leaders to the growth of their careers. I hope that my nomination as a Rising Star is further evidence of that commitment.

Beth Wymbs  
Senior Account Director  
Innovex Medical Communications

My advice to women who are new to the healthcare industry is to make a commitment to yourself to make your development goals a priority and seek new challenges that will contribute to your achievement of these goals. You have to actively seek opportunities that will enable you to reach your goals, because you are the main contributor to your own growth. Each experience is a building block in your professional development. HBA
Beyond the Purple Heart: Continuity of Care for the Wounded in Iraq, January 20, 2005


Mild Traumatic Brain Injury in U.S. Soldiers Returning from Iraq January 31, 2008

No wonder physicians read this journal – and the ads inside – with special intensity.
How to Participate in the Revolution Without Being Overthrown!

FOR MARKETERS WHO HAVE MADE OUR LIVING CRAFTING AND CONTROLLING MESSAGING IN A TIGHTLY REGULATED ENVIRONMENT, THE IDEA OF OPENING UP REAL-TIME CONVERSATIONS WITH ANONYMOUS PEOPLE CAN BE UNSETTLING, TO SAY THE LEAST.

talk to patients and their families, we can now talk with them. The ability to engage people in dialogue will make it a lot easier to earn their trust and build long-lasting relationships. The challenge, of course, is how to do it. While there certainly aren’t any tested methods or proven roadmaps at this point, there are some things you should consider before you participate in this revolution.

Overcome your fears. Learn!
Start by learning the lay of the land. Take some time to immerse yourself in this new media. Check out how other industries are successfully leveraging social media. Study competitors’ sites to see what works well and what doesn’t. And don’t be afraid to test the waters yourself by joining the conversation on a social network. Then attend industry meetings to network face to face with your peers so you can tap into the latest thinking about this fascinating new format.

Once you have established some best practices, you’ll be ready to sit down with management, regulatory and your marketing team to brainstorm the most effective—and compliant—way to integrate social media into your overall marketing strategy.

Be authentic and transparent.
Remember that this revolution is all about engaging, collaborating and discussing issues deeply relevant to our lives and well being. Patients and their families are craving real information and want to feel that the healthcare community cares about them.

One successful example of engaging an audience is GlaxoSmithKline’s (GSK) website for its weight-loss product, alli. While other companies are creating sites that focus on selling their product, www.myalli.com is attempting to build a welcoming community for people grappling with weight issues. alli’s Community Message Board, in particular, encourages visitors to engage in a personal dialogue about weight problems with experts and fellow weight watchers.

GSK is also refreshingly candid about regulatory issues. Visitors are greeted with a statement that explains that, because alli is subject to FDA regulations, visitors must respect the limitations of what can be posted online. alli is upfront about the need to delay visitors’ posts by up to 24 hours so they can review and answer each comment. Most people don’t mind; they’re more concerned about getting honest answers to their health questions than being able to participate in a free-wheeling blog. alli then follows through by posting respectful, straightforward answers that don’t feel canned.

Search is still king.
The “if you build it, they will come” adage might work in movies, but not in the competitive online community. Search engines remain the primary entry point for patients and anyone else looking for health information. So you should make search an important part of your marketing strategy. Fine-tuning your search should be an ongoing process, and continually integrating new terms and phrases boosts effectiveness. Find these terms through associations and third-party content providers as well as listening carefully whenever talking with patients.

Build upon your existing regulatory knowledge.
The FDA has yet to devise specific regulations for marketing in online social communities. Despite the lack of new guidance, many companies are moving ahead. They’re taking the legal and regulatory principles that were developed for DTC marketing on the Internet and adapting them with some modifications to social media. A recent white paper by TNS Media Intelligence/Cymfony and their partners, “Connecting with Patients, Overcoming Uncertainty” (www.cymfony.com/pharma.asp), will provide an excellent starting point as you apply your regulatory knowledge to this more unpredictable arena.

Join the revolution!
The question is not if you’ll join the revolution, but when. Don’t be afraid to take the leap. You’re probably better prepared than you think—and what you don’t know, you can learn. And to find the right tactical/creative approach to use social media effectively, start by simply putting yourself in your patient’s shoes. Ask yourself how you would like the medical profession to treat you or your family at a time when you’re feeling vulnerable and possibly in pain. Once you figure out how to reach people in a personal, honest manner, you’ll earn their trust and make selling your product a lot easier.

Liz Kay is VP, Account Services responsible for driving the healthcare practice at Cramer, a digital marketing and event solutions agency.
Effective healthcare leaders are comfortable integrating financial, operational, marketing, strategic, and human considerations.
Seven Steps to More Effective Diversity Management

Diversity is much more than employment equity. It is a contributor to the financial well being of healthcare organizations as well as a serious public health issue. Without a diverse, culturally competent workforce, miscommunications can compromise the quality of care.

Currently, minority groups represent the largest-growing segment of the U.S. patient population. Yet disparities related to race, ethnicity and socioeconomic status continue to pervade the American healthcare system, according to The 2007 National Healthcare Disparities Report from the Agency for Healthcare Research and Quality (AHRQ), the lead Federal agency charged with improving the quality, safety, efficiency and effectiveness of healthcare for all Americans.

SUCCESSFUL DIVERSITY MANAGEMENT IS ULTIMATELY ABOUT UNLEASHING THE RICH AND DIVERSE POTENTIAL OF AN ENTIRE WORKFORCE.

But what does diversity really mean in today’s healthcare work place? According to a 2007 State of Workplace Diversity Management Survey Report, released recently by the Society for Human Resource Management (SHRM), we don’t really know. The report found that less than a third (only 30%) of U.S. organizations has an official definition of diversity. The year-long study also found that small organizations (those with 99 or fewer employees) are the least likely to have an official definition of diversity, while public/government organizations are among the most likely to define diversity.

With all the well-documented advantages of diversity, why is there so little understanding of what it really means? And what can we do about it?

Successful diversity management is, ultimately, about unleashing the rich and diverse potential of an entire workforce. It’s an issue that all businesses must grapple with, but for healthcare companies in search of new ideas and ways of working, it takes on a different urgency. To that end, following are seven simple steps that can help you better manage diversity in your organization.

1. Define your terms. As the SHRM research clearly demonstrates, everyone has a different idea about what “diversity” means. Beyond race and gender, it can also include considerations of age, ethnicity, religion, sexual orientation, mental and physical capabilities, gender identity, family status, language and working style. Your first task should be to define diversity for your organization; there is no one-size-fits-all solution.

2. Be realistic. The process of diversity management can be arduous and not every organization will move forward at the same pace. Therefore, it’s critical to set realistic goals and equally critical to involve and get the buy in of everyone in the organization who has any responsibility for diversity—from senior management and professional staff on down—and manage their expectations.

3. Build in metrics. Successful companies typically require that their executives achieve measurable objectives. Like any operational function, diversity management should be accountable for measuring progress with regard to specific, quantifiable long- and short-term goals.

4. Assemble your resources. You can’t achieve your goals as an organization if you don’t have the right human or fiscal resources. Just thinking you want to become a diverse organization doesn’t guarantee you will get there. Critical to success: A dedicated individual to manage the flow of diversity in the organization as well as the budget and team of professionals that will help identify and measure metrics of the myriad of initiatives needed to attract and retain a diverse workforce.

5. Set up a system. Talent acquisition is not about filling a quota, it’s about attracting the best talent from a pool of outstanding individuals of diverse backgrounds who will ultimately contribute to the ROI. Once you’ve attracted the talent, it is critical to establish a process that will enable them to become an integral part of the established culture of your organization.

6. Education is essential. Everyone needs to be trained. Managers must be educated about the bottom-line benefits of diversity and the processes necessary to achieve it. New talent and current employees must be given the coaching and skills to move forward in the company. Without sophisticated and continuous training, you risk losing your best human resources to your competitors.

7. Demonstrate CEO support. Employees take their cues from the top, so it’s important that your most senior executive understands—and, ideally, can articulate—expected outcomes of diversity, from both the business and medical perspectives.

Diversity is much, much more than a recruitment issue. It’s a continuous process with an ambitious goal: The creation of an organizational culture where the best people want to work, where everyone is treated with dignity and respect, where people are promoted on their merits and where opportunities are available to all. Embedding the principles of diversity management in everything you do can be a stepping stone to achieving your healthcare organization’s most ambitious goals.

Julie Kampf is president and founder of JBK Associates, Inc. (www.jbkassociates.net), an award-winning executive search firm that focuses on senior executive positions in the life sciences, financial services and consumer products industries that has been recognized for its commitment to diversity by DiversityBusiness.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.
At the Salute to the Stars Reception on May 7, 2008:


4. MELISSA WATSON, Flashpoint Medica; ALLISON CERASO, Euro RSCG Life and STEPHANIE BOVA, Pfizer, Inc.

At the WOTY Luncheon, May 8, 2008:

1. JULIA AMADIO, Julia Amadio Consulting, LLC; PAT HAMPTON, Elsevier Inc. and DONNA KISER, MedicalAlliance, Inc., a division of Columbia MedCom Group

2. LEAH WARNER, Palio Communications; CHRIS HOFFMAN, Hoffman Innovations & Mid Atlantic Chapter President; KATHERINE O’NEILL, O’Neill Consulting and LESLEY REYNOLDS, Fulbright & Jaworski, LLP

5. ERNESTINE HARRIS, GlaxoSmithKline with MARIANNE FRAY, Healthcare Businesswomen’s Association

6. BETH EGAN with DONNA ZUBEK, both of sanofi-aventis

7. JESSICA MANN with DEBRA WEISS, both of Shire Pharmaceuticals

8. JING L. MARANTZ and TRISHA HOLLERAN, both from Millennium Pharmaceuticals, Inc.

9. ELLEN MARRAM, former CEO of Tropicana and Seagram’s Beverages; NAZZARENA MAZZARELLI, former Director of Corporate Development, Unilever NV; and CHARLOTTE SIBLEY, Shire Pharmaceuticals, with her sister, BARBARA BOATWRIGHT.

10. KEN ZAK with MICHAEL MCGUIRE, Roche Pharmaceuticals.

11. SANDRA WIEJOWSKI and DEBBIE GRIGGS-SMITH, both of Solvay Pharmaceuticals, Inc.
2008 Woman of the Year:
Responsibilities of Leadership

MATTHEW EMMENS, Chief Executive Officer, Shire Pharmaceuticals, introduced the Woman of the Year.

HBA President ELIZABETH MUTISYA, MD, introduced the Star Volunteer.

2008 HBA Woman of the Year

CHARLOTTE SIBLEY
Shire Pharmaceuticals

MATTHEW EMMENS, Chief Executive Officer, Shire Pharmaceuticals, introduced the Woman of the Year.

HBA President ELIZABETH MUTISYA, MD, introduced the Star Volunteer.

2008 Woman of the Year: Charlotte Sibley
Shire Pharmaceuticals

HBA CEO LAURIE COOKE gave a review of the last year.

WOTY Co-Chair and HBA President-Elect CECI ZAK, sanofi-aventis, welcomed everyone to the luncheon and introduced the Rising Stars.

2008 HBA Woman of the Year

CHARLOTTE SIBLEY
Shire Pharmaceuticals

HBA CEO LAURIE COOKE with 2008 Star Volunteer Award Recipient ANNE CAMILLETALLEY, Health Leaders Consultancy.

HBA Chief Executive Officer LAURIE COOKE gave a review of the last year.

Enjoying a moment at the Salute to the Stars Reception:
MAUREEN REGAN, Regan Campbell Ward • McCann; ELLEN MILLER-SONET, Memorial Sloan-Kettering Cancer Center; LYNN GAUDIOSO, Ivanhoe Strategies, LLC; 2008 Woman of the Year CHARLOTTE SIBLEY, Shire Pharmaceuticals; BARBARA PRITCHARD, The Pritchard Group/Intermedica Inc. and SHELLIE CAPLAN, Caplan Associates.

At the WOTY Luncheon (left to right):
PAMELA YIH, Pamela Y-F Yih, Inc.; 2008 Woman of the Year CHARLOTTE SIBLEY, Shire Pharmaceuticals; HARRIET KOZAK, Adelphi International Research; PAT NASSHORN, Care Capital, LLC; and JOAN CAVANAGH, Joan Cavanagh Consulting, Inc.
biggest change I see in myself is that I know I can positively impact others and I want to give back. Each of you can make a difference, too.”

Below are highlights from each honoree and speaker.

**CHARLOTTE SIBLEY, 2008 Woman of the Year:**

*Would You Want to Be Your Boss?*

Charlotte Sibley asked a provocative question: “Would you want to be your boss?” Her concept: “I always tried to think in terms of being a servant/leader, not a superior. Think of stage managers: Sometimes we need to be alongside people, encouraging them, and sometimes behind them, pushing them.”

The honoree told stories about learning to keep her balance and sense of humor through myriad changes. “I’ve been hired and fired; upsized and downsized and right-sized; promoted and demoted; merger and mergee; acquirer and acquiree,” she said. Resilience is about “dealing with all kinds of people and still keeping focused on what needs to be done, while not losing track of who you are as a person.”

Sibley concluded: “We all thrive in an environment of trust and appreciation. If we assume innocence and competence, it usually reframes the entire situation. I’m grateful to be in an industry full of really smart and competent people who are making a difference, and in a company like Shire, where we appreciate others and have added ‘nice’ to the mixture.”

**LEN KANAVY, 2008 Honorable Mentor:**

*A Relationship of Trust*

Kanavy spoke about what mentoring has meant to him. “I have been blessed to work with talented people at both Genentech and Novartis. I do have a confession to make: I have never had to go out of my way to be a special mentor for women. I have simply tried to hire the very best people I can find and then work with them to fully realize their potential. I can’t help it if so many of these people have been women!”

“When I think back about these special people in my life and what made them special, for me it comes down to a few key things: 1) they cared about me as a person; 2) they were always looking out for my best interest; 3) they always, always, always told me the truth, even if it was not easy; and 4) they made me better, both professionally and personally.”

**ANNE CAMILLE TALLEY, 2008 Star Volunteer:**

*The Spirit of Volunteerism*

Talley spoke about the value of volunteerism for both giver and recipient. “As volunteers, without putting our living directly on the line, we figure out how to manage our emotions to stay professional and how to work with different personalities with different points of view. We learn to act within policy. We deliberate and we vote for our leadership and vote to update organizational bylaws. We govern our own chapters and affiliates of the HBA. We learn how to conduct ourselves in the type of civil discourse that makes us ‘civilized.’ Along the way, we pick up skills and practices that we need to grow in our jobs and in our personal, professional and community lives.”

Talley concluded: “The highest calling of the spirit of volunteerism is not about self-aggrandizement or about getting rich or powerful. The highest calling is about supplying fellow travelers with what they need, be it organizing a seminar, leading a committee, providing responsible governance, succession planning, networking to offer newbies a ‘leg-up,’ or giving someone who needs it some hot food, medicine or blankets.”

**CECI ZAK, HBA President-Elect, WOTY Co-Chair:**

*The Power of Relationships*

Ceci Zak, HBA President-Elect and Co-Chair of this year’s WOTY luncheon, set the tone for the day by talking about the power of mutual support and relationships, paying special tribute to the HBA Corporate Partners.

“The relationships the HBA fosters among its individual members are possible only because of its relationships with its corporate partners. The support we receive on the corporate level allows us to function on the individual level.”

Addressing the HBA Corporate Partners, Zak said: “You are our most important leaders in this effort to drive women forward in our industry. And, as such, you share responsibility and rewards for the continuing upward curve of women in healthcare and expanding the cycle of excellence.”
HBA 2008 WOMAN OF THE YEAR
Charlotte Sibley
SAINT JOSEPH’S UNIVERSITY SALUTES YOUR SUCCESS

For seven years, Saint Joseph’s University has shared a valued partnership with HBA and has supported the mutual mission of furthering the advancement of women in the healthcare industry. Saint Joseph’s University provides distinctive higher educational opportunities that help women develop cutting-edge industry knowledge and leadership skills that position them for success.

Approximately 50% of students in the Executive Pharmaceutical Marketing MBA Programs at Saint Joseph’s University are women, up from 20% in 2001. We offer two flexible program formats to complement the busy lives of professional women. With an AACSB-accredited curriculum and experienced faculty, it’s no wonder that up to 80% of our students are promoted before the completion of the industry-focused Executive Pharmaceutical Marketing MBA Program.

SAINT JOSEPH’S UNIVERSITY
Erivan K. Haub School of Business
Executive Pharmaceutical Marketing MBA
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**EXECUTIVE MBA ON-LINE MODEL.**
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MERYL ZAUSNER, 2007 Woman of the Year: What Is Our Legacy?

Meryl Zausner reviewed the events of the past year and their meaning for her, spiced with humor and personal commentary.

"I have met many fantastic women through my growing relationship with the HBA and by attending many events... The talent, energy and commitment I saw kept escalating as well, multiplying the impact that we have on our members, companies and especially the industry."

"We have been talking a lot about increasing the presence and influence of this organization and the women members within the healthcare industry. We are not only healthcare professionals, we are mothers/fathers, daughters/sons, spouses, consumers and patients. Each of us has a vested interest in bringing the best healthcare to individuals and we have the obligation to influence decisions about healthcare in this country and the rest of the world."

MATT EMMENS, CEO, Shire Pharmaceuticals: The Accidental Mentor

2006 Honorable Mentor and Shire CEO Matt Emmens introduced Charlotte Sibley with warmth and praise, speaking of how "her intelligence, her passion and, maybe most of all, her persistence have helped those around her and patients throughout the world."

On mentoring, he said: "I have been fortunate enough to be around long enough to watch the industry change—watching it go from practically no women to now, around 50%. So it has only been natural that I helped to mentor the new talent coming into the workplace. And what talent it has been! New skills, new outlooks and a new take on things. As almost an accidental mentor, I found the increasing participation of women in healthcare as a breath of fresh air. And—as compared to us men—you listen, which is always a good thing for the mentor."

ELIZABETH MUTISYA, MD, HBA President: Goals and Challenges

HBA President Elizabeth Mutisya, MD, looked ahead to goals and challenges.

"We are proud to be the largest organization dedicated to the advancement of women’s careers in healthcare worldwide and, through our research efforts, to be an agent of change... Our goals will enable us to realize our vision as the premier catalyst for the professional development and leadership of women in healthcare around the world."

Mutisya thanked the professional staff, and emphasized that "a significant part of the work to be done...continues to depend on our membership's own dedicated volunteer efforts. And the percentage of our membership who volunteer—over 40 percent—is profoundly impressive." She paid tribute to all the volunteers, sponsors and corporate partners, and especially to the honorees: "They truly exemplify the spirit of leadership and I hope their stories will inspire you to pursue your own leadership agenda."

THE EDITOR’S DESK Donna K. Ramer

The Value of the HBA

What is the true value of the HBA to its members? For each of us it’s different. It might be the more traditional product offerings, such as mentoring, opportunities to develop business as well as personal relationships, the workshops to fine-tune both industry knowledge and leadership skills. When I first joined the HBA, I was seeking visibility for the healthcare group I then headed at a NYC-based public relations agency. But over the years of being an HBA member and volunteer (yes, I was a Star Volunteer way back in 2005), the true value of the HBA became clear: As my own WIIFMs (What’s In It For Me) changed, I realized the true value of the HBA is how it enriches our lives through a fluidity that can support or enhance each of us at the different stages of our professional—as well as personal—lives. This is unlike other professional organizations that have matured and stagnated and offer nothing more than a flat continuum of services. No; not the HBA. As the HBA continues to grow, it continuously expands and improves upon its offerings. The true value of the HBA is that it is a role model: As it continually redefines itself, it remains true to its mission...which reminds each of us to do the same. HBA

CALL FOR AUTHORS The HBA Advantage is seeking members to contribute Focus On and Hot Topic columns. If you have a concept you would like to share with other members, submit a short concept statement (no more than 100 words) to dramer@strategcations.com. Remember: You must be an HBA member in good standing; the final article—which will be no longer than 800 words—must be non-commercial and provide tips and information our members can use. Also, check back issues of the HBA Bulletin and The HBA Advantage to make sure your topic has not been covered by the HBA for at least two years.

2ND ANNUAL ACE AWARD: SUBMISSIONS INVITED

Does your organization go the extra mile to support women with strong programs and initiatives? If so, you are invited to submit an application to the HBA for the ACE (Advancement, Commitment, Engagement) Award, honoring corporate initiatives that advance and enhance the careers of women in the healthcare industry.

The first ACE honoree was Johnson & Johnson’s Women’s Leadership Initiative. Will your company be the second? Criteria include an effective business case, measurable results, program stewardship, execution and sustainability.

For more information and to nominate a corporate initiative, please visit www.hbanet.org. Deadline: July 15, 2008. The winner will be honored at the HBA Leadership Conference in Chicago, November 6-7, 2008.
As we celebrate the accomplishments of our Woman of the Year and large cast of honorees, it’s an important time to pause and assess the HBA’s own progress. Your elected Board affirmed four strategic imperatives at the outset of the year to guide HBA activities and ensure that we provide premier professional development programs and leadership opportunities to women in the healthcare industry. These imperatives are to:

• provide value that allows us to meet our growth and financial targets;
• establish a global infrastructure and strengthen corporate governance;
• strengthen our chapters and affiliates; and,
• elevate the HBA brand to establish a global position and reputation.

We have made significant progress in 2008. Among the HBA’s accomplishments are strategic partnerships with Women Business Leaders of the US Healthcare Industry, a foundation that promotes gender diversity on corporate boards; two of the world’s leading business schools (Wharton and INSEAD); and the Drug Information Association. These alliances will enrich the broad range of award-winning offerings the HBA provides while augmenting our impact on women’s leadership development in the healthcare industry.

Additionally, HBA activities now receive coverage from national media and we have fielded inquiries from Catalyst and others regarding potential collaborations, further evidence that our programs and research initiatives are having impact.

Gail Sheehy, an American writer, once said, “If we don’t change, we don’t grow.” Indeed, the HBA has aggressively solicited your feedback and is implementing changes to improve the value you derive from your membership. Based on your input, we are broadening the mentoring program piloted in Boston and Research Triangle Park across other chapters so all members have access to more structured mentoring. We are also strengthening our succession planning efforts, designing a comprehensive leadership development program to supplement the “on-the-job” practical experience HBA members gain from volunteering and discussing new ways to create on-demand, web-based offerings. These are just a few improvements underway to make the HBA better able to help you meet your leadership development agenda.

This is indeed an exciting time to be a member. But the HBA also faces a number of challenges over the next decade, such as:

• managing our growth effectively, particularly as we expand geographically and across healthcare sectors;
• ensuring that members remain engaged and our programs deliver even greater value;
• remaining on the cutting edge of trends and emerging technologies so we equip members with the skills and knowledge needed to address the evolving healthcare environment; and
• raising the HBA’s profile and sphere of influence so we are even more effective advocates for our members’ development.

Challenges also represent tremendous opportunity. We have grown rapidly into a dynamic, influential organization of more than 4,300 members, 130 corporate partners and 14 chapters and affiliates. But these are just numbers. The most important progress happens at the individual level. Therefore, I encourage you to become more active. Volunteering is a great way to broaden your experience, gain new insights that can enrich your contributions at work, enhance your leadership skills, expand your network within our industry—and contribute to the HBA’s ongoing success. Sign up as a volunteer, join a committee or move into a leadership position.

Use the HBA as a platform for your success. Make that change and, as Gail Sheehy predicted, you will grow. HBA