

Leadership Conference Expands Horizons, Brings Diverse Groups Together For Learning, Networking, Laughter

Susan Youdovin

EVP, Healthcare Division, Rosica Strategic Public Relations



A record 750 women and men descended on the Windy City for the HBA's 6th Annual Leadership Conference, "Expand Your Horizons: A New Era of Leadership." The conference was held November 5-7 at the Marriott Chicago Downtown Magnificent Mile, a day after the presidential election, in a city wild with excitement over the victory of Chicago's own Barack Obama.

The HBA's "New Era of Leadership" was marked by the largest, most diverse conference yet, according to HBA secretary and conference veteran **Deborah Coogan Seltzer**, VP, Pearson Partners International. "Every demographic was represented and an impressive number of senior executives made themselves available to younger colleagues. The quality and diversity of the programs were remarkable as was the energy, warmth and connectivity."

Conference attendees from around the U.S. and Europe expanded their horizons with a mix of inspirational speakers, mentoring, coaching opportunities, workshops, corporate recognition, comedy, fortune tellers, chocolatins and the incomparable Chicago skyline.

Luncheon plenaries provided the opportunity to honor Novartis Pharmaceuticals Corporation with the ACE Award for



its women's initiatives and to hear senior men and women talk about "Hard Lessons, Sweet Successes." (See page 3.)

Elizabeth Mutisya, MD, HBA president, described the Leadership Conference and her presidency as "experiencing the magic of powerful women who want to see things get done." She

turn to **Leadership Conference** on page 9

IN THIS ISSUE

- 2 THE CEO'S CORNER**
Go for the Gold
- 3 Leadership Conference:**
Hard Lessons Sweet Successes
- 4 HOT TOPIC...**
Diverse Experiences Make Better Leaders
- 6 FOCUS ON...**
2009 Board of Directors
- 7 THE EDITOR'S DESK**
Getting into Leadership
- 8 Leadership Conference:**
Coaches Tapped into Potential

Novartis Honored at Leadership Conference with 2nd Annual HBA ACE Award

The 2008 ACE Award, the HBA's corporate recognition for Advancement, Commitment and Engagement in advancing women's careers in the healthcare industry, was presented to Novartis Pharmaceuticals Corporation (NPC) for their headquarters-based Empowering Women to Impact Novartis (EWIN)

and its field force counterpart, Women in Leadership (WIL).

Ludwig Hantson, Head Pharma, North America and CEO of NPC, personally accepted the award for Novartis Pharmaceuticals' EWIN/WIL program. Flanked by NPC senior women leaders **Ellen Browne**, co-chair of EWIN/WIL, **Cynthia Hogan**, **Renee**

Anderson and **Sally Cannon**, Hantson paid tribute to the HBA and to EWIN/WIL.

"EWIN was launched years ago by a handful of senior women in headquarters after a conversation that took place during a bus ride returning from an HBA Woman of the

turn to **Novartis Honored at Leadership Conference** on page 8

Change is in the Air



THE CEO'S CORNER *Laurie Cooke, RPh*

In a recent essay, Lynn Shapiro Snyder argues that, perhaps more than ever before, the personal is political. She writes that if a male voter is ready to select a female candidate for either the number one or number two spot in the White House, then that same man should be ready to select a female candidate the next time he chooses a new director for the board or a new CEO for the company.

Of course, in politics it's not just about the two top slots. Nancy Pelosi now serves as the first female Speaker of the House, which is the very powerful third seat from the presidency. And while not all Senate and House seats were confirmed when this issue went to press, what is certain is that the 111th Congress will have the most-ever female senators and representatives.

Long after the election, the effect of these women will be felt even beyond politics and, as Snyder writes, in corporate America.

CHART 1

According to *Fortune* magazine's 2007 annual ranking of America's leading business women, 20% of the 50 most powerful women are from the healthcare arena.

RANK	NAME	COMPANY
5	Angela Braly	Wellpoint
7	Susan Arnold	Procter & Gamble
13	Susan Desmond-Hellmann*	Genentech
15	Ellen Kullman	Dupont
24	Colleen Goggins	Johnson & Johnson
32	Carrie Cox*	Schering-Plough
37	Melanie Healey	Procter & Gamble
42	Deirdre Connelly	Eli Lilly
44	Sherilyn McCoy	Johnson & Johnson
45	Gail Boudreaux	UnitedHealth Group

* Sue Desmond-Hellmann and Carrie Cox were recipients of HBA Women of the Year awards.

The recent HBA EDGE in Leadership Study showed that heightened female participation can increase companies' ability to attract, promote and retain top female talent in their organizations. And research has confirmed that women directors on corporate boards improves that board's governance practices and increases its profitability. Wouldn't this be a well-needed tonic to our country's current financial crisis?

Throughout the healthcare industry, companies—and certainly our own corporate partners—already are ahead. In *Fortune* magazine's annual ranking of America's leading businesswomen, 20 percent of the 50 most powerful women this year are from the wider healthcare arena, two of whom are recipients of HBA Woman of the Year awards (Chart 1).

Still, the U.S. has much further to go. Just examine the annual Gender Gap Index (Chart 2), which assesses countries on how well they are dividing their resources and opportunities among their male and female populations, regardless of the overall levels of these resources and opportunities. The U.S. actually fell in its ranking from 23rd in 2006 to the 31st position in 2007, coming in just above Kazakhstan.

Still, as we as a society become comfortable seeing women in positions of leadership within the corporate, political or other settings, the faster this change should happen.

The HBA welcomes and supports this important display of women's leadership and its potential to help close the global gender gap. At this year's annual HBA Leadership Conference, more than 750 women and men demonstrated that collective energy, camaraderie and brainpower is a driver to unite and move the needle. If this is any indicator of the changing face of leadership, the HBA and its members are playing their part in making this well-needed change a reality. **HBA**

CHART 2

The Global Gender Gap Index 2007 Rankings and 2006 Comparisons*

Country	2007 Rank	2006 Rank
Sweden	1	1
Norway	2	2
Finland	3	3
Iceland	4	4
New Zealand	5	7
Philippines	6	6
Germany	7	5
Denmark	8	8
Ireland	9	10
Spain	10	11
United Kingdom	11	9
Netherlands	12	12
Latvia	13	19
Lithuania	14	21
Sri Lanka	14	21
Croatia	16	16
Australia	17	15
Canada	18	14
Belgium	19	20
South Africa	20	18
Moldova	21	17
Cuba	22	n/a
Belarus	23	n/a
Colombia	24	22
Bulgaria	25	37
Lesotho	26	43
Austria	27	27
Costa Rica	28	30
Namibia	29	38
Estonia	30	29
United States	31	23

* The Gender Gap Index 2007. Authors: RICARDO HAUSMANN, Harvard University, LAURA D. TYSON, University of California, Berkeley, SAADIA ZAHIDI, World Economic Forum.

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REQUIRED EXPERIENCE FOR HEALTHY CAREERS

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Hard Lessons, Sweet Successes: Insights from Industry Leaders

Liz Kay

VP, Account Services, Cramer

It's a rare moment in our highly competitive business when six very accomplished executives can come together and share their wisdom on career building and leadership.

"Hard Lessons, Sweet Successes" at this year's HBA Leadership Conference was one of those rarified moments. Woman of the Year **Charlotte Sibley**, Senior Vice President Business Management, Shire Pharmaceuticals, led the panel — **Ginger Graham, Deirdre Connolly, Lonnel Coats, Len Kanavy** and **Renee Tannenbaum** — to focus candidly on lessons learned through experience, often the hard way.

Although their stories were personal, there seemed to be consensus on what truly mattered for leaders. Each crafted a vivid picture of leadership as a highly nuanced human endeavor based on values, helping others, accountability, passion, honesty and other attributes. When she was asked to highlight a mistake that she had made in her career, Connolly responded: "How many hours do we have?"

- **Be accountable.** Connolly talked about the importance of being confident and taking pride in one's work. "Be more concerned about how you feel about your performance than what people above you think. When you see an artist's painting you know who that artist is. In your career, you similarly want people to recognize your work." She added that you should never lose sight of why you're really here: "Live your professional life as if people's lives depend upon it, because they do."
- **Earn respect by giving it.** Coats recalled the bitterness of once being promised a promotion and then having the job given to someone else. As he listened to the company's rationale, Coats managed to keep his cool. "I remembered my father who worked 18-hour days to provide for his family of eight and what he faced on the job." Four months later, when the company

offered Coats the President & COO positions, he realized that "maintaining my composure and putting company first" made all the difference.

- **Learn from everyone.** Kanavy recalled his son coming to him to complain about his soccer coach and told him that it's important to learn from everyone. "From some people you learn good things, from others you learn what not to do. No matter who you're working with, you should always look for ways to grow."
- **Align your team.** Reflecting on leadership skills, Graham offered that successful leaders align their teams philosophically. "You need to make sure that everyone is aligned with the

and is "brutally honest." Connolly emphasized that mentoring should always be a two-way exchange of knowledge. Her example: Eli Lilly's mentoring program requires that mentors pick people across the organization with diverse backgrounds, which, according to Connolly, allows her to help and learn from her mentees about other elements of the business.

- **Be honest and authentic.** Tannenbaum challenged the audience: "Ask yourself: Why do you work? What else are you passionate about? Be authentic." Tannenbaum, who had flown in from India that morning,



CHARLOTTE SIBLEY (inset), Shire Pharmaceuticals and HBA Woman of the Year, conducts panel discussion. Panel: **RENEE TANNENBAUM**, Novartis Pharma AG; **LEN KANAVY**, Genentech, Inc.; **CHARLOTTE SIBLEY**; **LONNEL COATS**, Eisai Inc.; **GINGER GRAHAM**, Two Trees Consulting; and **DIERDRE CONNELLY**, Lilly USA.

way you treat customers, your people and what really matters. If the top is aligned for the good of the business, then you can act decisively." She added: "Your most important asset is not the person who knows the most, it's the person who can make things happen in the direction of the business."

- **Rethink mentoring.** "Mentoring is not about getting promoted; it's about getting better," Kanavy advised. A good mentor, he added, is someone who cares about you, is a good listener

warned that too often we do what our bosses do and not what we want to do. She also warned that there's no ready-made formula for integrating work and life. Instead, each solution is personal and inevitably involves sacrifice. "No matter what you do, you still have to deliver."

We'll keep you posted for opportunities to access key learnings from the Leadership Conference and other HBA events. **HBA**

Lessons from the Corporate World, the HBA and Sailing Across the Atlantic



Daria Blackwell

President, Knowledge Clinic

Many people in leadership positions assumed their roles by chance. Not thinking of themselves as leaders, they got things done that needed doing. Someone had to step up to keep the ship from foundering. They may not have had all the skills they needed to fulfill their roles effectively at the time, but they had the right attitude. They knew it could be done.

Leadership is not about telling people what to do. Leadership is about embracing a vision: Knowing where you need to go and why, identifying the best routes and securing the resources needed. The most effective leaders don't simply have a vision; they have integrity and a way of communicating the vision that fosters belief and trust.

There is an energy associated with leadership; an effective energy that gets people moving in unison. When people understand where, why and how, they adopt the vision as their own and navigate a straighter course to success. It becomes self-sustaining because everyone wants to be part of a winning team.

Effective leadership takes a lifetime of refining. Some of the best leaders seek diverse experiences so they can apply what they've learned in new ways to emerging situations. Accepting unusual opportunities is a great way to expand your leadership expertise. Here are a few examples of lessons I learned for inspiration.

LESSON 1: People won't follow where they don't want to go. Help people embrace the vision to build your credibility.

In the for-profit world, questioning a leader's decision can be damaging, yet people won't follow unquestionably. They may "do as they are told," but only for so long. Helping them understand the vision can help, but if they don't believe in the vision, they will not support it. You may

affect whether they want to follow by increasing the reward, decreasing the risk or changing the destination. I learned during a merger that it wasn't always that easy.

People don't like change. When presented with a new goal, their reaction is often to label it impossible. Try turning it around by asking: "What would it take to change the impossible into the probable?" By recognizing team members as experts, you make them part of the process. Enabling people to be part of a solution they can embrace, then getting them what they need to fulfill the mission, builds your leadership credibility.

LESSON 2: Everyone has a personal reason for being there. Understand the motivations to gain momentum.

I learned more from leadership roles in the HBA than in any for-profit position. In an all-volunteer organization, no one has to do anything and everyone is there for personal reasons. Understanding motivations allows creation of tailored rewards that satisfy personal needs. In volunteerism, the motivation is not monetary. I heard about intangibles like personal fulfillment, recognition, being heard, giving back, gaining experience and making connections. Granted, those can lead to greater business success, but there's much more to it.

Understanding such factors in any setting can help build organizational momentum, particularly when it comes to women and young employees. It helps to identify the rewards and destinations that are priorities for each individual. Learning to value other people's needs as distinct from your own allows your leadership integrity to shine through.

LESSON 3: You are each responsible for your entire universe. Make it the most purposeful universe it can be.

My husband and I recently sailed across the Atlantic aboard our 57-foot sailboat. To say it was an amazing experience is an understatement. With just the two of us

alternating watches, only one was on active duty at any time. We were each responsible for everything that happened in our universe. There was no one to give orders. Any rules were made for good reason. Each decision had the potential for immediate consequences. Under such circumstances, we came to understand the true nature of accountability in leadership. Each action had to have relevance and purpose.

Often, there were no standard answers. We had to be creative. We had to persevere. If we didn't have a spare part for something that broke, we had to fix it or do without. There was no wasted effort. When things didn't run smoothly we paid in immediate discomfort or danger. A sense of purpose makes every decision a much clearer choice and cements your leadership capability under pressure.

Leadership is a life-long learning process

Much like sailing, leadership is a life-long learning experience. It begins with a positive attitude and continues from there. Many effective leaders have diverse backgrounds, testing new visions against new challenges all the time. You learn something from each adventure. Moreover, you learn something more about yourself with each experience.

It takes experience to refine leadership skills. Where are you going to look for it next? **HBA**

Daria Blackwell—who is a USCG licensed captain—is president of Knowledge Clinic, which provides independent marketing and communications consulting services in Europe and the US. She also is a member of the board of directors of Agile Therapeutics, a past president of the HBA and past president of the HBA Europe Chapter. Daria can be reached at DariaBlackwell@gmail.com.

For more details about the Blackwells' cross-Atlantic trip, go to The Mayo News, a local paper in Ireland: http://www.mayonews.ie/index.php?option=com_content&task=view&id=5319&Itemid=71



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FOCUS ON... 2009 BOARD OF DIRECTORS

More than 100 HBA members attended this year's Annual Meeting as votes were cast for the members who will lead the organization in 2009. By unanimous vote, the slate as sent to the full membership early in October was approved with board positions effective January 1, 2009.

Completing their terms of office in 2008 are: Immediate Past-President

Cathy Kerzner and Directors-at-Large **Leigh Ann Soltysiak Luzzi** and **Arlene Kirsch**. **Karla Gonye**, 2008 chair of the Council of Chapter Presidents (a one-year term elected by the members of the Council), will turn over her gavel to **Buket Grau**, Strategic Marketing Director, Stryker Development and Immediate Past-President of the HBA Boston Chapter.

Following are the 2009 members of the HBA Board of Directors along with some of their thoughts about how women are portrayed as leaders in entertainment media, a fictional book they would recommend to a young woman working in healthcare or a non-fiction book that has guided their own personal leadership style. **HBA**



From Left to Right (Back row):
**COOKE, DASILVA, DRYER, WOODS,
PRITCHARD, WAGNER,
DAVIS-GROSSMAN**

(Front Row): **EVERETT, ALDAIA,
TORROELLA, RYAN, MUTISYA,
ZUCKER, SELTZER.**

(Not in photo): **ZAK, D'AMELIO,
AMADIO, FOX, MANGER,
WINTER-SPERRY, GRAU**

HBA 2009 BOARD OF DIRECTORS

President

Ceci Zak

*Vice President, General Therapeutics
Marketing, sanofi-aventis*

"I view myself as a transformational leader, who adapts to the changing needs of the organization in order to achieve organizational objectives. I do this by immersing myself in how to achieve the goals of the vision and engaging those that I can influence to achieve the work plan to get these goals achieved. The most intriguing book that I have read recently is *The Next Level* by Scott Eblin."

President-Elect

Susan E. Torroella

*Chief Executive Officer
Columbia MedCom Group, Inc.*

"My leadership style is to generate energy and inspire boldness. *The Radical Leap* by Steve Farber, an inspiring leadership parable, has reinforced my natural leadership style."

First Vice-President

Lori Ryan

*Head of Finance, CVM, Sales Force
Novartis Pharmaceuticals Corporation*

"One of my favorite books is *Who Moved My Cheese*. It teaches you that staying put is not an option, always look for opportunity, don't be afraid to move, take risks and learn. I'm transitioning from a

20+ year career in Finance to an executive PR Strategic Alliance position. My involvement on the HBA board influenced and secured this opportunity. With changes in the healthcare industry, personal change is inevitable."

Second Vice-President

Deborah Coogan Seltzer

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Senior Director, Risk and Project
Management, Eisai Inc.

"My view of women in media and entertainment covers the gamut of those still searching for themselves through reckless lifestyles, relationships and media/entertainment projects (who fill the pages of the tabloids) to those women who know themselves, act as leaders/role models and continue on their spiritual journey to improve the world. I greatly admire Oprah Winfrey in how she manages her businesses, leverages her influence on people and is always seeking to learn, teach and give back to the world."

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Communications

Technology Management

Elizabeth Everett, PhD

AVP Business Consulting & Technology
Services, SAIC

"I do have a personal leadership style that is based on a program called *The Language of Leadership*. It is all about creating the possibilities in very tangible ways for people around you to fulfill visions and objectives, leading and mentoring people to accomplish things they aren't sure are possible."

Enduring Research

Sherry Fox

President, North America
THE PLANNING SHOP international

"A recent TV episode of "Private Practice" portrayed a female doctor utilizing traditional 'woman's empathy' to bring the group together as a team... and they subsequently voted to have her lead the practice."

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THE EDITOR'S DESK

Donna K. Ramer

Getting Into Leadership

This year's Leadership Conference can boast of a significant number of firsts — including one-on-one coaching sessions, mentoring roundtables on hot topics and a post-conference look at the impact of the presidential election on the industry — in addition to 25 workshops and several networking events.

But this should come as no surprise. Over the last decade, volunteer committees have worked diligently to expand and enhance this stellar event. As a former co-chair of the 2003 Leadership Conference and sole chair of the 2004 conference, I know first-hand how the creative thought, teamwork and thousands of hours of pure elbow grease work together to ensure the annual Leadership Conference has something for every one of our members.

Another first is that we have dedicated a full issue to the Leadership Conference. Whether or not you were able to attend, these pages offer a colorful recap of the highlights along with insights on leadership from industry veterans and women who are new to the industry. Although author and former HBA president Daria Blackwell was unable to attend, her Hot Topics article — "Diverse Experiences Make Better Leaders" — brings to life many of the leadership lessons we heard at the conference, especially the paragraphs about her recent experience sailing across the Atlantic with just her husband to their new home in Ireland. **HBA**

CALL FOR ASSOCIATE EDITORS

We are expanding the volunteer editorial staff of *The HBA Advantage* and are seeking two Associate Editors. As a member of *The HBA Advantage* editorial team, responsibilities will include participation in semi-monthly team telecons and research and writing at least three articles in 2009. (Note: Hot Topics and Focus On articles will continue to be written by HBA members, not the editorial team.) Skills required: Excellent writing skills; journalism background or experience writing for an in-house or trade newsletter preferred. Knowledge of AP Style an added bonus. Interested? Please contact Donna Ramer: dramer@strategcations.com; 212.777.5095.

Coaches Tapped Into Potential at Leadership Conference

Judi Glova, CEC

President

Pinnacle Coaching & Consulting

This year's Leadership Conference unveiled a unique pilot program to help HBA members take steps toward unlocking their potential and bringing out their inner wisdom. "Tune Into Your Potential—Coaching for Leadership Success" was a sold-out schedule of 99 45-minute personal coaching sessions with one of 22 certified executive coaches over the three-day conference.

According to **JoAnne Levy**, Vice President, Logistics, Covidient/Mallinckrodt Pharmaceuticals, "The opportunity to spend time with an executive coach was a unique and valuable chance to develop my leadership abilities." JoAnne added that: "Working one-on-one with an experienced guide on my issue challenged me to think differently, develop an action plan and implement that plan. Never having worked with an executive coach previously, I really appreciated the HBA opening my eyes to the value of such a relationship."

The program was offered to HBA members interested in exploring the benefits of coaching and experiencing this powerful career tool firsthand. Coaching discussions

covered myriad topics, such as career transitions, challenging employees, shifting priorities and managing up-down-and-sideways conflict management. Each participant received a one-on-one, 45-minute confidential session and walked away with new insights, action steps and some ways to think about their life and career.

"The committee wanted to offer something very unique and individualized to our members to support their careers in a personal way," remarked **Arlene Kirsch**, Area/Segment Vice President, Managed Markets, Kaiser Team, GlaxoSmithKline and conference chair. "We are very fortunate that so many of the HBA's members who are certified executive coaches were willing to donate their time at the conference to support others."

And it was not only the participants who were excited about the program.

Coaches also expressed their enthusiasm. "When I heard about the new coaching program at the HBA Leadership Conference I welcomed the opportunity to spread the word about the power of coaching," **Debra Exner**, CEO, Exner & Associates



Fourteen of the 22 professional coaches contributed their time and expertise to provide private, one-hour counseling sessions to 99 HBA members during the three-day conference.

explained. "And I hope the buzz about the program will increase attendance at the 2009 conference."

In addition to **Judi Glova**, the co-chairs of the "Tune Into Your Potential" session were **Carol Yamartino**, Principal, Yamartino Group LLC, and **Barbara Fuchs**, President, EPIQ Services. **HBA**

Novartis Honored at Leadership Conference *continued from page 1*

Year luncheon. WIL, its counterpart for field sales women, began in similar fashion as a grassroots effort. Today these groups have a total of 1,500 members. EWIN and WIL have gone from talking to leading; from observing to participating; from formulating a good idea to putting that idea into action," he said.

Ellen Browne, EWIN/WIL Co-Chair and Global Head IT, Novartis Oncology, thanked **Marilyn Priestley**, VP, Diversity & Inclusion at NPC, for her leadership and told

the story of her first advocate. After hearing that a sixth grade teacher told Browne she couldn't be an architect or engineer because those were "boys' jobs," Browne's mother jumped in the car and "straightened that teacher out." Browne said that, "From that experience, I learned the importance of being an advocate for other women. That's why I started EWIN."

Latvia Ray-Alston, HBA director-at-large who oversees special programs, moderated the award ceremony during

the opening luncheon plenary. **Melanie Barstad**, President, Women's Health Initiatives, Medical Devices & Diagnostics, Johnson & Johnson and Co-Chair of the Women's Leadership Initiative (WLI) at Johnson & Johnson, the first ACE Award winner, said, "Completing the ACE Award was an important milestone for our organization." Through the process of looking back and assessment, the WLI recognized the value of the HBA to enhance the power of networks and the need to



MELANIE BARSTAD, President, Women's Health Initiatives, Medical Devices & Diagnostics, Johnson & Johnson and Co-Chair of the Women's Leadership Initiative (WLI) at Johnson & Johnson, the 2007 ACE Award winner.



LEADERSHIP CONFERENCE: Learning, Networking, Laughter *continued from page 1*

urged attendees to “get engaged, get involved, talk to each other and expand your horizons.”

Expanding Personal Horizons: “Tune In to Your Potential”

A new leadership development track for 2008 was “Tune In to Your Potential,” individual coaching sessions and group mentoring circles led by senior executive women. The sessions built on the Luncheon Ambassador program introduced last year, during which senior women hosted plenary-session luncheon tables to lead discussions about the HBA and career development.

The focus on leadership development is a logical next step to the groundbreaking HBA E.D.G.E. in Leadership Study, measuring how well women are faring in the industry.

Terry Goldston, Executive Director, New Business Development for CMI & Compas, Inc., and a first-time attendee, welcomed the new programs. She spoke about participating in an HBA Metro Chapter mentoring pilot program and was pleased to see its expansion. “People moved ahead because of our mentoring program,” she said. “Mentoring is genuinely useful, authentic, actionable and effective.”

Joanna Breitstein, Executive Editor, *Pharmaceutical Executive*, and an editor of *The HBA Advantage*, was blogging from the conference and found the mentoring circles powerful. “They brought multiple perspectives to a substantive discussion on topics ranging from broad healthcare trends to innovative marketing models.”

Roberta Trost, Right Management, membership co-chair of the HBA St. Louis Affiliate, enjoyed the “incredible women”

she met and the opportunity to bring a diverse group of hospital and healthcare organization professionals into the HBA. **Kathy Whaley**, Centene Corporation, a government managed care company, appreciated the opportunity to connect with pharma in this collaborative setting.



Thirty-six of the dozens of volunteers who worked to make the conference a success.

Dr. Barbara Gerber, incoming president of the HBA Europe Chapter and SVP, Business Unit Director, Europe, for Grey Healthcare, was delighted to be in Chicago at this historic moment. She said she looks forward to a global conference: “We have so much to debate across continents and cultures.”

Inspiration: Wild Boars and Personal Stories

Energy, focus and purpose are keys to success, said **Jack Gropel, Ph.D.**, of the Human Performance Institute and author of *The Corporate Athlete*, who opened the conference program with “Managing Energy to Maximize Performance.” Interspersed with advice about full engagement, focus, nutrition (yes, dark chocolate is good) and positive rituals were highly visual stories of confronting and managing the “wild boars in the bushes”—fears that can distract leaders from their mission. He advised the group

advance global efforts.

Barstad also urged all companies to apply for the ACE Award, saying that, “One of the things we found most valuable was that through this application process, our learnings live on, and we continue to build upon what we learned during the process.... Winning last year was wonderful and what we are doing with the learning is sustainable longer term.”

For more information about the ACE Award, visit www.hbanet.org. **HBA**



LUDWIG HANTSON, center and inset, Chief Executive Officer of Novartis Pharmaceuticals Corporation, accepted the Healthcare Businesswomen’s Association ACE Award on behalf of the company’s corporate initiatives for women, Empowering Women to Impact Novartis (EWIN) and Women in Leadership (WIL). Left-to-right: **LATIVIA RAY-ALSTON**, HBA Director-at-Large for Special Programs and Chair of the ACE Award Committee; **LAURIE COOKE**, HBA CEO; **ELLEN BROWNE**, EWIN Co-Chair; **HANTSON**; **CYNTHIA HOGAN**, EWIN Co-Chair; **RENEE ANDERSON** and **SALLY CANNON**, WIL Co-Chairs.



LAURA BERMAN FORTGANG, personal coach and author of *Now What?*.



Plenary speaker **JACK GROPP**, Human Performance Institute and *The Corporate Athlete* author, with (left to right) **LAURA CLARK**, **CONNIE TRUMP**, **LISA AZZARELLO**, **ROSE PETERSON GONZALEZ** and **SHERRI HOPSON**, all from plenary sponsor Abbott Laboratories.



LAURIE COOKE, HBA CEO and **WENDY WHITE**, Siren Interactive welcomed attendees.



Second City opened the Leadership Conference with a series of skits designed for the healthcare businesswoman.

to get rid of old habits and self-defeating reactions by rethinking personal narratives, which can “disengage us and block personal growth. Rewrite your stories to connect you with a purpose.”

Say Aaah, Build Bridges, Get a Mentor: Workshops Cover Personal, Workplace and Leadership Issues

Workshops were the core of the conference. Conference attendees could choose to hone personal skills of presentations, self-management, personal wellness, email and time management. They could focus on workplace issues dealing with collaboration, high-performance teams, global teams, millennials and boomers, generational leadership, public trust and work-life balance. Leadership sessions covered such topics as laboratory to boardroom, flexible styles, feedback, inspirational leadership, how leaders are identified and advanced and cross-cultural leadership. Conference goers could learn the “Secrets of Pharma Women” and the “10 Best Practices for Women in Business.”

Laughing Out Loud

Laughter and socializing spurred informal connections. Second

City, the Chicago comedy and improv troupe that gave so many “Saturday Night Live” stars their start, opened the Leadership Conference on Wednesday night under the sponsorship of the host, the HBA Chicago Chapter. **Wendy White**, president-elect of the chapter and head of Siren Interactive, welcomed attendees and introduced Second City. In addition to their usual comedy routines, the troupe worked with the Chicago chapter to customize a few skits just for the HBA. One skit envisioned drugs designed for the healthcare businesswoman, including “Multitask,” “Epithick” to help ward off sexist comments and “Assertiva” for women who have problems saying no.

Your Future is in the Stars

The conference took a star-studded, futuristic turn on Thursday evening at Chicago’s Adler Planetarium. The event featured recognition of HBA Rising Stars — who are nominated by Corporate Partners and honored at the Woman of the Year luncheon — along with special “Night Sky Live” shows. Everyone mingled over apple cider martinis, food stations and, to make it even more fun, visits with an array of fortune tellers. As **Shira Lawlor** of New York’s Flashpoint Medica and co-chair of the HBA Metro

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Workshop Participants Learn, Network, Laugh



Chapter's Tomorrow's Executives said, "What a conference! We can attain our career aspirations and learn our future at the same time!" The evening ended at the Marriott with a Wine & Chocolate Nightcap complete with piano accompaniment.

"Clean Out Your Closet" and Other Personal Advice

Laura Berman Fortgang, personal coach, author of *Now What?* and a one-time aspiring actress and singer, provided the closing "bookend" to the conference with humor and advice on ways to manage the changes the conference inspired. Advising the group to handle change by 1) giving up the past, 2) giving up saving others, 3) knowing who you are and what you stand for, Berman Fortgang told a story about being proactive. She advised a woman she was coaching to clean out her closet and related how that led, ultimately, to the woman's realizing her own power and leadership. Berman Fortgang also recalled speaking at the first HBA Leadership Conference in 1999 in a Newark, NJ airport hotel. During the question period, Berman Fortgang was asked for a song. She brought down the house, closing the conference on a high note as she belted out, "You've

got to give a little, take a little," reminding everyone, "That's the story of, that's the glory of love."

Looking West in 2009

Arlene Kirsch, Ph.D., conference chair, member of the HBA board of directors with responsibilities for personal development and GlaxoSmithKline's Area/Segment VP, Managed Markets, Kaiser Team, received a special award for her leadership role over the last two years. Kirsch passed the baton to conference co-chair, **Jeanne Zucker**, SVP, Strategic Business Development, InfoMedics, Inc., and a member of the board of the HBA Boston Chapter.

Kirsch said she appreciated the thousands of hours volunteers give and recognizes what the experience gives back. "Being a volunteer enables you to learn skills, meet people, make friends and 'expand your horizons.'"

For Zucker, working in the healthcare industry gives her a larger purpose. A child of a Holocaust survivor, Zucker understands the saying, "To save a life is to save the world." And, she said, "That's connected to what we do. We serve to better the world, save lives and make the impossible possible." **HBA**



LEADERSHIP CONFERENCE: Learning, Networking, Laughter

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- JILL COLLINS**, **AMY MCKINNEY**, and **GINA REYNOLDS**, all from the conference's Diamond sponsor, King Pharmaceuticals



ELECTION: PRESCRIPTION FOR ACTION

A standing-room-only session analyzing the November 4 election following the close of the conference was led by **Suzanne McDonald**, Takeda, and **Sarah Creviston**, Baxter. They urged industry women to send Congress and the new Administration the message of the value of medicine for patients and the healthcare system. "Healthcare must be seen as a benefit, not an expense," said McDonald, pointing to private sector initiatives looking at prevention and innovative government moves to combine economic development with healthcare teams. "We're all connected in this effort," they said, stressing the importance of cooperation. Asked, "What can we do?" McDonald encouraged everyone, especially high potential women, to call Government Affairs and offer their services. Creviston said, "I'd take all of you!"



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