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Impact Delivered at 2010 HBA Leadership Conference

Susan Youdovin
Executive Vice President, Healthcare, Rosica Public Relations

A symphony orchestra, mesmerizing stories, networking, radical hospitality, Rocky Rally and more than a touch of magic contributed to the 2010 HBA Leadership Conference experience in Philadelphia, renamed “The City of Sisterly Love” for the occasion.

THE OPENING PERFORMANCE SET THE TONE FOR A CONFERENCE THAT MANY SAID ELEVATED THE MIND, LIFTED THE SPIRIT AND TOUCHED THE HEART.

The theme, Innovate, Orchestrate and Perform, came alive in all its aspects as close to 1,000 conference attendees walked into the opening plenary to find themselves seated within a symphony orchestra, resplendent in full concert dress. At the podium, Maestro Roger Nierenberg said, “I am thrilled to offer you an experience you’ll remember for the rest of your lives,” as he lifted his baton to conduct music from Humperdinck’s magical opera, “Hansel and Gretel.”

Nierenberg, a symphony conductor, created the Music Paradigm, a program that provides a creative framework for helping leaders and organizations work together more harmoniously and effectively. He took the orchestra and the audience through a series of exercises designed to show how organizations function, the role of conductors—aka leaders—the importance of interconnection and individual performance and the value of different perspectives on the same experience.

Nierenberg described the role of the “servant leader,” who understands the richness of the work and seeks to elevate the mission to a higher purpose. “Leaders need to live in their imagination to see what can be accomplished, where the group can go,” he said. The audience, playing the part of the customer and the larger organization, also has an active role in evoking the heart and spirit of the orchestra: “What made them passionate was YOU.”

One of the most memorable moments came when Nierenberg demonstrated the importance of each individual’s role by conducting a passage, first without and then with the piccolo. Throughout the conference, the phrase “we are all the piccolo” was heard again and again.

Mary Cobb, a strategic planning consultant and former HBA president, was intrigued by the dynamic between leader and follower. “The Maestro defined the vision, created the environment, let every-one play their part and kept them in synch, knowing when to step back.”

The opening performance set the tone for a conference that many said elevated the mind, lifted the spirit and touched the heart. And it came at an opportune time.

Denise Sena, Intervet/Schering-Plough Animal Health and conference first-timer said, “We’re here to get energized. Given the economy and the recession, we’re all feeling the impact. An event like this brings everyone together and gets us all engaged.”

Welcoming Team

More than half the attendees were first-timers. A dedicated crew of 19 “Radical Hospitality” volunteers roamed the conference wearing big yellow buttons, offering help and answering questions. Renée E. Pierre-Louis, Boehringer Ingelheim, relished her dual role of volunteer and first-timer. She finds that welcoming people comes naturally to her. “This is just like what I do in church.” She was impressed...
by the leadership. “It’s an art to get people to work as volunteers. There’s a commonality, a shared vision that inspires us.”

Another first-time attendee, Diane Shoda, Pfizer, was wowed by the “crisp” level of professionalism, especially of the volunteers. Shoda felt a special connection because she works with Freda Lewis-Hall, MD, one of three speakers for the Moth Storytelling hour, featuring powerful personal stories of HBA members. Standing alone at a microphone at center stage, these women and their stories shed light on the need for all of us to stop long enough to recognize and respect the individual behind the suit jacket. These very personal stories showed each of us the importance of connection as a pillar of leadership. (See Impactful Storytelling, page 10.)

The conference team, headed by Jeanne Zucker of InfoMedics with Liz Kay of Cramer and Taren Grom of PharmaVOICE, orchestrated the event with a crew of 40 volunteers and strong support from the HBA staff and long-time HBA association manager The Charles Group. Robbyn Bhatt, IMS Health, served as treasurer and Korina Ortiz Sykes, Viacord, as secretary of the core committee.

“Tune in to your potential”

The entire conference was geared to making networking easy and available, from the chapter receptions and social events to the Networking Lounge, a comfortable, convenient space for people to meet and talk with old friends and new contacts.

“Tune in to your potential” set the theme for networking, coaching and
sanofi-aventis Takes Home HBA 2010 ACE Award

ADRIANN SAX, Symphogen; CECI ZAK, sanofi-aventis; GREG IRACE, President & CEO, sanofi-aventis; JUDY O’HAGAN, sanofi-aventis; EVE DRYER, Vox Medica, Inc.
A full description of the sanofi-aventis program will be featured in the Focus On section of the Winter 2011 HBAdvantage.

COACHES CORNER (L to R, front row) WENDY MANTEL, President, Mantel Coaching, Inc.; DONNA CONFORTI, Founder and President, Donna Conforti, LLC; STEPHANIE MCCRAY, President and Founder, Executive Material; GERRIE DRESSER, President/Owner, Success Associates; NANCY DONOHOO, Partner, Grant Cooper & Associates. (Back row) ELAINE CROWLEY, Principal, The Crowley Group; MARGARET MULLIGAN, Managing Director, Lumine Leadership Development; CATHY FOLEY, HR Consultant, Global Leadership Development, Eli Lilly and Company; SUSAN MORRIS, President, Morris Consulting Group, LLC; LAURIE WESSELS, President, Wessels Group, Inc; DEBBIE EXNER, Speaker and Coach, Exner & Associates; KATHERINE HAN DIN, Principal, Global Coaching Alliance, LLC; BARBARA SOMMA, Executive Coaching and Career Development, Defining Destiny LLC; KATHLEEN CASE, Consultant, Cindy Zook Associates.

mentoring, all central to the conference experience. Individual and small-group coaching sessions, a perennial favorite run by Cathy Foley, Eli Lilly, and Susan Morris, Morris Consulting Group, filled up during early registration.

Shellie Caplan, Caplan Associates, led the Mentoring Circles. Her team of 27 senior-level healthcare women including past Woman of the Year honorees, Rising Stars and chapter presidents, led small-group discussions to help participants debrief, tell personal stories and apply what they learned from the orchestra experience to their own organizational and personal challenges.

Networking and mentoring were on Amber Webb’s mind as well. Webb, who had a long career in pharma and is now with SmartAnalyst, sees the conference as an “amazing place for relationships and connections.” The former membership chair for the Chicago chapter was paired with a younger professional having workplace issues and advised her how to handle it. “Been there, done that!”

Ciaran Bellwoar, I-SITE, Inc., served as chapter host. Judging from the cheers as HBA president Susan Torroella welcomed each of the 15 chapters, affiliates and pre-affiliates, all were well represented. Chapter receptions welcomed attendees Wednesday night with icebreakers, hors d’oeuvres, light-up lapel pins and opportunities for meeting friends and colleagues.

Kathleen Rohrbaugh, CGFNS International, headed conference marketing and public relations and Cathy Counsell, InfoMedics, was responsible for social
activities, including the opening buffet, which was spiced with a jazz band and roving magicians, who added conference magic. Thursday night featured a dessert social and purse auction.

It’s 6 AM in the City of Sisterly Love
While mind and spirit were well served, the body was not forgotten. Attendees could salute the sun during early morning yoga on Thursday and participate in The Rocky Rally on Friday. Joggers and walkers gathered at 6 a.m. and headed for the steps of the Philadelphia Art Museum, where they ran up the steps like “Rocky” in the classic film and had their photo taken with a replica of the iconic boxer. (see photo on cover). This fulfilled the perform mandate in every sense of the word as 60 women proved they, too, could climb the summit and feel like a champion. (see photo on cover). This fulfilled the perform mandate in every sense of the word as 60 women proved they, too, could climb the summit and feel like a champion.

Some focused on Innovate: Harnessing Your Creativity and included such topics as how to brainstorm, think outside the box, survive change, become an entrepreneur and run meetings based on collaboration (the oxytocin or tend-and-befriend model) rather than “storming” (the cortisol or Genghis Khan model).

Other seminars were based on Orchestrate: Driving the Vision and dealt with trust, generating performance, leading cross-functional teams, having “courageous” personal and professional conversations and communicating without compromising.

The Perform: Executing Productively seminars taught The Art of the Ask, staying engaged and energized, executive presence and showcasing a personal brand.

A rich array of learning tools helped attendees capture key takeaways and lessons. The program was structured like a workbook, with spaces for notes and questions embedded in each program description. Nightly email recaps helped participants remember the highlights of each day’s events.

Zucker thanked the “highly committed, incredibly dedicated, wildly enthusiastic, remarkably talented, radically hospitable” Leadership Conference committee and volunteers and compared them to the orchestra performers: “Well rehearsed, in tune with each other, knowledgeable of their roles and able to perform effectively and efficiently as a team.”

Torroella said, “Each of us is indeed the piccolo. Each of us truly matters. I have placed a baton in my home office and one in my work office to always remember the lessons we all learned and to always remember the impact on 900 women’s lives and, in turn, all of the people in their lives. It is more than just a conference. It is about how people left feeling; standing taller, bolder, more connected to a network of professionals. It is about how we will now listen and lead.”

**Topics Followed the Three-part Theme**

HBA Philadelphia Chapter members celebrate as hosts of 2010 Leadership Conference.
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Learning to Ask, Say No and Become Conflict Competent

Kathleen Rohrbach
Manager of Planning, Marketing and Communications, CGFNS International

Ask and You Shall Receive
One of the key conference themes was the importance of making time for oneself. What we value most and where we spend our time are often in conflict. In fact, two popular themes running through the seminars were how to ask and how to say no.

The 30 Days to Sanity, presented by Stephanie Marston, focused on the SWs x 3 in relation to what happens when you ask for help: some will, some won’t, so what. It boils down to the benefit of asking versus the cost of not asking. And the art of saying no is to do so without defending, explaining or justifying.

Marston focused on four critical exercises:

- List the 7 things you care about the most.
- List the 7 areas where most of your time is spent.
- Find the disconnects and employ sanity savers (see tips below).
- List three things you need under each of the following: physical, intellectual, emotion, social, spiritual.

She also asked us to take a close look at: Where am I squeezing my life to fit someone else’s? What purpose does this squeezing serve?

Tips From This Workshop

- Set priorities and limits
- Be realistic
- Make time for yourself
- Ask for help
- Avoid time wasters (including phone calls, email, endless meetings, social networking, socializing at work, not saying no, Web surfing, unnecessary chores/errands, not prioritizing tasks/goals and interruptions)
- Commit to one strategy
- Remember that change happens in small, incremental steps
- Don’t back away from what is important to you

The 30 Days to Sanity

It Takes Courage to Become Conflict Competent
Conflict is uncomfortable and the typical reactions to conflict are the 3Fs: Fight, Flight or Freeze. So when Silvia Lafair announced that conflict was one of the best sources for creativity, innovation and to build trust, we all froze.

In the seminar Resolving Conflicts with Courage and Empathy, Dr. Lafair examined the 13 most common workplace patterns used to avoid conflict. Then she turned that list on its head with hope for what those destructive patterns could be transformed into for more productive team relationships.

The super achiever can transform into a creative collaborator. The rebel can become a community builder. The procrastinator can convert to a realizer who makes things happen. The clown can commence to be a humorist. The persecutor (bully) can be changed into a visionary. The victim is altered as the explorer and the rescuer evolves to a mentor. The drama queen/king mutates into a story teller while the martyr becomes an integrator. The pleaser turns into the truth teller and the avoider becomes the initiator. The denier transforms into the trust builder and the splitter becomes the peacemaker.

Obviously, it takes work to observe, understand and transform to identify button pushers and respond by cooling down, slowing down, sitting down and telling the truth (aka: the touchdown).

BTW: Truth sentences are short sentences (7-12 words max) and the longest journey is from the mind to the heart. HBA

Conference Attendees Tweet, Post Comments on LinkedIn

Leadership Conference Nets Over 300 Tweets
E-mail blasts, production technology and social media were prominent during this year’s Leadership Conference culminating in over 300 Tweets. If truth sentences are 7-12 words max (see It Takes Courage above) and Tweets are limited to 140 characters, then the bytes posted are now the take aways for all.

Thanks to social media sponsor PharmaVOICE and tweeters Christiane Truelove, Canon Pharmaceutical Media Group; Dawnielle Lang, VP Business Development, Group DCA; Betsy Lane, VP, Marketing, Publicis Touchpoint Solutions, Inc.; Jeanne Male, CEO, President, Emp-Higher Performance; Heather Haley, Medical Writer & Publications Consultant, Haley Writing Solutions, LLC; Eileen O’Brien, Wharton, eMBA, Director Search & Innovation, Siren Interactive Corporation; Krista Giuffi; Robin Robinson, Senior Editor, PharmaVOICE; Debbie Moysychyn, Director, Extended Education, Healthcare, Brandman University; Jill Ulam, Senior HR Manager, MEDEX Global Group; Hollis Thomases, President/CEO, Web Ad.vantage, Inc.; Shari Biediger, Lisa Flaiz, VP Group Director, National Pharma Practice Lead, Razorfish.

What First-time and Returning Attendees Posted

“This was my first Leadership conference and I think it was one of, if not, the best conference that I’ve ever attended. So many great lessons learned. Impactful speakers (loved the panel discussion over lunch) and the seminars (The Art of the Ask) was wonderful. Great work HBA”

“This was my first Leadership Conference and the
women that attend are impressive in their careers, warm in their hearts and enthusiastic about the future of HBA. Many opportunities to have real conversations with so many women. Thank you, Leadership Committee for bringing it all together.”

“The conference was outstanding! This was my first HBA Leadership Conference. I was inspired and found the entire 3 days rewarding in many ways. The impact of The Music Paradigm by Roger Nierenberg will be long lasting and implemented into my professional relationships and leadership opportunities. The Moth stories were emotional and powerful examples of the impact and difference one can make. The seminar offerings were plentiful and I wish I could have picked more than just 2 to attend. Overall, the conference was amazing and I am so glad to have attended. Thank you HBA.”

“This was my 3rd HBA Leadership Conference and each year I think 'there is no way they can top last year's conference.' But, they managed to up the bar again in 2010. My favorite part was the Moth stories.”

“Every minute of this conference’s programs can be described as IMPACTFUL. Excellent delivery from HBA!”

“What a wonderful conference! Meeting my expectations and then some. Thank you and congratulations to the conference committee and board.”

“Opening Music Paradigm was amazing! Roger Nierenberg and his orchestra were awesome. Great inspiration for leadership! Can’t wait to read his book, 'Maestro.’”

“Still basking in the warmth and inspiration of the conference.”

“The conference was absolutely tremendous! I was truly amazed at the caring and detail that went into the preparation for this conference. I can’t wait to attend again next year!”

“The conference was fabulous! Thanks to all who made this a rich experience. The conference chairs, co-chairs and committee members worked extremely hard to make every attendee feel welcome and they were inspiring in their dedication to the HBA and the conference. They made volunteering fun and a learning experience. I saw many friends and established new ones. I am so happy that I went and can’t wait for next year’s HBA Leadership Conference.”

“An outstanding conference and incredible experience. My first of what will be many conferences. I made many new friends and learned so much from the seminars. Thank you HBA and the people who make it happen!”

“There are many who don’t realize that our conference is largely an all-volunteer effort…. 2011 is the year of the volunteer. Why not consider a role as a leader, contributor or volunteer to continue raising the bar next year?”

HBA
Three Personal Challenges

Conference attendees sat transfixed as conference chair Jeanne Zucker took the audience to “Wanda’s porch,” where The Moth, a nonprofit organization dedicated to the art of storytelling (www.themoth.org), began. And in telling the story of The Moth, Zucker read from her own big book, saying that “Stories are part of the fabric of our lives, adding texture and dimension.”

The Moth’s Ophira Eisenberg worked with three HBA members to craft their own powerful stories in Moth style, which captivated the audience on the opening day’s luncheon session.

Wendy White, founder and president of Siren Interactive Corp., told how she became “detective mom.” White knew there was something wrong with her third child from birth. Noticing her daughter’s knees were dimpled, she discovered her daughter was born without kneecaps. She persisted in finding answers. “As her mother, I’m responsible for giving this child her shot in life.” Despite her disability, her daughter now leads a full life, including playing goalie on her soccer team. White changed the focus of her website company to patients and caregivers with rare conditions and now sits on the board of the National Organization for Rare Disorders (NORD). She concluded, “We learn so much from rare diseases. Innovation happens at the margins and then affects us all.”

Una Ryan, OBE, PhD, DSc, CEO of Diagnostics for All, winner of high honors for scientific research, founder of biotech companies and distinguished author, told an extraordinary tale. She was a World War II refugee, saw her father ravaged by war, fled an abusive husband and rose from the ashes to build a successful life and make a difference. “When I was five years old, I promised myself I would be a doctor who saves lives and cures disease,” she said. After years in academia, Ryan ran biotech companies with lifesaving products. Diagnostics for All, the fulfillment of her mission, seeks to produce inexpensive diagnostics that save lives and track disease in the developing world.

Freda Lewis-Hall, MD, chief medical officer and senior vice president of Pfizer, Inc., spoke about her dreams of becoming a doctor and her family’s encouragement. Her first day at Howard University Medical School felt like the first day of kindergarten, she recalled. But her day-one lecturer taught her: “Equanimity under duress.” That first year Lewis-Hall was severely tested by illness and death among those she loved. As she was walking out the door of the medical school, ready to quit, Lewis-Hall met her first-day teacher who stopped her, changing the course of her life forever as he said: “Equanimity under duress, not for you but for the service of others. Your patients are waiting.”

For more Leadership Conference highlights, visit www.hbanet.org and look for the special Leadership Conference supplement in the upcoming issue of PharmaVOICE.
On a Personal Note:
Conference Inspires First-time Attendees

Amita Patel and Sneha Sharma, Global OTC IT at Novartis Consumer Health “were delighted to meet so many leaders who are specialists in their fields and have a passion for making a difference in society.

“All the MOTH Leadership stories left us inspired, from the mother of a child born with no knee caps to an MD with a passion to locate and cure diseases in third world countries to the chief medical officer who experienced racial discrimination in her quest to become a doctor. Every woman had a powerful story to tell and encouraging words of wisdom to share.

“Female leaders had many messages to share and it was obvious their quest to better society is what drives their passion. What they bring to the table as they maintain their relationships amounts to much more than the technical attributes required for their job.

“We also attended the Executive Presence: How to Get It and Keep It seminar. It was the most interactive discussion that we have had recently. We learned many new techniques that sometimes you forget when you are narrowly focused only on the members of your team. It taught us how to maintain our focus, be confident and stay in charge. Strong messages from the mentoring teams and other feedback were eye-opening and refreshing.

“The Musical Paradigm was a leadership exercise where a Maestro conducted an orchestra to showcase the relationship and communication of his musicians and the analogy between leadership and conducting musical instruments and the orchestra. It is the vision of ALL that makes the symphony and beautiful melody, not just that of the leader.

“Our passion is about improving the IT systems to support and expedite the drugs’ lifecycle and this conference was a perfect one to attend.”

The Music Paradigm

Patricia Gibson
President/CEO, PMG Communications

What does conducting an orchestra and leading a team have in common?

At first thought, not much. But once you’ve experienced The Music Paradigm as led by Maestro Roger Nierenberg, you will never attend a symphony concert—or lead a team meeting—in quite the same way.

Leadership Conference participants learned how the orchestra is made up of a highly trained team of professionals who take pride in their craft and that role of the conductor is to bring out their best. Each member of that team is unique and contributes something unique and dynamic that raises the overall effort a step above. While the audience is often never aware of those unique contributions, those subtle flashes of brilliance make the difference between a performance that is adequate and one that leaves you breathless.

The Maestro demonstrated very clearly that the role of the conductor (aka team leader) is a fine balancing act between setting a vision that inspires the team to bring their best to the performance and micro-managing. For example: The orchestra is fully capable of performing the music without a conductor. But when the Maestro painted an inspiring picture of how the music should make the audience feel, the contrast between the two performances was dramatic.

We often hear the phrase, “Check your ego at the door.” But an effective leader needs enough ego to have the confidence to step up and lead. But that needs to be balanced with the understanding that without the team, the leader is doing nothing more than waving her or his arms in the air.

Our passion is about improving the IT systems to support and expedite the drugs’ lifecycle and this conference was a perfect one to attend.”

SAVE THE DATE

2011 Leadership Conference
November 9–11, 2011
HBA Chapter Leaders 
Hone Skills in Non-Profit Governance and Leadership

Carol M. Meerschaert, MBA, RD
HBA Director of Marketing and Communications

In the 1964 movie Mary Poppins, the title character engaged her charges into action with the phrase “well begun is half done.” The HBA created the Leadership Institute to assist our leaders in engaging their chapters and committees with the same thought.

The Leadership Institute is a day-long program conducted to train the boards of the chapters and affiliates in nonprofit association governance and leadership. "This is an exclusive benefit for HBA chapter and corporate board members,” states Mary Margaret Armstrong, HBA staff director of chapter development.

Launched in 2004, this full day of training, scheduled the day prior to the HBA Leadership Conference, is designed to teach the essentials needed for effective board leadership and includes training in numerous areas, including: non-profit governance along with US federal requirements; and required annual business meetings; HBA mission, vision, bylaws, offerings, constituents and financial health; expectations for service on a board of directors, specifically duty of care and duty of loyalty; panel discussions on best practices, strategic imperatives and the strategic plan; and training for specific board roles such as membership, marketing and programs including committee development, succession planning and board effectiveness.

“We titled this the First 100 Days, reminiscent of a US president’s transition into office,” stated Janis Cohen, Chief Operating Officer and Partner, Flam Partners and director of talent management on the HBA corporate board. By training both new and returning leaders, the HBA seeks to enable them to hit the ground running and accomplish their strategic imperatives within their term of office. Measuring a leader by the first 100 days began in 1933 with President Franklin D. Roosevelt and his new deal to pull the US out of the Great Depression.

While no one-day program can offer the total breadth and depth of knowledge needed by a non-profit board member, the HBA Leadership Institute gives leaders the high-level view and points them to resources they will need during their term. The resources offered are in the form of reference materials including toolkits in our online resource center, suggestions for further reading, HBA staff with subject matter expertise and connections with experienced volunteer leaders.

This year there were two tracks, one for those new to HBA leadership and another offering in-depth discussions with seasoned leaders. Buket Grau, Strategic Marketing Director, Stryker Development and HBA second vice president on the corporate board, Linda DaSilva, VP, Sales and Business development ROI2, LLC and HBA 2011 secretary nominee and Penny Bemus, VP, Business Development, Centric Health Resources and 2010 president of the HBA St. Louis Chapter offered new board members both education and best practices for a very successful first year in leadership.

BECOMING PART OF THE HBA LEADERSHIP FAMILY

“Participating in the HBA Leadership Institute was an invaluable experience for me as a new board member. It helped me understand the available tools and resources that will ultimately set me up for success to help the team with the efforts of growing the Florida region.

“Additionally, HBA corporate was warm and welcoming and made me feel like a part of the HBA family; they have gone above and beyond to welcome Florida members and help in any way possible. Overall, the connections made, knowledge gained and opportunities to advance my career and skills, made attending the Leadership Institute—and conference—well worth the time and investment.”

Shelby Weir is marketing director of the newly-formed Florida pre-affiliate. In her other life, she is Director, Strategic Accounts, Kforce Healthcare and can be reached at sweir@kforce.com.

In the second track for experienced leaders, Barbara Pritchard, President, The Pritchard Group/Intermedica, Inc. and chapter and affiliate mentor for the HBA, Laura Clark, Payor Optimization Executive, Abbott Laboratories, and...
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  Students complete this accelerated, classroom-based program by completing six industry-focused courses held at the ACE Conference Center in Lafayette Hill, PA.

New for 2010-2011: Business Acumen Series

Decisive and robust skill sets, taught in an accountable academic environment are essential to any professional in a decision-making role. The Business Acumen Series offers pharma, biotech, diagnostic and healthcare professionals the opportunity to gain a working knowledge of those areas of business needed to make clear, concise decisions. Available in both online and classroom formats, professionals take six business-related courses in the following areas:

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- Finance
- Management
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- Business Statistics

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The 2011 HBA Board of Directors was elected at this year's annual business meeting, October 28. Above, (left to right) are: ILYSSA LEVINS, Founder and President, Center for Communication Compliance; SUSAN TORROELLA, Chief Operating Officer, MEDEX Global Group, Inc.; YVONNE D’AMELIO, Chief Financial Officer and Principal, Vox Medica, Inc.; WENDY WHITE, Founder and President, Siren Interactive Corporation; TERRI PASCARELLI, CV Sales Strategy and Alliance Director, AstraZeneca Pharmaceuticals LP; JEANNE ZUCKER, SVP, Client Relations, InfoMedics, Inc.; JANIS COHEN, Chief Operating Officer and Partner, Flaum Partners; CHARLOTTE SIBLEY, Senior VP, Business Management, Shire Pharmaceuticals; EVE DRYER, Principal, Vox Medica, Inc.; QUITA HIGHSIGHT, National Sales Director, Genentech, Inc.; DEBORAH COOGAN SALTZER, Life Sciences Practice, SpencerStuart; LIZ KAY, Vice President/Director, Cramer; CIARAN BELLWORTH, Director, Client Relations, I-SITE, Inc.; VIOLET ALDAI, Senior Vice President, LLNS; LINDA DASILVA, VP, Sales and Business Development, ROII LLC; TAREN GROM, Cofounding Partner/Editor in Chief, PharmaVOICE. BUKEI GRAU, Strategic Marketing, Regulatory Reimbursement Director, Stryker Development; ANN MOHAMADI, EVP Business Development, Advertising and Medical Education, Publicis Healthcare Communications Group; REVATHI RAMMOHAN, Head of Finance, North America Oncology, Novartis Oncology; and CATHY KERZNER, Chief Executive Officer, M2Gen, were unable to participate in the photo session. Visit www.hbanet.org for full HBA board bios and responsibilities.

HBA Southern California chapter 2010 president and Cooke lead information sharing and discussions. A goal of this session was to cement in the minds of chapter leaders the commitment the HBA staff and its corporate board have to listening to and supporting all chapter and affiliate leaders. The effort began in the planning stage when chapter presidents were asked for their input for the topics to be covered in this session. The group discussed strategic membership development, new products on the horizon and the HBA’s technology strategy.

Breakout sessions focusing on functional roles in programs, marketing, governance (secretary) and all board positions followed. HBA staff and corporate board members were joined by chapter leaders with firsthand experience in the role. The combination of a toolkit, samples of work, defined expectations and timelines delivered by someone who just lived that role was both powerful training and inspiration for incoming leaders. The day ended with all chapter and affiliate members meeting with their own board to discuss the information they had accumulated and to start the transition to the 2011 boards.

“Networking with 184 HBA leaders present for this year’s Leadership Institute offers new board members contacts across the organization to assist them in their leadership role,” says HBA CEO Laurie Cooke. “Our training is not only to assist a volunteer in her HBA board role but also prepares her to serve on other non-profit and for-profit boards.” HBA
We thank everyone who contributed their time, energy and expertise as the HBA recognizes all of the hard work and contributions of everyone who participated in making the event possible. 

2009 & 2010 Professional Development & Leadership Conference Chair: Jeanne Zucker, SVP, Client Relations, InfoMedics

Chapter Host: Ciaran Bellwoar, Director, Client Services, I-SITE, Inc.

2010 Leadership Conference General Manager, Committee Chair Sponsorship and Volunteers: Taren Grom, Cofounding Partner/Editor in Chief, PharmaVOICE

2010 Leadership Conference General Manager, Committee Chair Content: Liz Kay, VP, Account Strategy and Marketing, Cramer

2010 Committee Chair, Marketing & Public Relations: Kathleen Rohrbaugh, Manager of Planning, Marketing & Communications, CGFNS International

2010 Committee Chair, Social Activities: Cathy Counsell, Group Director, InfoMedics Inc.

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Terry Varney, Fulbright & Jaworski LLP; and Lisa Varney, Fulbright & Jaworski LLP; and Lisa Kelly, The Charles Group, for their ongoing event management and logistic support.

We apologize in advance for any errors or omissions.

Making History Together

Jeanne Zucker
Senior Vice President, Client Relations, InfoMedics

In 1999, an inspired group of women led by Charlene Prounis set out to create and host the first HBA Leadership Conference. About 100 women joined together in New Jersey to connect, learn and become engaged in leadership and performance to help jetti-
son women forward on their career tracks.

Ten years later, a committee of more than 40 set out to create a conference of unparalleled leadership programs, networking events and a sense of radical hos-
pitality to assure that the nearly 1000 regis-
tered attendees felt the same engagement, community and spirit established at the first leadership conference a decade earlier.

This year’s Leadership Conference returned to Philadelphia after successful events in New Jersey, Boston, Washington, DC, Chicago and San Francisco. Survey feedback along with insights from the HBA board of directors and advisors drove the content-rich program focused on usable leadership skills that could be directly applicable to one’s current job performance and professional achievement.

With the theme “Leadership Impact De-

livered: Innovate. Orchestrate. Perform,” the team brought to life these disciplines.

Innovate with programs that harness strengths and build personal skills

Orchestrate with programs to help understand multiple perspectives and cross functional teams

Perform with programs to ensure per-
formance to produce measureable results

Plans already are underway for 2011 with the Gaylord Hotel and Conference Center as the place to be for the next conference where attendees can once again gain professional advantage to help meet company objectives and professional leadership goals. Mark your calendars for November 9-11, 2011 for another not-to-
miss conference. HBA

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Highlights from the Healthcare Panel

The Future of Healthcare: Into the Winds of Change

If Thursday was defined as the Art of Leadership, Friday could be considered the Science of Leadership, capping the conference with the annual Healthcare panel bringing top industry executives together to discuss their keys to leadership success in a shifting global healthcare environment. Panel participants included: Deirdre Connelly, President, North American Pharmaceuticals, GlaxoSmithKline, 2010 HBA Woman of the Year; Mark Swindell, President, Pfizer Vaccines, 2010 HBA Honorable Mentor of the Year; Abbie Celniker, PhD, CEO, Taligen Therapeutics; and Joan E. Miller, PhD, Senior Vice President for Pathology and Hospital Services, Quest Diagnostics.

Janet E. Taylor, MD, MPH, Board Certified Psychiatrist, Certified Professional Coach and Founder of Mind Projects Inc., moderated the panel of healthcare leaders at the Friday luncheon session.

Abbie Celniker, PhD: “During times of change it is helpful to get comfortable with risk. Change brings uncertainty but can also bring the opportunity to thrive in a new environment.”

On Regulation: “The increasing cost of drug development is compounded by greater regulation and lack of patience by investors, all of which impacts patients.”

On Trust: “If you are transparent with the patient about risks, they are capable of making decisions for themselves. They need to understand that it is a shared risk throughout the process.”

Deirdre Connelly: “When leading through change, it is important to have a core set of principles that serve to guide and ground you. I rely on transparency, respect, integrity and focus on patients. Find those core values that are important to you and incorporate them into your work and personal life.”

“Regulators work hard and are passionate to protect us.”

On Trust: “If you put the patient in the middle of the room, companies, regulators and payers will make the right decision. Each and every one of us must look in the mirror. There is nothing more serious and more vulnerable than the patient.”

Joan E. Miller, PhD: “Your leadership development is only as good as what you put into it. A changing industry landscape can offer unexpected opportunities for mentoring and leadership growth. Embrace these opportunities and fully invest yourself to reap the greatest benefits.”

On Regulation: “Don’t stop innovating. Figure out how to navigate so that regulations work for the industry.”

On Trust: “We’re not just looking for a lab result but a solution. We need to understand the customer and work in collaborative teams.”

Mark Swindell: “The challenges our industry is facing today require fresh approaches to successfully navigate through change. Seek out a diversity of perspectives and leverage the unique insights that reside within your own team.”

On Trust: “I love big pharma, but there’s been a loss of trust over the last 20 years. This is the biggest challenge. Despite its good work, the industry is easily targeted. We have a wonderful story to tell. The good we do needs to be better articulated, and it starts with all of us. If we don’t restore trust, we’ll see an increase in regulation that will put a brake on innovation.”

On Leadership: “Embrace candor and feedback. Do away with large PowerPoints and have a true discussion to reach a decision. Don’t do a choreographed event.”

Join thousands of executives from across healthcare at the industry event of the year: The HBA Woman of the Year luncheon.

This annual recognition of outstanding women and men in healthcare will honor one Woman of the Year, one Honorable Mentor and one Star Volunteer for their invaluable accomplishments and contributions along with a prestigious group of “Rising Stars.”

You won’t want to miss this year’s event.

2011 HBA Woman of the Year Luncheon
May 5, 2011 | Hilton New York, 1335 Avenue of the Americas, NY NY

For information, visit www.HBAnet.org
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