

HBA BULLETIN

THE NEWSLETTER OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION *Advancing Women's Careers* MAY/JUNE 2003

HBA's 2003 WOTY Reflects Positive Industry Values and Our Potential to Make a Difference

Britta Herlitz, President, Herlitz HealthCare: A Communications Co; Editor, *HBA Bulletin* and **Rosemary Azzaro**, Marketing Communications Consultant; Creative Contributor, *HBA Bulletin*

A wonderful thing happened to the HBA on the way to its 14th annual "Woman of the Year" (WOTY) awards luncheon: It became a powerful agent for positive change within the biopharmaceutical industry. This 26-year metamorphosis from a fledgling association with an honorable, timely mission to a seasoned, respected industry catalyst was apparent at the May 1st WOTY event; the values and the voice of that positive change were embodied in the 2003 WOTY honoree, **Catherine Angell Sohn, PharmD**, Vice President of Worldwide Business Development for Consumer Healthcare (CH) at GlaxoSmithKline (GSK; Philadelphia, PA), member of GSK CH's Executive Committee.

"It is a humbling honor to have been nominated by so many GSK colleagues and other colleagues for this award and to be recognized among such an august group of prior HBA Woman of the Year recipients," said Sohn to her peers gathered at the Hilton New York in Manhattan to honor her



CATHERINE ANGELL SOHN, PHARM D, GlaxoSmithKline, receiving the Woman of the Year Award from HBA Immediate Past President MARY E. COBB, PACE, Inc., a Lowe Healthcare Company.

accomplishments as well as those of the 47 "Rising Stars" who joined her on the dais (see article starting on page 8).

turn to **2003 WOTY EVENT** *on page 6*

The HBA CONNECTIONS Program Helps Members Get Connected and Get Ahead

Britta Herlitz, President, Herlitz HealthCare: A Communications Co; Editor, *HBA Bulletin*

On Wednesday evening, March 12th, more than one hundred healthcare professionals gathered at St. Joseph's University (Philadelphia, PA) for the third in a series of highly popular and successful CONNECTIONS Mentoring events.

What is the CONNECTIONS Program?

CONNECTIONS is a unique HBA

career development program series designed to create opportunities for mentors and those who wish to be mentored. It offers HBA members the opportunity to meet, network, and begin to form potential mentoring relationships. By creating the appropriate opportunities and combining those opportunities with basic education about the mentoring process, the CONNECTIONS Program has generated an extensive network of professionals who are either being mentored or acting as mentors across the healthcare industry. CONNECTIONS events are

held two to three times each year, with the next event, to be sponsored by Eisai, Inc. (US headquarters, Teaneck, NJ) scheduled for September 25th in northern New Jersey (watch your mail for details).

The March event followed the familiar format of previous CONNECTIONS programs, and it featured a new panel of experts, many new mentors and all new "mentees."

"Attendees were enlightened by our accomplished panel of executive-level women who shared their real life experi-

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Advancing Women's Careers

Meeting Photos by Joe Vericker/PHOTOBUREAU, Inc.

MEETING HIGHLIGHTS

WYETH HOSTS MARCH EVENT

Bright Spots Emerging in Healthcare Economics

Wendy J. Meyeroff, WM Medical Communications

The HBA's March 4th evening seminar, "The Influence of the Economy on the Healthcare Industry," offered encouraging words. The expert panel agreed that despite criticism, this industry is in a position to build business and realize tremendous opportunities—especially if everyone works together.

Hosted by Wyeth at the Philadelphia Marriott West (West Conshohocken, PA), the evening was more than successful; it was thought provoking, honest and hopeful. The moderator, **Eve Dryer**, President, SIGNOVA Healthcare Communications (Philadelphia, PA) opened the session. She was followed by a panel of industry experts: **J Pegues**, Senior Vice President, Marketing and Business Development, Intracorp (a division of CIGNA, Philadelphia, PA); **Marilyn H. Rhudy**, Vice President, Public Affairs, Wyeth (Madison, NJ), and **Kathleen Harrington**, Assistant Secretary, Public Affairs, US Department of Labor (Washington, DC).

In his overview of changes in our industry over the last 50 years, Pegues noted that the management of healthcare shows early signs of moving back to an older model. "In the 1940s, the patient arranged for care, used it, and paid for it," he said. Then we entered an era in which the "experts" insisted the consumer couldn't comprehend the complex messages of the health care system. Now we're moving back to the patient being in charge.

And in an era where "Every eight seconds someone in this country is turning 50 and getting sick," Pegues noted there is a tremendous craving among consumers for health services and information (especially among the health-oriented 76 million baby boomers). The pundits, he said, bemoan the fact that the percentage of gross domestic product (GDP) spent on health care already has risen from 13 percent to 14.2

and seems headed toward 17 percent by end of the decade. Pegues, however, asked, "What's wrong with 20 percent GDP if the care provides longer, healthier life?"

Picking up on that, Rhudy pointed to the failure in 2002 to pass the seniors prescription drug bill. "Seniors don't have the drugs they need. That's a disgrace. We can afford it. Thirteen percent is not too big an increase. The GDP ought to be raised."

Rhudy urged a bipartisan effort—and not just in government—to improve US healthcare. That's why, she said, "the people in our industry are working more cooperatively with trade associations, doctors, hospitals, etc., to make sure that our citizens have managed care coverage," including access to affordable prescriptions.

Harrington agreed. "Shame on us for what happened in the 1990s. [While] we were blaming each other for the problems, costs were going up" leading, she said, to the "unfulfilled promise of managed care. The economic pressures were not that bad. There was enough money."

A particularly worrisome statistic now for the economy is that 8 out of 10 of the 42 million uninsured are in working families, noted Harrington. When those people ultimately get sick, they can't work, can't pay bills. That's why smaller employers (50 workers or less) should be able to have the benefit of pooling risk and sharing cost when providing health care. "Ninety-seven percent of large employers offer health insurance; only 27% of the smaller employers do," she said.

These and other key issues continued to be discussed as part of a Q & A session during which Harrington concluded: "We must tackle these issues together. If we don't, we all pay." ■

Wendy J. Meyeroff is owner of WM Medical Communications. Based in Brooklyn, NY, her company has been providing health care marketing strategies and materials targeted to both the industry and consumers since 1987.

TIME TO MAKE A DIFFERENCE

At the March meeting, HBA President **Nancy Larsen**, President, PROmedica Communications, Inc. (New York, NY), honored **Dianna Main**, President, DWM Healthcare Communications (Edison, NJ) as the recipient of the HBA's "Time to Make a Difference" award. Main was nominated for her role as one of the key drivers behind the development of the HBA web site. Since the launch, Main has continued to evolve the site so that it becomes a useful resource for HBA members and prospective members.



CONNECTIONS *from page 1*

ences with being mentored and being 'mentees.' Some experiences were successes, others failures. But all the stories provided important learning and guidance to help our participants build successful mentoring relationships," said **Lisa Courtade**, HBA Co-Director of Career Development and Director, Global Business Research, Pfizer Inc (Peapack, NJ). Courtade also served as moderator for this event. The evening's panelists included **Terri Maciolek, PhD**, Senior VP, Strategic Marketing Corp (Bala Cynwyd, PA); **Sue Dietrich**, Senior Director of Sales Planning, Centocor, Inc. (Malvern, PA), and **Diane Rodwell**, President, Col Voce Consulting (Exton, PA) and former President of TrueNorth Advertising.

After a brief "meet, greet and eat," during which attendees could arrive and unwind, the program began. During the first session, panelists gathered at the front of the room and shared stories of mentoring with the audience. Panelists discussed the finer points of mentoring and being mentored, with the intent of educating the audience on the skills involved in each.

"There is an art, a skill set, required to being either a mentor or a 'mentee,'" noted Courtade. "Perhaps the most important point conveyed by the panelists was that mentoring is a process in which you get out what you put in. As a 'mentee,' you can't just show up and say, 'okay, mentor me, advance my career.' You have to be an equal partner in the process."

Other key points noted by the panelists included:

- "Mentees" have just as much, if not more, responsibility for creating and maintaining the mentoring relationship.
- Mentors also receive benefits from the experience in terms of personal growth and satisfaction.
- The "chemistry" between mentor and "mentee" is crucial and can't be forced.
- It is important, when entering a mentoring relationship, for both parties to set expectations and goals, and that these be realistic.
- Mentoring and being mentored isn't simply about finding an executive-level person to help you advance your career. Mentoring must be a mutually beneficial relationship to be suc-

cessful. In addition, one can be mentored by a male or a female, by someone who is senior or junior to you. One can be mentored by someone who works within your company or outside of your company. Generally, mentor relationships work best when they are outside of one's "chain of command." A supervisor can "coach." A "mentee" can talk about weaknesses and aspirations with a mentor that may be difficult or impossible to discuss with one's current boss.

- The general purposes of the mentor relationship are to: enhance professional growth and development; help others identify career goals; develop strategies for leveraging working relationships and build a professional network; assist in successfully transitioning from one role to another.

Next, **Beverly Burton**, Consulting VP, Right Management Consultants (Maplewood, NJ) conducted a skill-building workshop. Participants learned that for successful mentoring, one should remember to: **look inward** (to gain self insight and feedback); **look outward** (to assess needs, expectations and the realities of the organization); **look forward** (to set development goals and to implement plans to achieve those goals).

After Burton concluded, attendees broke into workshop sessions organized by career interests. Workshops allowed participants to gather in small, individualized settings with approximately one facilitator to three or four participants. This format enabled professionals with similar career interests to meet and learn from each other.

CONNECTIONS Coup: \$10,000 in Scholarships

A special element of this CONNECTIONS evening was the offer of \$10,000 in scholarships to attend management programs made available to qualified candidates who attended this event and applied by the end of March for St. Joseph's University Executive Pharmaceutical Marketing MBA and Post-MBA Programs on-site and on-line.

"These workshops are a combination of function and interest," noted Courtade. "They are not just about finding a men-

HBA Members IN THE NEWS

Bayer HealthCare's Consumer Care Division announced the appointment of HBA member, **Barbara H. Korberly, PharmD**, as Vice President, Clinical Research and Medical Affairs. Dr. Korberly will be responsible for clinical research and medical affairs activities in the Morristown Research & Development unit as well as global clinical leadership for aspirin cardio-prevention projects.



Congratulations to HBA member and 1997 WOTY recipient, **Maureen Regan**, CEO, Regan Campbell Ward (New York, NY). Her agency was named "Agency on the Rise" at the 14th annual "MANNY" Awards presented by *Med Ad News* in New York City on April 10th.

tor, they are about building career goals and sharing common objectives."

"There's something not entirely scientific about organizing an event to potentiate mentoring relationships," added **Anne Camille Maher**, Health Leaders (Hopkinton, MA), and HBA's Co-Director of Career Development. "Sometimes the relationship is complete in a single conversation and sometimes two people will form a professional friendship that will last for decades. My own long experience of being part of the HBA includes the full range . . . and my career and my life are richer for all those mentoring encounters." ■

SPECIAL THANKS TO

Program hosts and sponsors **Dean Joseph A. DiAngelo, EdD**, **Therese Waldron**, and **Terry Gallagher**, all of the Erivan K. Haub School of Business/Pharmaceutical Marketing MBA Program at St. Joseph's University; **Beverly Burton**, Consulting VP, Right Management Consultants; and *Pharmaceutical Executive* magazine and to HBA Co-Directors of Career Development, **Anne Camille Maher** and **Lisa Courtade**.

2003 RISING STARS from page 8



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HBA Star Volunteer

STEPHANIE G. PHILLIPS, PHD President, Project House, Inc.

The HBA continues to grow at a record pace. This growth and prosperity are due in large part to the tireless efforts and dedication of the many volunteers who serve and have served on the HBA Board of Directors, Advisory Board, and Standing Committees.



STEPHANIE G. PHILLIPS, PHD, Project House, Inc., accepting the HBA Star Volunteer award from HBA President NANCY LARSEN, PROmedica Communications, Inc.

The HBA is pleased to honor its own “Star Volunteer,” **Stephanie G. Phillips, PhD**, Co-Director of Programs, for her many years of service and outstanding contribution to the growth of the HBA.

“Stephanie truly personifies volunteerism and has been a role model to all HBA volunteers,” said HBA President Nancy Larsen, President, PROmedica Communications, Inc. “She has provided invaluable insights along with countless hours through her role on the board as Co-Director of Programs. . . .”

Copywriting was Phillips’ entrée into pharmaceutical marketing. From the advertising side, she developed full promotional campaigns for a host of invaluable product categories. In the field of medical communications, she has contributed creatively to dozens of major pharmaceutical product launches and helped to reposition and rejuvenate older products in virtually every medical specialty.

In 1987, Phillips saw the need for a medical communications agency capable of interpreting the serious science behind many of today’s pharmaceutical breakthroughs, so she established Project House, Inc. (Hackensack, NJ).

Today, Phillips maintains her vision to generate scientifically sound and educationally valuable programs. She is both a medical advertising professional and a biomedical scientist, which allows her to supply creative direction and critical medical expertise for ongoing projects.

Congratulations and many thanks to Stephanie G. Phillips, PhD, for the drive and dedication that have helped to make HBA programs such a success. ■



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Lunch'n'Learn

Rosemary L. Azzaro

Consultant; *HBA Bulletin* Creative Contributor

The 2003 "Woman of the Year" (WOTY) event provided the inspiration for this short compendium of "Skills for Success."

The sun was dazzling and Sixth Avenue never looked better. As I left The New York Hilton after this year's energizing "Woman of the Year" program, the words of our outgoing "Woman of the Year," **Sarah S. Harrison**, Vice President, Customer Strategy Integration, AstraZeneca Pharmaceuticals LP (Wilmington, DE), rang in my ears: "Celebrate the Present!" Stopping for an ice cream cone, I walked south to the bus terminal, thinking how lucky I was to be a part of such an awesome association, to have met and listened to the words of such inspirational men and women and to have attended such a well-organized event. Maybe it was the sugar, but I knew that I had been witness to something powerful.

AHA!

By "celebrating the present," I knew that this year's WOTY was a great learning opportunity. That's how this feature was born. Let me share the skills I learned from the women—and men—who lunch.

- **Practice total quality management:** One of my first thoughts, "How do they do it?"

Of course, I was thinking of the HBA's Executive Director, **Carol Davis-Grossman** and her management company The Charles Group.

As the WOTY event grows larger each year and each venue presents new

sets of challenges, the WOTY Committee members and Carol's team seek practical ways to improve the experience for honorees and attendees. And, when you think the WOTY luncheon can't get much better, *it does*. This year, the WOTY Committee achieved a major goal set for this event: *on-time performance*. (What did you do with your extra ten minutes?)

Does your organization practice some form of "Total Quality Management"? It may be as simple as "debriefing" to assess the pros and cons of completing a recent assignment. Depending on your organization, you may also recognize this is as striving for continuous quality improvement or be familiar with supply chain management, cell manufacturing management or Six Sigma. For further information on these formal methodologies to manage quality, visit the website of the American Society for Quality, www.asq.org. You might also check out the book *What Is Six Sigma?* by Peter S. Pande, Pete Pande and Lawrence Holpp.

- **Harness the diversity within your organization.** HBA's "Honorable Mentor," Guidant Corporation's CEO **Ronald Dollens**, emphasized that intellectual capital is a major business asset—and its value increases in organizations promoting diversity. In introducing this year's "Woman of the Year," **Jack Ziegler**, President, GlaxoSmithKline Consumer Healthcare (Philadelphia, PA), called promoting diversity "common sense." He noted that when an organization taps into

the diversity of its workforce, it also becomes able to tap into the diversity of its customers.

A recent feature on the website of the Society of Human Resource Management supports the business case for diversity noting several "key factors that make diversity initiatives important to business beyond social or moral responsibility." Aside from those key factors noted by Dollens and Ziegler, other important lessons on diversity's positive impact on organizational creativity, flexibility and talent attraction can be learned by visiting www.shrm.org/diversity/businesscase.asp. In addition, information on how

"HBA helps us be better people, build our lives and helps us to grow."

to expand and maintain your commitment to harnessing diversity can be found at www.diversityinc.com and through The Workplace Diversity Network, a joint project of The National Conference for Community Justice and the Cornell University School of Industrial and Labor Relations, accessed at www.ilr.cornell.edu/extension/wdn/.

- **Recognize and support good ideas that come to your attention.** Dollens noted that he did not generate the idea for the "GROW" Program ("Guidant Reaching Out to Women"). But, he encourages all business leaders to recognize and support good ideas that come to their attention.

You may be able to instantly think of a colleague known for good ideas. Did you know these "idea practitioners" have common traits and that there are ways to harness their intellectual energy?

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SKILLS FOR SUCCESS

Of interest is a recent article in the *Harvard Business Review*, “Who’s Bringing You Hot Ideas (and How Are You Responding?)” (February, 2003). The authors (Thomas H. Davenport, Laurence Prusak and H. James Wilson) formally studied people who bring management ideas into organizations—examining and identifying the skills of these idea practitioners, including how they “scout” for new ideas, “package them” to be sold up and down the organization, advocate for these ideas and implement them. Additionally, idea practitioners share personality traits such as optimism, a passion for ideas themselves, self-confidence and an ability to “span boundaries”—networking and working across disciplines.

- **Take responsibility.** The responsibility for diversity within an organization does not rest solely with executives. Everyone in an organization must be engaged in fostering their own talents and skills and those of their colleagues, according to Dollens. We each must take responsibility for making our workplaces the best places they can be.

Not only does this mean harnessing diversity, it means *being engaged*. The Gallup Organization champions employee engagement in its management work. In the book *Follow This Path*, Gallup consultant authors Curt Coffman and Gabriel Gonzalez-Molina write, “When engaged employees utilize their natural talents, they provide an instant, and constant, competitive edge. They build a new value: emotionally driven connections between employees and customers.”

Gallup has systematically studied engagement. Organizations, utilizing their techniques for identifying and maintaining an engaged workforce, employ Gallup’s Q¹² Survey to “measure dimen-

sions that leaders, managers and employees can influence.”

Visit the “Performance Management” section of the Gallup website www.gallup.com to review the 12 questions, a provocative tool for you and your organization.

- **Acknowledge the contributions of others.** Ziegler observed that honoring **Dr. Catherine Angell-Sohn** as the HBA’s 2003 “Woman of the Year” was a fitting tribute since “Cathy is the most eager to celebrate the success of others.”

You know that good feeling you get when a manager or client compliments your work with a “Looks good!” scribbled in response to a memo supporting a new idea? How ‘bout the time you were stopped in the hall by a colleague who liked your solution for the file-sharing problem? Did a client send you chocolates in appreciation of your hard work in meeting a deadline? The point is: We all like to have our contributions noticed. Do you regularly acknowledge the work and commitment of your colleagues and staff? (For that matter, have you acknowledged your friends and family on their successes and special moments?)

E-mail has its uses; sometimes it is better to put pen to paper and drop a note in acknowledgement. Many management consultants advise that businessmen and women write two notes a day to nurture their networks!

- **Be an advocate.** Sohn encouraged us all to “Make a Difference.” One way we can each be effective advocates for the positive value of our industry is to exercise our right to vote and to make our opinions heard. Take some time to contact your legislators at both the state

and national levels.

To find your national leaders go to www.house.gov and www.senate.gov. For state government information type “www.state” and follow that with your state’s initials plus “.us”. For example, information on New Jersey legislators can be found at www.state.nj.us.

Lead from the heart. Harrison exemplified positive leadership—the leader as both business person and humanitarian—as she “passed the torch” to Sohn. In urging us to “celebrate the present,” Harrison asked us to particularly celebrate the accomplishments of all 2003 honorees. She paid tribute to the HBA and its supportive leadership, “The HBA helps us to be better people, build our lives and helps us to grow.”

And, turning her attention to the world at large, Harrison reminded us that now, more than ever, we have to “lead from the heart.”

We were all brought back to another May afternoon, when this same woman challenged us to “leave the world a better place than you found it, whether by an improved environment, business growth or a rescued soul. We can all make a difference. . . . Each One, Reach One.”

And that is what I learned at lunch. ■

Rosemary L. Azzaro has worked in the pharmaceutical industry for over 20 years and holds an MBA. In the spirit of full disclosure, the ice cream was Ben & Jerry’s Vanilla on a sugar cone with chocolate sprinkles. Yes, she also tasted the mango mousse cake at the luncheon. Reach Rosemary at razzaro@comcast.net when you need an idea practitioner.

Sohn encouraged us all to
“Make a Difference.”

We all like to have our contributions noticed. Do you regularly acknowledge the work and commitment of your colleagues and staff?

The HBA Bulletin invites you to contribute to this column. Tell us what skill-building topics you would like to see covered in the future.



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HEALTHCARE COMMUNICATIONS

HBA Chapters Update

Eileen Woods

Managing Partner, Agentive;
HBA Bulletin Chapters Correspondent

The Atlanta Chapter of the HBA

The Atlanta Chapter of the HBA held their most recent dinner meeting on Thursday, May 8th at McCormick and Schmick's Restaurant (Atlanta, GA). The topic was "The Image of the Pharmaceutical Industry," and featured a distinguished panel of speakers. **Karen Carlisle**, Director of Government and Public Relations with Solvay Pharmaceuticals (Marietta, GA), **Julie Bryant**, Healthcare/Life Sciences reporter for the *Atlanta Business Chronicle*, (Atlanta, GA), and **Laurie Mobley**, Vice President and Director, Healthcare Practice, Ketchum Public Relations, (Atlanta, GA), provided their thoughts and lead a discussion about this timely topic.

A June meeting is also scheduled for Thursday, June 26th, at a location to be announced. **Linda Kobel**, Managing Partner for Link Solutions Group (Marietta, GA) will present "Why Your Employees Don't Do What You Expect Them to Do."

The Boston Chapter of the HBA

A corporate search committee led by **Deborah Furey**, Director, Healthcare Solutions at Braun Consulting (Boston, MA) and **Michelle McCarthy** with Carter McKay (Quincy, MA) are seeking nominees for the Board of Directors for a term beginning in January 2004. Interested candidates should contact either Deborah Furey at dfurey@braunconsult.com or Michele McCarthy at mmccarthy@cartermckay.com.

A new committee has been formed to recruit more corporate members in the Boston area. The Corporate Membership Committee is being led by **Lora Buono**, a Consultant with Dove Consulting Learning Solutions based in Connecticut and Boston, lbuono@consultdove.com, and **Debbie Thomas**, Strategic Account Manager with

MedSN (Plymouth, MA). Debbie can be reached at Debbie.thomas@medsn.com.

Finally, the next program for the Boston Chapter of the HBA will be held on June 17th at a location to be decided. The subject, "Planning for Your Strong and Successful Financial Future Working in the Healthcare Industry," will be addressed by guest speaker **Paula Chauncey**, CFA. Chauncey, a frequent speaker on the strategic use of capital in building dreams and futures by building long term wealth, is the founder of Être LLC. The mission of Être LLC is to help individuals build the financial foundations to bring their unique visions, ideals and goals into being. Chapter President, **Karla Gonye**, District Sales Manager, Schering Labs (Plymouth, MA) notes, "If there is one seminar to attend at the Boston Chapter of the HBA this year to help you shape your successful future, this is the one!"

The San Francisco/Bay Area (SFBA) Chapter of the HBA

On Wednesday, March 19th, the HBA-SFBA hosted a dinner event at the offices of Silver-level corporate sponsor Heller Ehrman White & McAuliffe (Menlo Park, CA). A panel discussion entitled "The Life of a Biotech Company," featured a seasoned group of Bay Area biotech players discussing the challenges and rewards faced throughout the life cycle of a biotech company. The panel included:

Alison Freeman-Gleason, Shareholder, Heller Ehrman White & McAuliffe LLP; **Arlene M. Morris**, President CEO, Clearview Projects (Brisbane, CA), **Camille Samuels Pearson**, Managing Director and Aspen Institute Crown Fellow, Versant Ventures (Menlo Park, CA), **Shehnaaz Suliman**, Investment Banker, The Petkevich Group LLC (San Francisco, CA), and **Candi Monzo**, Coordinating Partner, Ernst & Young LLP (San Francisco, CA).

On Wednesday, April 19th, the HBA-SFBA hosted the second event in their Executive Women's Breakfast series at CV Therapeutics (Palo Alto, CA). The seminar, entitled "Managing Top Human Capital: Doing More with Less," featured a panel of distinguished local executives, including **Maria Degois-Sainz**, President, Guidant Cardiac Surgery (Lakeview, CA),

Ann Von Gehr, MD, FACP, Physician-in-Chief, Kaiser Permanente Medical Care Program (San Jose, CA), **Dr. Sharon Bray**, Regional Managing Principal, Right Management Consultants (San Francisco, CA), **Kris Anderson**, Senior Vice President Human Resources, Applied BioSystems (Foster City, CA), and **Diane Liguori**, Vice President Human Resources, CV Therapeutics (Palo Alto, CA).

On Thursday, May 29th, the HBA-SFBA Chapter hosted its biggest event of the year, its 2003 Annual Dinner at the San Mateo Marriott. The program, entitled "East Meets West: The Converging Pharmaceutical, Biotech, and Medical Device Industries," explored the current convergence of the most prominent Life Sciences Industry sectors. **Ginger Graham**, recent Advisor to the President of Guidant Corporation (Lakeview, CA), was the keynote speaker. She was joined by distinguished industry executives **Julia R. Brown**, Executive Vice President, Amylin Pharmaceuticals (San Diego, CA), and **Abbie C. Celniker, PhD**, Vice President, Research and Development, Strategy and Operations at Millennium Pharmaceuticals, Inc. (Cambridge, MA).

The Corporate Membership committee has been busy recruiting new members for 2003. Aside from the continuing support of the corporate members noted in the March/April issue of the *HBA Bulletin*, this quarter the Corporate Membership committee is pleased to welcome **Dorland Global Communications** (San Francisco, CA) as another media sponsor. ■

SEPTEMBER 8, 2003
EVENING SEMINAR
High-wire Act: Maintaining Career Momentum While Changing Fields
5:30 - 8:15 PM
Pfizer Inc, New York City, NY

SEPTEMBER 25, 2003
CONNECTIONS Program
5:30 - 8:15 PM
Glenpointe Marriott, Teaneck, NJ
Sponsored by Eisai Inc.

OCTOBER 14, 2003
EVENING SEMINAR
Women and Stress—In and Out of the Workplace
5:30 - 8:15 PM
St. Joseph's University, Philadelphia, PA
Co-Sponsored by GlaxoSmithKline & St. Joseph's University

NOVEMBER 5, 2003
EVENING SEMINAR
Regulatory and Legal Compliance—Impact on Company Policy
5:30 - 8:15 PM
Bristol-Myers Squibb Company, Princeton, NJ

HBA's 2003 WOTY Makes a Difference



PHOTO ABOVE (left to right): Rising Star **CYNTHIA HOGAN**, **DEBBIE FREIRE**, and **BETTE SCHULTZ**, all of **Novartis Pharmaceuticals Corporation**; with **HBA Past President CHARLENE PRONIS**, **Accel Healthcare Communications**.



PHOTO ABOVE (back row, left to right) **MARY-SHEILA MEYERS**, **Schering-Plough Corporation**; **DANA REGAN**, **CommonHealth**; **JENNIFER SCHACTER**, **Schering-Plough Corporation**; **LORI MATTHEWS**, **CommonHealth**; and **VALERIE COTLER**, **Schering-Plough Corporation**; **(front row, left to right)** **JANINE WENTZ** and **STACY STERN**, both of **CommonHealth**; and **MARY VERGERN** and **SUSAN SWARTZ**, both of **Schering-Plough Corporation**.



PHOTO ABOVE (left to right): In back row are **JOSEPH CARAMICO** and **VINCENT MUEHTER**, both of **Nexus Group**; in the front row are **ELIZABETH SICCONI**, **AMANDA BLUM**, and **TERRY CARLINI**, all of **PharmaDesign, Inc.**



RIGHT PHOTO, TOP: **LISA SLATER**, **PAUL FORISLAND**, and **PETER DEEGAN**, all of **Organon Pharmaceuticals**.



RIGHT PHOTO, BOTTOM: Rising Star **BRENDA COOPERSTONE, MD**, **HEIDI HUNTER**, and **ALMA GREER**, all of **Wyeth**.

2003 WOTY EVENT *from page 1*

One Voice on the Value of Medicines

At the heart of this exceptional woman's moving speech was this message: It is time for industry to share one voice and educate the public about the value of medicines and the positive role that the biopharmaceutical industry plays in disease prevention.

"Most of us in this room have dedicated our careers and our lives to the pharmaceutical and healthcare industry," Sohn said. "Our healthcare products provide medical, social and economic value. Our healthcare products save lives, relieve symptoms, cure, and prevent disease.

"There has been much public debate about the cost of these medicines. Our industry has been roundly criticized, and even our friends question our policies and practices," Sohn continued passionately. "We, as an industry, have done

little to convey to a questioning public the *value* of medicines and that the real cost to society is the cost of disease."

Sohn supported her assertions on the value of medicines with powerful data, displayed via an impressive slide presentation, on the significant 10% increase in life expectancy since the 1960s. She also offered data on the high cost of disease versus the comparatively low cost of medicines that prevent and treat disease.

"The cost of heart disease is over \$300 billion per year in the US. Just looking at this one disease area brings into stark relief the value and benefit brought by modern medicine to millions of patients," she said. "Cardiovascular medications such as beta blockers and statins are cost effective and life saving for so many patients. Drug therapy provides tremendous value by reducing death rates and by reducing hospital admissions, hospital stays, tests and procedures as well as improving the

Ronald W. Dollens Named HBA's 2003 "Honorable Mentor"

Another unique aspect of the WOTY event is the recognition of exceptional men in the industry via the "Honorable Mentor" award. At the 2003 WOTY, **Ronald W. Dollens**, President and CEO, Guidant Corporation (headquartered in Indianapolis, IN), received this honor.



Dollens was chosen because of his many years of advocacy for the advancement of women, ongoing mentoring and significant actions to support women's careers within Guidant and throughout the industry, as well as the way he has worked to improve women's health. Under his tenure, Guidant has also provided significant support for the formation and growth of the San Francisco Bay Area (SFBA) chapter of the HBA.

Speaking at WOTY, Dollens offered these words of wisdom: "As you go forward, you have to take responsibility to make your workplace a better place to work. You have to champion your cause every day and work to make a difference."



HBA President-Elect and WOTY Committee Co-chair
DARIA O. BLACKWELL,
White Seahorse, Inc.,
introduced the
Rising Stars.



HBA President
NANCY LARSEN,
PROmedica
Communications,
Inc. gave her
remarks to the
WOTY attendees.



2003 HBA Woman of the Year
Catherine Angell Sohn,
PharmD,
GlaxoSmithKline



2002 HBA
Woman of the Year
SARAH S. HARRISON,
AstraZeneca
Pharmaceuticals LP
addressed the
WOTY attendees.



JACK ZIEGLER,
GlaxoSmithKline
Consumer
Healthcare,
introduced the 2003
Woman of the Year,
**CATHERINE ANGELL
SOHN, PHARM.D.**



Left to right: **BRIAN JONES, ELLIE BARGER,**
NICOLE ELGUICZE, and **YVONNE SPENCER,** all
of GlaxoSmithKline.



Left to right: **MARGARET ANGELL,**
CATHERINE ANGELL SOHN, PHARM.D,
JOHN SOHN, and **KAREN SOHN.**

quality of the patients' lives.

"There are many other examples like this that we could share with each other; however, for the public, for patients, the story of the value of medicines remains untold and unheard. We need to change that," Sohn noted.

A Word of Thanks; A Call to Action

Sohn concluded with a word of thanks to the HBA: "You inspired many, as you have inspired me. Your vital role in providing educational opportunities to develop cutting-edge industry knowledge and leadership skills for HBA members nationwide must continue to grow. . . . I'd like to call on all HBA members to set the highest expectations of themselves; to nurture the young, talented people around them; to advocate for the value of medicines, and to relish every opportunity to help and support our colleagues in the healthcare industry." ■

WOTY: BEHIND THE SCENES

This year's WOTY was a clear reflection of the HBA's respected status as a national association run with consummate professionalism. "Everything ran on schedule," said **Rosemary Azzaro**, Marketing Communications Consultant (Carlstadt, NJ) and member of the 2003 WOTY committee. "In fact, we were even a bit ahead of schedule."

According to other attendees, the "well oiled machinery" of WOTY made this year's luncheon a pleasure to attend. "I didn't have to look at my watch—everything just flowed so smoothly and the speakers and the video clips were absolutely riveting," noted one senior-level agency executive. "The entire program was 'on message.' I feel inspired to make a difference," noted another attendee.

The credit for WOTY's continued success goes to many individuals but most of all it goes to the 2003 WOTY Committee: **Mary E. Cobb**, *Committee Co-Chair*, PACE, Inc., a Lowe Healthcare Company; **Daria Blackwell**, *Committee Co-Chair*, White Seahorse, Inc.; **Sharon Callahan**, *WOTY Fundraising Chair*, SummitGREY; **Nancy Larsen**, PROmedica Communications, Inc.; **Barbara Pritchard**, The Pritchard Group; **Teri P. Cox**, Cox Communications Partners; **Sarah S. Harrison**, AstraZeneca Pharmaceuticals LP; **Donna Ramer**, HealthMed Communications; **Susan Youdovin**, B&Y Communications; **Lisa Mele**, Advantage Healthcare, Inc.; **Ilyssa Levins**, GCI Healthcare; **Debra L. Newton**, NewtonGravityShift; **Gayathri Koundinya**, CV Therapeutics; **Sharon Simons Cammisa**, Osprey Communications, Inc.; **Shellie Caplan**, Caplan Associates, Inc.; **Rosemary Azzaro**, Marketing Communications Consultant; **Jan Pritchard**, Innovex LP; **Meryl Zausner**, Novartis Pharmaceuticals Corporation; **Chris Pentz**, CMP, PENTZ Group Communications; **Eve Dryer**, SIGNOVA; and **Mary Anne Sabogal**, Alliance Marketing Services Group.

Special thanks to:
Carol Davis-Grossman and The Charles Group, Inc.,
for their logistical and managerial support of this event.

HBA Honors a Record Number of Rising Stars*

The "Rising Star" Award recognizes women from the HBA's corporate member companies whose outstanding accomplishments make a difference in the industry and inspire others. Notably, a record 47 Rising Stars were honored at the 2003 WOTY event—congratulations to each and every one.



LIZ BARRETT
Vice President, Acute Care & Specialty Markets Franchise
Ortho Biotech Products, L.P.



CATHERINE BOZEMAN, MD
Medical Director
The Foundation for Better Health Care (FBHC)



MARIA CASINI
Vice President, Creative Director
Accel



JOAN COFFEY
Senior Ad Sales Specialist
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GAIL COHEN
Team Leader
Chandler Chicco Agency



BRENDA COOPERSTONE, MD
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BusinessEdge Solutions



CARRIE GRECO
Vice President, Account Group Supervisor
FCB HealthCare



PEGGY HELLER
Vice President, SIGNOVA (a Vox Medica Company)
Vox Medica, Inc.



KATHLEEN M. HILTZ
Marketing Services Manager
JAMA: Journal of the American Medical Association
American Medical Association



CYNTHIA HOGAN
Vice President, Respiratory / Dermatology Business Unit
Novartis Pharmaceuticals Corporation



JULIE HOLCOMBE
VP, Director of Oxford Institute
Oxford Institute for Continuing Education, a division of OCC North America, Inc.

*This space is traditionally reserved for the President's message. However, because we have so much important WOTY news to report, I have given the back cover for this issue to honor 47 exceptional women in our industry—the 2003 HBA "Rising Stars" and our own "Star Volunteer."

—Nancy Larsen, HBA President

turn to **2003 RISING STARS** on page 4

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