

HBA BULLETIN

THE NEWSLETTER OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION *Advancing Women's Careers* JULY/AUGUST 2004

Congratulations to the Founding Presidents of the HBA's Seven Chapters and Affiliates

NEW YORK, NY—The HBA's 2004 "Woman of the Year" (WOTY) event was a great success and the perfect place to showcase the exciting news that, as HBA President **Daria Blackwell** announced in her WOTY address, "the HBA is now truly a *national* association." It was the early (and continuing) efforts of the HBA's seven Founding Chapter/Affiliate Presidents that made this national expansion possible. These exceptional women (who were all honored at the 2004 WOTY event as "Star Volunteers") dedicated their time, energy, passion and commitment to making the HBA a powerful national voice for the advancement of women in the healthcare industry and to bringing the association closer to its members.



Atlanta Chapter (2000)
Jan Hannon
President
Envision Communications, Inc.

Hannon is President of Envision Communication, Inc., a premiere medical education company located in Atlanta, GA. She founded Envision 9 years ago, after relocating from New York and running Adair Green's Atlanta-based healthcare division.

Hannon has over 20 years of experience in the healthcare communications field. She and her husband, Jim, have two daughters, Blaire 14, and Darcy 12 years old. "I was immensely proud and honored to serve as the Founding President of the Atlanta Chapter of the HBA," Hannon said. "I believe it is extremely important for women in this community to have an avenue for their continued growth, success and advancement in order to have a positive impact on the healthcare industry across the nation."



Boston Chapter (2001)
Karla Gonye
National Director
Healthcare Businesswomen's Association

Gonye recently joined the HBA as National Director, serving to advance women's careers through the Corporate Membership program. With more than a decade of industry experience, Gonye established the Boston Chapter and served as President for two years. Her most valued professional experience was during her seven-year career at Schering-Plough Corporation as manager/leader of a sales team. When asked about her experience as the HBA Bos-

turn to **FOUNDING PRESIDENTS** on page 9

"Meet the Rising Stars" Seminar Provides HBA Members with Advice to Jump Start Their Careers

Carol Sardinha
Director, Bimark Medical Communications

TEANECK, NJ—"Don't wait for your next career move. Go looking for it," because no one is going to tap you on the shoulder and hand you that next opportunity, advises **Arlene Adoff**, VP, Sales Training & Development, Novartis Pharmaceuticals Corporation. That was among the wealth of advice HBA Metro Chapter members heard at the June 1st "Meet the HBA Rising Stars" seminar, hosted by Eisai Inc., and held at the Marriott at Glenpointe in Teaneck, NJ.

The seminar, organized by **Linda DaSilva**, Eisai's Director of Pharmacy & Trade Relations, enabled Metro Chapter members to hear current and previous HBA "Rising Stars" share their tips for women seeking to propel their careers to the next level. **Ilyssa Levins**, Managing Partner, GCI/BrandEdge, and **Patricia Pesanello**, Chief Knowledge Strategist, BusinessEdge Solutions, joined Adoff on a panel discussion moderated by **Jill Quist**, President, Quist Solutions. Among the advice they offered:

- Make sure others in your organization

hear your thoughts and ideas, but be short and to-the-point.

- Finish your work quickly so you can ask for more.
- Always have one or two sound bytes on your accomplishments ready to share in case you bump into the company president.
- Develop confidence, or at a minimum, learn to project confidence, even on days when you may doubt yourself.
- Write and get your articles published. Intellectual capital is indispensable.
- Whenever you have something to dis-

turn to **RISING STARS** on page 10

HBA BULLETIN

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HBA HEALTHCARE BUSINESSWOMEN'S ASSOCIATION
Advancing Women's Careers

HBA NATIONWIDE NEWS BRIEFS

ATLANTA

■ ■ On June 22nd, UCB Pharma hosted the Atlanta Chapter meeting, "The Leader's Role in Talent Management." **Peter Topping**, PhD, Executive Director of Executive Education and Senior Lecturer in Organization & Management, Emory University's Goizueta Business School, delivered this address. Dr. Topping is a recognized expert on critical areas of leadership and the development of talent within organizations. He has served as consultant to a wide variety of corporations including The Home Depot, Coca-Cola and Lockheed Martin, and is the author of *Managerial Leadership* (McGraw-Hill, 2002).

■ ■ The HBA's Atlanta Chapter would like to extend special thanks to several people and companies that have been instrumental in our escalating momentum in 2004. **Rita Brett**, SVP, Creative Director, Adair-Greene, has been a significant supporter of the HBA over the last year, contributing her time as a speaker and a promoter of the organization. She has consistently brought in new members, including her own team at Adair-Greene. The chapter is very grateful to **Jim Hynd**, SVP of Commercial Operations at Solvay, who was an early proponent of hosting the chapter's May event and who has just agreed to join the HBA National Advisory Board. The June meeting could not have been possible without the efforts of **Nadine Craig**, SVP of Government and Business Affairs at UCB Pharma, who is also a member of HBA's National Advisory Board.

■ ■ There are several interesting programs in development for the balance of the year. The Atlanta Chapter Board of Directors would love to hear from members and other interested parties regarding topics of interest for future programs. Contact Atlanta Chapter President, **Deborah Coogan Seltzer** at Deborah.seltzer@atkearney.com.

BOSTON

■ ■ The Women in Science Initiative (WIS) Committee is planning a fall launch of evening educational seminars and networking opportunities that include women from various functionalities within industry and academic institutions. The goal is to promote understanding of how science and

business are integrated, increase awareness of the HBA's role in professional development among women scientists, and highlight career paths available within the industry. A Boston Woman Scientist of the Year Award, recognizing a woman scientist in the industry who has demonstrated special talents and extraordinary achievements on the job, is also planned. For more information please contact **Buket Grau**, Director, WIS Initiative, at be_grau@yahoo.com.

■ ■ HBA members and prospective members are invited to participate in a cocktail and networking reception at IBC's Annual Drug Discovery Technology® World Congress in Boston (www.drugdisc.com). The reception will be held on Wednesday, August 11th, at 6:00 pm at the Hynes Convention Center Conference venue. This is a premiere event for researchers and business executives to evaluate and understand the latest advances in drug discovery. The event features a scientific conference with over 125 speakers convened at the world's largest drug discovery exhibit hall. The latest technologies and products will be showcased. Over 5,700 members of the scientific community attended IBC's Drug Discovery Technology® 2003. HBA members will receive a 25% discount off conference registration fees. Contact **Deborah Furey**, dfurey@braunconsult.com or **Irene Maslowski**, irene@imassocpr.com for more information.

CHICAGO

■ ■ The HBA Chicago Affiliate made its official debut at the HBA's "Women of



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new HBA members
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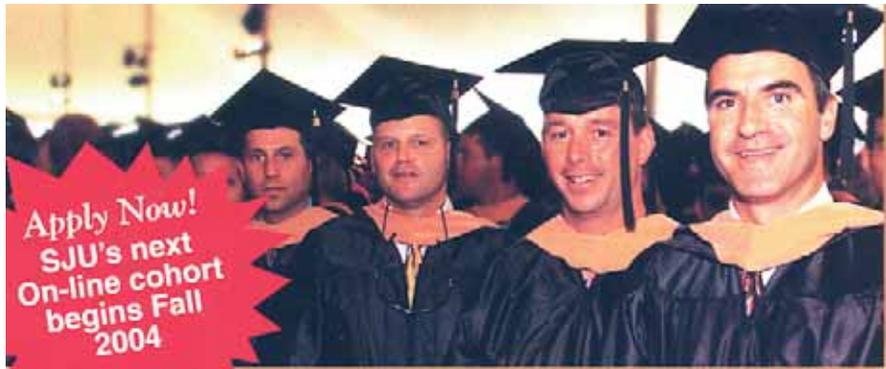
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- › COMPLETED APPLICATION
- › RESUME
- › OFFICIAL MBA TRANSCRIPTS



the Year" (WOTY) luncheon in New York City on Friday, May 14th and was honored by an award for its Founding President, **Kimberly Farrell** (see cover story) and the recognition of three Chicago Affiliate members as HBA 2004 "Rising Stars": **Blasine Penkowski**, Divisional VP Neuroscience, Pharmaceutical Products, Abbott Laboratories; **Coco Sherman**, Director, Leadership Development, Unlimited Performance Training, Inc. and **Sarah Kidd**, Director, Field Monitoring and Study Operations, TAP Pharmaceuticals. According to Farrell, "It's important to recognize the accomplishments of our members. That's what makes the chapter strong."

■ ■ For upcoming Chicago Affiliate events, see page 4 or visit www.hbanet.org.



Three officers from the HBA Chicago Affiliate attend WOTY 2004 (featured left to right): **TRACEY JURECKI**, Chicago Business Center and Co-Program Chair of the HBA Chicago Affiliate and Field Development Leader, AstraZeneca; **KIMBERLY FARRELL**, President, HBA Chicago Affiliate and President, Unlimited Performance Training, Inc.; **NANCY REID**, Co-Marketing Chair/Secretary of the HBA Chicago Affiliate and President, Reid & Company.

INDIANA

■ ■ HBA Indiana Affiliate Board member, **Kathy Rheeling**, was recently named "2004 Business and Consumer Services Entrepreneur of the Year" by Ernst & Young LLC. For more on this, see article on page 11.

■ ■ Author and motivational speaker **Jean Deeds** will be the featured speaker at the affiliate's October 27th program titled "Stretch Your Limits." See page 4 or visit www.hbanet.org for more details on this and other im-

portant upcoming events.

■ ■ The HBA Indiana Affiliate Board of Directors has begun its strategic and 2005 planning processes. Members will be updated with new program offerings and benefits once they are finalized.

■ ■ The Membership Committee is planning a late-summer follow-up to the first, tremendously successful Membership Social. Visit www.hbanet.org for details.

METRO

■ ■ Long-time HBA mentor, supporter, and advisory board member **William Sheldon**, former President and COO, Eisai Pharmaceuticals, was honored by the HBA for his many contributions over the years helping healthcare businesswomen advance their careers (see photo, page 10). **Charlene Prounis**, HBA Metro Chapter President and Executive VP, Chief Marketing Officer, Corbett Accel Healthcare Group, presented Sheldon with the HBA Appreciation Award during the June 1st "Meet the Rising Stars" seminar (see cover story). Sheldon said women are playing a much larger role in healthcare business today than just five to 10 years ago. "Women are going to run the healthcare industry," predicted Sheldon, who believes women will continue to play an increasingly visible and influential role in the coming years.

■ ■ The "Dress for Success Fashion Show and Dinner" was recently held as part of the HBA Metro Chapter's Career Development Conference, "Take Charge of Your Career" (July 21st-22nd at the Parsippany Hilton. See the next issue of the *HBA Bulletin* for detailed coverage.) Award-winning TV comedian, **Judy Gold**, moderated the event and left the audience laughing with her demonstrations on what NOT to wear. Other highlights of the two-day program included

a speed networking session and skill-building workshops.

MID-ATLANTIC

■ ■ **Leigh Ann Ruggles**, Business Development Director of the Economic Alliance of Greater Baltimore, has joined the Board of Directors as Secretary.

■ ■ As part of its efforts to help members get to know each other, the Mid-Atlantic Affiliate has implemented a random member recognition pro-



Towan Isom, Principal, Isom Events, was recently recognized for her contributions to the HBA Mid-Atlantic Affiliate.

gram. At the beginning of an event, the selected member takes the podium for five minutes. **Ginny Dunn** of GenVec and **Towan Isom** of Isom Events were most recently recognized. Isom explained to members how she started her company, which offers multicultural and niche marketing services.

■ ■ The Mid-Atlantic Affiliate also initiated a Volunteer Recognition program. Each quarter, an unsung volunteer of the HBA will be honored for taking the "Time to Make a Difference." The Columbia MedCom Group's Market Research Manager **Jennifer Curtis** was the first to receive the award. Curtis is Editor of the affiliate's newsletter. President **Susan Torroella** presented her with a silver hourglass to thank her for her service.

■ ■ Congratulations again to the Mid-Atlantic Affiliate Programs Committee which organized and executed the HBA's first-ever event in Delaware. The event featured poet **David Whyte** who spoke to more than 200 attendees on re-imagining leadership in a new world of work. See the May/June issue turn to **NATIONWIDE NEWS BRIEFS** on page 4

of the *HBA Bulletin* for complete coverage of this groundbreaking event.

SAN FRANCISCO BAY AREA

■ ■ A powerhouse Executive Women's Breakfast on partnerships that drive business strategy was hosted by Genentech Inc. on June 24th. HBA San Francisco Bay Area Chapter President **Claudia Estrin** was joined by **Myrtle Potter** (2000 HBA "Woman of the Year"), **Susan Desmond-Hellman**, MD, MPH, and **Robin Winter-Sperry**, MD. See article on page 8 of this issue.

■ ■ The HBA San Francisco Bay Area Chapter continues to thrive under the leadership of its new Board of Directors (see page 12 of the May/June *HBA Bulletin*). Many exciting programs are planned for this summer and fall. Look for more news in the next issue of the *HBA Bulletin* or visit www.hbanet.org. ■

Dr. Jack GroppeL Shares the Power of "Full Engagement" with the HBA Chicago Affiliate

CHICAGO, IL—On Wednesday, May 26th the HBA Chicago Affiliate welcomed **Dr. Jack GroppeL** as the keynote speaker for its dinner event at the Hyatt Regency Chicago. Dr. GroppeL is an internationally recognized authority in the science of human performance and an expert in fitness and nutrition, as well as an Adjunct Professor of Management at the J.L. Kellogg School of Management at Northwestern University. He spoke on "The Power of Full Engagement: Becoming a Corporate Athlete."

Dr. GroppeL defined full engagement as, "the skillful mobilization of energy required to fully ignite talent and skills in the workplace." He correlated the challenge world-class athletes face when trying to elevate their skills

to the next level with the daily demands business professionals face in the corporate environment and in their personal lives. While an athlete may train for months for one event, the average professional is constantly challenged to perform to the upper limits of her capacity all day, every day. He proposed that to be fully engaged and effective in one's professional and personal life, one must be physically energized, emotionally connected, mentally focused and spiritually aligned with the mission at hand.

At the close of the presentation, Dr. GroppeL made himself available to speak with attendees and autograph copies of his bestselling book, *The Power of Full Engagement*. To learn more about Dr. GroppeL's training programs and take the free self-profile, visit www.fullengagement.com. ■

HBA CALENDAR OF EVENTS

SEPTEMBER 9, 2004

METRO CHAPTER
Evening Seminar
Powering Up Your Future
Pfizer Inc.
New York, NY 5:30-8:15 PM

SEPTEMBER 14, 2004

BOSTON CHAPTER
Evening Seminar
Unlocking Network Potential
The Conference Center at
Harvard Medical School, Boston, MA
5:15 PM Registration 6:15 PM Program

SEPTEMBER 30, 2004

CHICAGO AFFILIATE
Gender Differences & The Price Women Pay
Location and time to be announced

OCTOBER 14, 2004

METRO CHAPTER
Evening Seminar
Wyndham Hotel, Philadelphia, PA
5:30-8:15 PM
Sponsored by *GlaxoSmithKline* and *IMS Health*

OCTOBER 21, 2004

METRO CHAPTER
CONNECTIONS
Bristol-Myers Squibb
Plainsboro, NJ 5:30-8:15 PM

OCTOBER 27, 2004

INDIANA AFFILIATE
Stretch Your Limits
Featured Speaker: Jean Deeds, Author and Motivational Speaker
Location and time to be announced

OCTOBER 28, 2004

CHICAGO AFFILIATE
Evening Seminar
Career Strategies to Move Ahead
Location and time to be announced

NOVEMBER 9, 2004

METRO CHAPTER
Evening Seminar
Novartis Pharmaceuticals
E. Hanover, NJ 5:30-8:15 PM

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Commercial Trends in Biotech and Pharma

Sowmini Sampath

Co-Director of Communications, HBA Boston Chapter; Medical Writing and Communications

Erin Sheehan

Co-Director of Communications, HBA Boston Chapter; Director of Marketing, MedPanel Inc.

CAMBRIDGE, MA—More than 80 healthcare-industry professionals attended the information-packed seminar, “Commercial Trends in Biotech and Pharma” at Millennium Pharmaceuticals on April 21st, 2004. **Debbie Lovich**, VP and Director, The Boston Consulting Group gave a presentation which was followed by an interactive panel discussion with participants **Doug Jermasek**, VP Global Marketing, Genzyme, **Rick Finnegan**, VP Sales and Marketing, Critical Therapeutics and **Susan McGown**, VP Business Development, Alkermes.

In the presentation, Lovich highlighted some current industry trends, reviewing select “pros” and “cons.”

Negative Thinking: The sense that “the sky is falling” is somewhat of an industry trend in and of itself, Lovich explained. This prepare-for-the-worst approach is helpful, but can also undercut industry progress by keeping biotech and pharma leaders from seeing and taking advantage of the best opportunities out there.

Direct-to-Consumer Marketing: A long-time and growing trend, DTC marketing has expanded the biopharmaceutical industry enormously and has helped inform, empower and educate patients. However, the value of and extent to which DTC marketing is used must be properly evaluated as there are definite limits. As an example, Lovich reminded the audience that prescriptions are not consumer products and that physicians still drive the decisions. Indeed, less than 5% of patients’ appointments are based on DTC ads; 25% ask but do not remember drug details in regular appointments.

Increased Scrutiny: There is a growing trend towards increased regulatory

and public scrutiny of pharmaceutical advertising and promotional initiatives. This process can help maintain and even raise the high standards of quality and excellence of such initiatives. However, such scrutiny can be excessive, costing industry considerable extra time and money.

Market Saturation: Currently, there is one pharmaceutical sales rep for every three doctors, Lovich explained. This “con” can emerge as a “pro” if companies seize the opportunity to re-evaluate their sales strategies so that they provide maximum value to the market they serve and a maximum dollar return on their corporate investment.

Influence Marketing: This trend involves using key opinion leaders to influence peers, regulatory committees and formulary decisions. Lovich noted no “cons” associated with this trend which continues to be an effective approach that

can yield important strategic alliances. Influence marketing can serve as a valuable resource throughout all stages of drug development, panelists agreed.

Other key points made by panelists Jermasek, McGown and Finnegan included:

- Companies lacking a full commercial infrastructure are successfully partnering with larger biopharma companies to launch drugs. This is often an effective strategy to consider.
- Smaller companies should consider studying the marketplace to plan strategies to corner market share long before product launch.
- Professional success is more than just sales numbers. Value is important—sometimes canceling a deal or product in development can be the right decision for a company.
- Why do some alliances fail? Poor communications, different priorities and differences in company culture. The best alliances are interdependent, forged between companies of similar size and with similar goals and employ an Alliance Management Program. ■

Climbing the Corporate Ladder... Together

Joe Soto

EVP, Dorland Global Health Communications; Director of Communications, HBA San Francisco Bay Area Chapter

SOUTH SAN FRANCISCO, CA—

On June 24th, over 50 senior-level women started the day off bright and early with an executive breakfast, “Compelling Partnerships that Drive Business Strategy,” hosted by Genentech at their corporate headquarters here. Chapter President, **Claudia Estrin**, VP, Decision Support & Communication Operations, Genentech, Inc., welcomed attendees and facilitated this highly energized and informative event.

The executive breakfast was fortified with an empowering discussion between

the HBA’s 2000 “Woman of the Year,” **Myrtle Potter**, President, Commercial Operations, Genentech and **Susan Desmond-Helman**, MD, MPH, President, Product Development, Genentech. During the discussion, moderated by **Robin Winter-Sperry**, MD, President, Scientific Advantage, Potter and Desmond-Helman shared their experiences, perspectives and insights on winning partnerships that lead to corporate success. They explained that the key to their successful partnership has been mutual respect, combined with a strong commitment to helping patients, many of whom have life-threatening diseases. They also discussed the importance of creating a balance between work and life, and provided the audience with some personal examples. Both women attributed much of their success to the support of other women, and recognized the HBA as a vehicle through which they can return this same kind of support.

Look for photos and more detailed coverage of this important event in the next issue of the *HBA Bulletin*! ■



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Effective Strategies for Managing Conflict

Margaret P. Bollinger and
Rita M. Rochford

Bollinger and Rochford Associates

Recently, the distressed voice of a close friend who is the executive director of a growing non-profit company edged its way through the wires of my telephone. "If conflict is such a natural part of life," she asked, "why does it cause such difficulty and angst for us all?" Mary Belenky, co-author of *Women's Ways of Knowing*, reminds us that, indeed, conflict is natural in life and when well handled, individuals and communities can develop and grow. Ah, there's the rub. Conflict must be well handled. In fact, how an organization handles conflict is a powerful indicator of how successful it will be. (Samuel Greengard, "Conflict Happens")

Daniel Goleman, in his book *Working with Emotional Intelligence*, believes there is a new yardstick in the world of work. We are being judged "not just by how smart we are, or by our training and expertise, but also by how well we handle ourselves and others." In his research of organizations, Goleman specifically found that effective leaders typically demonstrated strengths in both managing themselves and their workplace relationships. "No matter what leaders set out to do—whether it's creating strategy or mobilizing teams to action—their success depends on how they do it. Even if they get everything else just right, if leaders fail in (the) primal task of driving emotions in the right direction, nothing they do will work as well as it could or should." (*Primal Leadership*, 2004) In today's fast-paced, often chaotic workplace, how we perform matters. And the good news is that the personal capabilities that enhance self-awareness, self-management and relationship management can be learned. Of these, communication skills and conflict management skills are the most visible.

Conflict Resolution Concepts/Skills

• Triggers, Cues, and Behaviors

We all find ourselves in situations that trigger our emotions, "push our buttons," get our adrenaline flowing. "This adrenaline

boost readies our body for a good fight or a speedy flight depending upon how we assess the situation we are in." (ESR, 1998)

We have just a few seconds when we are both physically and mentally alert to respond constructively before our emotions take over. Goleman describes this as "emotional hijacking" or "flooding"—that means that when we lose the ability to keep our emotional impulses in check we also lose the ability to access our thinking brain. (*Emotional Intelligence*, 1977)

• Listen Intentionally

One of the most important communication skills is the ability to listen well. That means focusing on what is being said, determining the other's needs, and discerning unspoken feelings about the issue. Listening intentionally also helps to diffuse anger.

• Check for Understanding

This is the art of paraphrasing (saying back) what we have heard and, if appropriate, reflecting the perceived feelings. Checking for understanding encourages dialogue and sets the stage for a negotiated solution.

• Communicate Assertively

By speaking in an assertive, clear way we state how we feel, why we feel this way, and what we would like to see changed. This communication skill is called an "I-Message," using "I" instead of "You" when communicating our thoughts and feelings. Daniel Goleman calls this "the art of nondefensive speaking... keeping what is said to a specific complaint rather than escalating to a personal attack." (*Emotional Intelligence*, 1997) "You-Messages often connect to blame and tend to raise defenses."

• Point of View

Each of us experiences the world from our own point of view. We tend to filter events based upon our goals, feelings, needs, values, experience, gender, age and a myriad of

other descriptors. It is important to understand what might affect the other's point of view, particularly if the disagreement involves

MYTHS RELATED TO CONFLICT

• Conflict is *always* negative.

Creative conflict resolution can be a force for constructive change on a personal and professional level.

• Conflict resolution *must* have a winner and a loser.

When participants use a win/win approach to resolving conflicts there is a better chance of meeting needs. While not always possible, it is worth the effort. A person who has "left the table" with none of her/his needs met, may feel victimized and undermine the work of the organization.

• There is only one way to handle *all* conflicts.

There are a variety of ways to resolve conflicts: collaborate, direct/control, compromise, accommodate, avoid, and appeal to a third party. Each style has possibilities and drawbacks—the challenge is to use the styles skillfully and appropriately. If you favor one or two, consider expanding your repertoire. The more tools we have, the better prepared we are to handle a variety of conflict situations.

a difference of status/experience within the organization. The goal is not to, necessarily, change the other's point of view especially if it is based on values. Rather, it is our challenge to understand how a particular viewpoint might affect working towards a win/win solution. ■

Margaret Bollinger and Rita Rochford are trainers/consultants in conflict resolution and in building constructive work environments. 212-254-2697, 908-461-5258.

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FOUNDING PRESIDENTS *from page 1*

ton Chapter Founding President, Gonye responded, “it was definitely a career highlight. Most significant to me was the opportunity to create some energy and focus around women supporting women professionally. From a national perspective, the combined success of the chapters strengthens the HBA, facilitating its emergence as a powerful force in the industry that continues to lead women to new heights.”



Chicago Affiliate (2003)

Kimberly A. Farrell

President

Unlimited Performance Training, Inc.

Farrell is the Founder, President/CEO of Unlimited Performance Training, a pharmaceutical training organization based in Deerfield, IL. She is a member of the Pharmaceutical Representative Magazine (PRM) Advisory Board and columnist for the PRM series of articles featuring career strategies for women in leadership. Farrell owns the trademark for WIN Leadership, the premiere leadership seminar for mid-senior level women in the healthcare industry. “The first [HBA Chicago Affiliate] meeting was held in February, 2003,” Farrell said as she proudly recalled her early days as Founding President. “Membership has since grown to more than 125 members including four major Chicago corporations: Abbott, TAP, Unlimited Performance Training, Inc. and AstraZeneca Chicago.”



Indiana Affiliate (2003)

Teresa Pascarelli

President

Integrity Pharmaceutical Corporation

Pascarelli served Integrity Pharmaceutical Corporation as COO and then President from November, 2001 until present. Her experience includes over 20 years in pharma, at Boehringer Ingelheim and Roche, spanning diverse functions including executive management, R&D, managed healthcare, government affairs, trade and sales. She has degrees from Rutgers (BS-Pharmacy) and Pace (MBA). “Having been an HBA member on the east coast, I am so appreciative of the opportunity to share the benefits of the HBA with so many talented healthcare industry professionals in Indiana,” Pascarelli said.



Metro Chapter (2004)

Charlene Prounis

Executive Vice President, Chief Marketing Officer
Corbett Accel Healthcare Group

Prounis opened the Accel agency with her partners in 1999 and helped lead Accel to national prominence in only two years when it was selected as “Agency on the Rise.” Accel recently joined forces with another top Omnicom agency to form Corbett Accel Healthcare Group. Prounis was promoted into an executive leadership role as the Chief Marketing Officer. When asked about the value of the HBA expanding nationally via chapters and affiliates, Prounis underscored the enhanced opportunities this offers to

HBA members. “Being the HBA Metro Chapter President allows me to focus on the individual member and develop programs that are going to help that member advance her career. Now [the HBA] can offer more skill-building programs on key skill sets such as negotiation and mentoring. We are also better positioned to hear the advice and counsel of successful senior-level women and to bring programs of topical focus to industry.”



Mid-Atlantic Affiliate (2003)

Susan Torroella

Chief Executive Officer

Columbia MedCom Group

Torroella is CEO of Columbia MedCom Group, comprised of INNOVIA Education Institute, an ACCME accredited provider; and Medicalliance, provider of professional communications. Torroella’s healthcare experience includes global marketing at Schering-Plough where she used her four languages to do healthcare work in West Africa.



San Francisco Chapter (2001)

Gayathri Koundinya

Commercialization Manager

CV Therapeutics, Inc.

Through Koundinya’s leadership, the San Francisco Chapter enrolled over 200 members and two pivotal corporate members, Genentech and Guidant, during its first year. She was also critical in enrolling support of many of the leading female executives in the area. Over the past three years, the chapter has become a mainstay in the Bay Area healthcare community. “Starting the San Francisco Chapter of the HBA was one of the most unique and wonderful leadership experiences in my career,” Koundinya said. “It gives me great pride to look back and see how many lives have been positively impacted by the organization.” ■

PRESIDENT'S FORUM *from page 12*

document changes in how women reach their goals in the healthcare industry—tapping into our pool of WOTY recipients and Rising Stars as a start.

Our inspiration for the future came from **Carolyn Buck-Luce**, whose report on the *Hidden Brain Drain: Women and Minorities as Unrealized Assets*, a think tank dedicated to advancing women’s careers within corporate America, gave us plenty to consider. The task force is identifying what needs to happen today so we can achieve the diversity that will be required 20 years from now when the available work force will be severely limited in number. Some of the findings to date are astounding.

It’s a very exciting time and we were very gratified to hear that the HBA is already a pivotal partner in several leadership development initiatives, with a role that’s gaining momentum. We look forward to developing new programming that our corporate partners and all their employees, both women and men, can benefit from, and we’ll be fielding our first educational program in a pilot test this fall. I’ve said it before and I’ll say it again, I am so proud to be a member of the HBA! ■

How Powerful and Imaginative are You as a Leader?

Teresa Pascarelli

President, Integrity Pharmaceutical Corporation; President, HBA Indiana Affiliate

INDIANAPOLIS, IN—On April 26th, the HBA Indiana Affiliate held a very successful evening program hosted by the College of Pharmacy and Health Sciences (COPHS) at Butler University, Indianapolis. **Patricia Chase**, Professor and Dean of the COPHS and a founding member of the HBA Indiana Affiliate, led an exciting workshop that provided practical informa-



tion and skills for women leaders.

Patricia Chase, Professor and Dean, Butler University College of Pharmacy and Health Sciences.

The program, “How Powerful and Imaginative are You as a Leader?,” challenged the more than 70 attendees to complete an assessment of their leadership skills in terms of four significant leadership “frames”: structural, human resource, political and symbolic (see box at right). Chase reviewed the importance of these four frames and facilitated a group discussion about how to use each in a more complete and balanced way. Attendees then had the opportunity to consider how to build a team using the concept of leadership frames. Chase also explained how to determine the relevance of frames and to reframe organizational issues in the most productive ways.

Some key benefits of this “framed” approach to evaluating leadership include:

- the ability to articulate a strategy for improving leadership competencies in each of the four frames,
- the ability to assess current work environments in terms of individual strengths, weaknesses and opportunities for improvement, and
- the creation of a framework through which to reflect on your own leadership journey.

THE FOUR FRAMES

STRUCTURAL: Emphasizes goals, rules, formal relationships and the rational side of an organization.

HUMAN RESOURCE: Emphasizes needs, attitudes and skills, i.e. the human side of an organization.

POLITICAL: Emphasizes power, conflict and coalitions among various interests in an organization.

SYMBOLIC: Explores how organizations create meaning and belief through symbols.

The audience participated in a variety of case study discussions which helped identify challenges and obstacles to optimally framing workplace situations. In addition, they held small group discussions to brainstorm new ways to improve outcomes by more effectively utilizing the correct leadership frame(s) to solve work-related problems. Chase concluded by reminding her audience how much US healthcare industries need leaders and mentors and that as HBA members we can use our own unique talents to become those leaders. ■

RISING STARS *from page 1*

Discuss with your boss, develop a few PowerPoint slides that document your progress. That way, your boss can see what you actually do, and it allows you to control the conversation.

- Document your deliverables in a one-page memo that you can share with colleagues. This updates them on your projects while promoting your accomplishments.
- Know who to trust in your organization. Make that person a confidant and get honest, specific feedback.
- Determine what your greatest strengths and talents are, and draw upon those whenever promoting yourself, whether within the organization, or as part of a job search.
- “Never be afraid to shine the spotlight on yourself,” Levins added to the expert panel advice noted above. “There are ways to promote your value without appearing self-aggran-

dizing, especially when you simultaneously recognize colleagues and team members as being instrumental in the project’s success.” ■

WILLIAM SHELDON, former President and COO, Eisai Pharmaceuticals, was presented with an HBA Achievement Award by **CHARLENE PROUNIS**, HBA Metro Chapter President and Executive VP, Chief Marketing Officer, Corbett Accel Healthcare Group, during the June 1st *Meet the Rising Stars* seminar.



Meet the Rising Stars panel from left to right: JILL QUIST, President, Quist Solutions; PATRICIA PESANELLO, Chief Knowledge Strategist, BusinessEdge Solutions; ILYSSA LEVINS, Managing Partner, GCI/BrandEdge; and ARLENE ADOFF, VP, Sales Training & Development, Novartis Pharmaceuticals Corporation.

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Arriving and Thriving in the Executive Suite

Kim Rowe

Managing Partner, Agentive Sales and Management Training

KENILWORTH, NJ—“You might as well aim high, because you are going to work just as hard in middle management as you will in the executive suite,” said **Charlene Prounis**, President of the HBA’s Metro Chapter and Executive VP, Chief Marketing Officer, Corbett Accel Healthcare Group. Metro Chapter members heard Prounis and other HBA speakers discuss their secrets for making it to and staying at the top at the April 22nd seminar, “Arriving and Thriving in the Executive Suite,” hosted by Schering-Plough Corporation.

The most effective way for women to advance their careers is to “find ways to add value to the company,” both within and outside of their current job description, said **Carrie Cox**, Executive VP and President, Global Pharmaceuticals, Schering-Plough. “Success is not an exclusive club. It’s open to anyone who is willing to pursue their goals,” added program monitor **Julie Kampf**, President, JBK Associates, Inc.

“No one can argue with results,” said **Sharon D’Agostino**, Global President, AVEENO and CLEAN & CLEAR Franchises, Johnson & Johnson Consumer Companies. D’Agostino cited measurable performance and a track record of results as keys to her success at J&J, but also gave much of the credit to her team. “I have never seen anyone reverse a sales or profit decline by themselves,” D’Agostino said. “Most successful executives have a vision for their team—and it’s getting the team to buy in to the vision that gets results.”

Carol Ammon, CEO, Endo Pharmaceuticals, stressed it is important to gain broad-based experience in order to prepare for increasingly responsible positions. “You must recognize when

defining opportunities come along and take full advantage of them,” Ammon said. “Being a CEO is easy if you believe that you need to put the best team together and reward people for what they bring to the table.”

Lelia O’Connor, Executive Coach/

Leadership Consultant, Ngal So Consulting, suggested that “leadership is a state of mind. We lead by virtue of who we are.” She said inner work is critical to long-term executive success because it helps to clarify one’s personal definitions of integrity, leadership, and vision. ■

HBA Indiana Affiliate Board Member Kathy Reehling Announced as Regional Entrepreneur of the Year by Ernst & Young LLC

Liz Childers

Marketing Manager, CREW Corporation

Teresa Pascarelli

President, Integrity Pharmaceutical Corporation; President, HBA Indiana Affiliate

INDIANAPOLIS, IN—In recognition of the entrepreneurial power of Indiana businesses, Ernst & Young LLC (E&Y) one of the nations’ leading professional services companies, recently named **Kathy Reehling**, CEO and Co-Founder of CREW Corporation (one of the top 500 women-owned businesses in the United States and the fourth largest in Indianapolis), as “2004 Business and Consumer Services Entrepreneur of the Year.”

Since presenting its first local award in 1987, the Indiana E&Y program has recognized hundreds of entrepreneurs with this highly respected honor. To be eligible to receive an award, nominees must either be owners or professional managers, who are primarily responsible for the recent performance of the company and who continue to be active members of top management. Criteria are similar if the company is publicly held.

CREW Corporation is an Indiana-based company that was founded 12 years ago by Reehling and **Jerry Adkins**. Today, with 130 employees, CREW offers a variety of services to a wide range of customers focusing on technical writing, validation and information technology support. According to Reehling, the company has ambitious plans for the future. These include diversifying the customer base and growing to 250 employees by 2009.

One reason Reehling believes CREW has been successful is her attitude towards establishing a cohesive company culture. Reehling notes, “The culture of your company is extremely important and the leader of the company needs to set and protect that culture fiercely.” One aspect of her success has been her focus on leadership opportunities via her own personal commitments and support of leadership opportunities for CREW team members. Reehling joined the HBA Indiana Affiliate Board of Directors in 2004 and continues to make important contributions to the HBA in that role. For more information on CREW Corporation visit: www.crewtech.com. ■

“The culture of your company is extremely important and the leader of the company needs to set and protect that culture fiercely.”

PRESIDENT'S FORUM

Daria O. Blackwell
HBA President



On June 10th, the National HBA Board had the distinct pleasure of meeting with our esteemed HBA Advisory Board for 2004. Chock full of sessions to explore the next phase of HBA's evolution, the all-day meeting at the Regency Hotel in New York City, passed very quickly. Expertly organized by President-Elect **Barbara Pritchard**, we heard from senior healthcare industry executives what they're doing to advance the careers of women in their organizations, what obstacles they face, and where the HBA can be of help. And what an energizing session it was!

We started with an overview of how far we've come in 2004 already, including record individual membership, record corporate membership, seven thriving chapters and affiliates, a truly national Board of Directors overseeing the global strategic issues, a new National Director responsible for enhancing collaboration with our corporate members, and a new promotional campaign designed to position HBA membership as an indispensable career asset—all areas where we delivered on the recommendations of last year's advisory board. We should all be very proud of our accomplishments. We have taken that giant leap into maturity as an organization, where the value of membership keeps growing.

We then heard a panel of experts, representing Abbott, Lilly, and Novartis, review best practices from their internal programs for developing women in leadership, and we learned from their experiences. We all agreed



HBA Advisory Board members convene for a productive and energizing all-day session to help lead the HBA into its next year of growth.

that together we can achieve so much more, so much faster. To that end, and with much

It's a very exciting time and we were very gratified to hear that the HBA is already a pivotal partner in several leadership development initiatives with a role that's gaining momentum.

supportive discussion in four breakout sessions throughout the afternoon, the HBA is embarking on a major new initiative to help benchmark our progress into the future. We will strive to identify the "fatal flaws" that cause women to exit their careers paths at critical points, create a template of best practices that will enhance retention and advancement of the top talent, and a gold standard to shoot for in terms of leadership development. The

Advisory Board also suggested that we support that effort with ongoing research to

turn to **PRESIDENT'S FORUM** on page 9

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- Sheila Wellington, NYU/Stern School of Business

HBA Web Site Update

New Web Design Launched

The HBA recently launched a new web site design. The design (at the same address: www.hbanet.org) provides chapters and affiliates with access to an enormous database of resources to further facilitate their support of member activities on the ground. And right behind that, is a new password-protected section that includes an online membership database, virtual library of resources for corporate members and an ever expanding center for access to and collaboration with members nationwide. Stay tuned for more web site news and please visit and use www.hbanet.org as an effective tool for your career advancement. ■