

# HBA BULLETIN

HBA's Leadership Survey Results See page 3

THE NEWSLETTER OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION *Advancing Women's Careers* SEPTEMBER/OCTOBER 2003

## HBA Leadership Convenes for Change

### Powerhouse Advisory Board Blazes a Bold New Trail for the HBA

**Britta Herlitz**  
President, Herlitz HealthCare: A Communications Co., Editor, *HBA Bulletin*  
**Susan Youdovin**  
President, B & Y Communications LLC

The HBA's Advisory Board of leaders in the healthcare industry (see complete listing on back cover) convened with the Association's Board of Directors for a full-day retreat on June 19th at the Regency Hotel in New York City. The goal: To provide strategic direction on ways the HBA can further the advancement of women's careers in the healthcare industry.

"This retreat really underscored the fact that we are on the cusp of major growth and reorganization—it's a uniquely exciting time at the HBA," said HBA President Elect, **Daria Blackwell**. "The meeting was strategic and the energy level was exceptional," Blackwell continued, adding that each attending Advisory Board member expressed the desire to be directly and consistently involved with the HBA's growth and the pursuit of its mission.

#### Full-Day Format Facilitates Progress

The full-day format of the retreat was powered for progress with a meet-and-greet breakfast and welcoming remarks from HBA President, **Nancy Larsen**, President, PROmedica Communications, Inc. (New York, NY). Next, Blackwell captured attendees' attention via a succinct summary of prior Advisory Board recommendations and a status of the HBA's progress in each area. Blackwell then spurred action and interest through her presentation of a strategic plan overview, HBA flash profile of events, membership and structure, and an early look at the new national HBA.

"As a national organization, the mission of the Healthcare

"The HBA has grown beyond where we focus only on individual members. We've evolved to the point where we can also meet the needs of companies."

turn to **BOLD NEW TRAIL** on page 4

### Board Addresses HBA Reorganization Issues at All-Day Meeting

*HBA Membership to Vote on New Bylaws in November*

**Donna K. Ramer**  
President, HealthMed Communications; Director of Communications, HBA

The complex issues of reorganization to create a national Board of Directors dedicated solely to the growth of the HBA, a separate chapter for the Metropolitan region and new bylaws that will require approval by the HBA membership in November were the focus of an all-day meeting of the HBA Board of Directors, Chapter Presidents and Committee Chairs, on July 30th at the Parsippany (NJ) Hilton.

According to HBA President **Nancy Larsen**, President, PROmedica Communications, Inc. (New York, NY): "While change within the HBA has been far more evolutionary than revolutionary, these recommendations are a logical outgrowth of the organization's tremendous expansion over recent years. Importantly, they recognize that the HBA must change if it is to thrive and leave a legacy for future generations."

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During the day, Board and Committee leaders reviewed the new structure proposed by a Task Force established specifically for this purpose. Headed by HBA President Elect **Daria Blackwell**, President, White Seahorse, Inc. (Mahwah, NJ), the Task Force includes: HBA First Vice President, **Barbara Pritchard**, President, The Pritchard Group (New York, NY), HBA Treasurer, **Kathleen Milligan**, VP, Marketing & Sales, Endeavor Pharmaceuticals (Parsippany, NJ), and HBA Executive Director, **Carol Davis-Grossman**, President, The Charles Group, Inc. (Fairfield, NJ), along with **Ken Grounds** of the

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is published bimonthly for the members of the Healthcare Businesswomen's Association, 373 Route 46 West, Bldg. E, Suite 215, Fairfield, NJ 07004. Phone: (973) 575-0606 Fax: (973) 575-1445 E-Mail: info@hbanet.org Web: www.hbanet.org

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## HBA BOARD OF DIRECTORS

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**INDIVIDUAL MEMBERSHIP**—Harriet Gruber

**LEADERSHIP CONFERENCE**—Donna Ramer and Anne Camille Maher

**NEWSLETTER**—Britta Herlitz

**NOMINATING**—Mary E. Cobb

**PROMOTION**—Lisa Mele

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**VOLUNTEERS**—Charlene Prounis

**WEB SITE**—Debra Newton

**WOMAN OF THE YEAR**—Mary E. Cobb and Daria O. Blackwell



Advancing Women's Careers

Meeting Photos by Joe Vericker/PHOTOBUREAU, Inc.

# Attitudes & Integrity in Leadership: The HBA Benchmark Survey

The HBA recognizes that leadership issues are particularly relevant, especially given the current business climate. A survey, conducted by the HBA in collaboration with *Pharmaceutical Executive* magazine (*PE*) was created to identify—and benchmark—more specific industry leadership issues of our members and others in the industry

Following are some highlights, and please see the special supplement in the August 2003 issue of *PE* for full survey results.

## Type of Survey

- Online

## Survey Topic

- Responsibilities of Leadership

## Respondent Demographics

- Subscribers to *PE* and HBA members were invited to participate.
- In all, 3,043 HBA members and 9,495 *PE* readers were surveyed.
- Response rate was 7.4% with a total of 899 responses.
- Approximately 50% of respondents are employed by pharmaceutical manufacturers; nearly 30% represent marketing communications, PR, advertising and medical education.
- Respondents represent an average of 14 years in the healthcare industry.
- 69% of respondents are female; 31% are male.
- 30% of respondents work for organizations of more than 10,000 employees; 29% work for organizations of less than 100 employees.
- The majority of respondents (56%) are between 31 and 45 years old.

## Key Findings

● **Confidence in leadership is down.** When asked to compare their thoughts about leadership five years ago with their thoughts about leadership today, survey respondents indicated that confidence in leadership is down in the following seven sectors: healthcare manufacturing, healthcare providers, charity/nonprofit, government, organized religion, financial services, and

healthcare insurance. Notably, leaders in healthcare manufacturing received the highest absolute score in terms of confidence; leaders in healthcare insurance received the lowest.

● **Perception of business drivers linked to size of company.** Respondents cite “shareholder return” as the primary driver of healthcare manufacturing. The “personal advancement” or “wealth building” of leaders is a close second. “Community service” is viewed as the lowest driver. The survey also found that employees of smaller companies (less than 10,000 employees) are more likely to perceive that their companies are driven by the personal goals of their leadership. HBA President, Nancy Larsen, President, PROmedica Communications, Inc. (New York, NY), told *PE* that “Pharma employs people and supports infrastructure, like any other American business. So it makes sense that shareholder value is number one.” She added that: “For respondents coming from a small company, as I do, there may be a more positive explanation for the perception that leaders’ personal wealth/advancement is a key business driver. Small, entrepreneurial companies are often started with the premise that employees can do well financially for customers, patients and themselves at the same time.”

● **Most valued leadership attributes reveal that our standards and hope for our leaders remain high.** The leadership attributes most frequently selected in the top five by respondents as being valued in healthcare are: behaves ethically (58%), action oriented/results focused (52%), demonstrates accountability for actions (46%), is customer focused (45%), has strong business acumen (41%), is a visionary (40%).

● **Percent of leaders demonstrating top five attributes shows that we have a long way to go.** A large percentage of respondents do not perceive the leaders in their organizations to be clearly demonstrating the attributes of good leadership. 55% of respondents indicate that their company leaders behave ethically; 66% say their leaders are action oriented/results focused; and 53% report that their lead-

turn to **LEADERSHIP SURVEY** on following page

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# HBA Chapters Update

## Kim Rowe

Managing Partner, Agentive Sales and Marketing Solutions; *HBA Bulletin* Chapters Correspondent

### The Atlanta Chapter of the HBA

On Wednesday, August 20th, the HBA's Atlanta Chapter hosted an evening with **Gail Evans**, author of the new book, *She Wins, You Win: A Guidebook for Making Women More Powerful*. Evans, the first female to hold the position of Executive Vice President at CNN, spoke about the challenges of getting around the old boys' network. In this highly motivating presentation, Evans advised a one-for-all, all-for-one approach, suggesting that women work together on formal and informal teams to help each other succeed at the highest levels of the organization.

Look for news about upcoming Atlanta Chapter events in the next issue of the *HBA Bulletin*.

### The Boston Chapter of the HBA

In some very exciting news, the Boston Chapter of the HBA welcomes its first Corporate Member, **Boston Scientific** (Natick, MA). The chapter would like to thank the leadership at Boston Scientific

for recognizing the importance of professional women in healthcare by supporting the organization.

The Boston Chapter's most recent event, "Product Commercialization: Real Life Experiences, Best Practices," was held on September 23rd at Biogen (Cambridge, MA). The meeting allowed attendees to listen, learn, and interact with both biotech and pharmaceutical product launch experts.

Nomination forms will soon go out for the 2004 Board of Directors of the Boston Chapter of the HBA. The search is being led by **Michele McCarthy**, Executive Recruiter, Carter MacKay (Quincy, MA) and **Deb Furey**, Director, Braun Consulting (Boston, MA). Anyone interested in nominating someone should contact McCarthy or Furey via email (mmccarthy@cartermackay.com; dfurey@braunconsult.com). Only Boston Chapter members will be able to vote.

Candidates for the 2004 Board of Directors will attend a private VIP reception at Perot Systems in Boston, hosted by **Hope Krakoff**, Director, Perot Systems, and Boston Chapter Programs Director. The purpose of the reception is to discuss 2004 direction

and goals for the chapter, as well as to allow potential candidates a glimpse of the chapter's inner workings and future potential.

### The San Francisco (SF) Chapter of the HBA

On July 16th, the SF Chapter and silver-level corporate sponsor **Cooley Godward, LLP**, hosted an open-air, open-attendance summer networking evening at Cooley Godward's outdoor patio at their Palo Alto location. More than 200 individuals attended the event to network with one another and learn more about the HBA's work in advancing the careers of women in healthcare in the Bay area and across the country. The evening was enormously successful and enjoyed by all.

In September, the SF Chapter began improving its operational capabilities by transitioning its membership database and communications management to Acteva.

The SF Chapter's most recent event was a panel speaker program titled, "Relationship Management, Strategies to Improve Business Relationships." The highly successful program was held on September 18th at Applied Biosystems (Foster City, CA). Additional details will be featured in the next issue of the *HBA Bulletin*. ■

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## LEADERSHIP SURVEY *from previous page*

ers are customer focused. Notably, only 39% of leaders are seen as demonstrating accountability for their actions. "The gap between the most valued leadership attributes and the extent to which leaders in respondent companies are perceived to possess those attributes was sobering," said HBA Treasurer, **Kathleen Milligan**, VP, Marketing & Sales, Endeavor Pharmaceuticals, Inc. (Wilmington, NC). "My hypothesis is that leaders are not doing a good job at communicating the 'whys' behind their actions. We need to remember to give employees the context surrounding our actions and constantly reinforce that we make choices to address specific goals of the company in a way consistent with the company's values."

● **Leadership development resources ranked sufficient.** The major-

ity of respondents (57%) agree (14% strongly agree) that sufficient resources exist to develop responsible leaders in their organizations. However, responses were based on organization size. For example, respondents from companies with more than 10,000 employees were significantly more likely than their colleagues in smaller organizations to report sufficient resources. Among larger companies, 66% agree that they have the resources available to develop responsible leaders versus 54% for those in organizations of 100 to 10,000 employees and only 50% among those in companies with fewer than 100 employees.

● **Mentors are key components of leadership development.** Nearly all respondents (94%) indicate that mentors are important in developing responsible leaders.

● **The HBA's role in leadership development is clearly valued.** Nearly 50%

of respondents overall and 52% of respondents in the northeast (where the HBA's presence is the strongest) indicated that the HBA is useful in developing leaders.

"This is the first in what we plan to be a series of surveys on leadership issues," said Larsen. "Part of the rationale to field this benchmark survey is to uncover concerns about industry leadership so we, as an organization, can work to address the issues on leadership in more substantive ways in our future workshops and other educational programs." ■

*Special thanks to Lisa Courtade, Director, Global Marketing Analytics Metabolism, Aventis Pharmaceuticals (Bridgewater, NJ), for the design and analysis of this survey.*

## CLASSIFIED ADVERTISING

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plans, and translate scientific clinical data into commercial applications. Interested candidates should visit <http://www.transformpharma.com> to learn more about the position and to apply.

### POSITION OFFERED

**TARGETRX**, a pharmaceutical marketing information services company, is seeking a Manager, Consulting Services with a minimum of 2 years in brand management in the pharmaceutical industry and an understanding of market research as it relates to brand management. Email resume to [jobs@targetrx.com](mailto:jobs@targetrx.com).

### BOLD NEW TRAIL *from page 1*

Businesswomen's Association is to further the advancement of women in the healthcare industry," Blackwell said. "The HBA accomplishes this by: providing educational opportunities to develop cutting-edge industry knowledge and leadership skills; recognizing outstanding women in the industry; providing opportunities for networking, creating enhanced visibility for individuals in the industry, and fostering mentoring relationships; and serving as a conduit for research on career advancement issues."

Blackwell also noted that the HBA has record membership with more than 2,300 individual members, 83 corporate members, 3 chapters (Atlanta, San Francisco and Boston) and 3 affiliates (Chicago, Indianapolis, Mid-Atlantic) and that the Association's national events (such as the highly acclaimed Women's Leadership Conference and the renown "Woman of the Year" [WOTY] luncheon) have generated unparalleled attendance and visibility for the HBA and its members.

### Roundtable Examines the HBA's Role in Fostering Women's Leadership Programs

After a brief break, attendees reconvened for a morning roundtable discussion on "Best Practices in Women's Leadership Initiatives." The discussion, which was moderated by HBA Immediate Past President, **Mary Cobb**, CEO/President, PACE, Inc. (Parsippany, NJ) and Advisory Board member, **William Sheldon**, President, Eisai Inc. (US headquarters, Teaneck, NJ), focused on key initiatives under way in the pharmaceutical industry and offered an analysis of what's working and what's not. Participants also identified ways in which the HBA can help with the development of programs that support women's leadership, such as devising program templates, creating guidelines to facilitate program set-up/implementation, and using Advisory Board members as consultants to companies interested in developing leadership programs. "The HBA has grown beyond where we focus only on individual members," commented Cobb. "We've evolved to the point where we can also

meet the needs of companies."

The roundtable discussion also featured four expert panelists. Following is a glimpse of what these forward-thinking professionals, and their companies, are doing to advance women's leadership in healthcare:

**Debbie Freire**, VP, Diversity and Workforce Potential, Novartis Pharmaceuticals Corp., East Hanover, NJ: "Novartis has a much younger program devoted to developing the role of women as leaders. We've tapped into the HBA as a resource and one aspect of our program capitalizes on past HBA Rising Stars. We recognize the power of these women as role models for leadership."

**Heidi Hunter**, VP, Global Strategic Marketing-Oncology, Wyeth, Collegeville, PA: "Wyeth has been developing women's leadership programs over the last five years. We also have important diversity initiatives that specifically impact women." One such initiative described by Hunter is Wyeth's global pilot mentoring program that pairs "mentees" with mentors matched across the US and in Spain and Brazil. "Seventy percent of the mentees are women. The pilot will run through mid-year 2004 and then rollout globally by year's end," Hunter said.

**Dr. Marcia Kropf**, VP, Research and Information Services, Catalyst Inc., New York, NY: Catalyst is a research and advisory organization to advance women in business and has performed studies and analyzed data on many key issues surrounding women in the workforce. According to Kropf, the research consistently shows that to lead and succeed women need more flexibility in work/life issues—"flexible careers"—and a corporate culture that includes women and minorities. Companies need to have internal systems in place for managing and developing people to facilitate advancement and leadership. Catalyst also graciously provided all attendees with a copy of their recent report on creating a business case for diversity.

**Kathy Lundberg**, VP, Chief Compliance Officer, Guidant Corp., St. Paul, MN: Lundberg offered a detailed overview of her company's impressive GROW (Guidant Reaches Out to

*turn to BOLD NEW TRAIL on page 5*

# SKILLS FOR SUCCESS

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*Whatever your current career position, you aspire to greater responsibility. Whatever your current skills, you must sharpen and expand them to achieve your next targeted level of accomplishment.*



## Life Skills: How to Parent in a Materialistic Society

**Britta Herlitz**

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

*Work-life balance is a constant struggle for us all. Indeed, helping women to balance work and life continues to be a goal of the HBA. To that end, this "Skills for Success" column focuses on one of the most challenging of all life challenges—successful parenting. It is our hope that by offering some skills in this area, we will enhance the balance of your work-life equation. Special thanks to all of the working parents who contributed to the skill tips offered in this article as well as to the brilliant writers and researchers who continue to address this important issue. A listing of just some of these individuals and their works can be found in the "Resources" box at the end of this article.*

According to the 1995 Merck Family Fund study, more than 95% of Americans admit to being "very materialistic," and more than 85% believe that young people are far too preoccupied with owning and consuming things. Every week, the average American spends 6 hours shopping while the kids get only 40 minutes and working couples spend only 12 minutes a day talking to each other.

These alarming statistics prompted me to perform an honest self-assessment and what I realized is that in our home there is too much TV and too much focus on what new possession we "must" buy; conversely, there is too little family meal time and not nearly enough substantive conversation. Are my husband and I inadvertently fostering an overly materialistic environment for our infant son? I'm not sure. However, one thing I am sure of is that if we want

our son to understand that owning \$150.00 sneakers won't make or break his existence and that family time is more important than TV time, we have to begin practicing what we will undoubtedly be preaching in a few years.

### Step 1: Dematerialize

This realization led me to seek out an excellent book entitled *Dematerializing: Taming the Power of Possessions* by Jane Hammerslough (Perseus Publishing). While reading some of the homework assignments posted on the bulletin board outside her son's second grade classroom, Hammerslough was struck by one child's essay entitled "Who Am I?" Sadly, the child had responded to the question by *listing his possessions!*

"The promise of possessions to fulfill a tangle of needs, wants and desires is seductive, fast, and easy. But it also takes up space, not just in our closets, but in our lives. It takes up time. It

takes up energy. And I found that for me, as well as for people who spoke with me about materialism in their own lives, it may not be enough," Hammerslough writes.

This author doesn't ask us to give up all of our worldly possessions; rather, the central thrust of dematerializing is to divest ourselves of the belief that possessions have the power to fulfill our deepest needs. Following are a few of Hammerslough's more basic tips:

- Turn off the TV.
- Sleep on it before you buy it.
- Clear out excess junk.
- Complain less.
- Adopt an attitude of "luckiness."
- Celebrate the things that are larger than purchasing power.

### Step 2: Admit the Power of the Media to Shape Your Child's World

This step is rooted in the somewhat controversial work of George Gerbner, Professor of Communications and Dean Emeritus of the Annenberg School for Communication at the University of Pennsylvania. Gerbner developed the area of communication study known as Cultivation Theory, which is his argument that television has become the "central cultural arm of American society." Indeed, he links TV viewing, especially heavy viewing, with the way people perceive the world around them.

"For the first time in human history," Gerbner writes, "most children are born into homes where most of the stories do not come from the parents, schools, churches, communities, and in many places even from their native countries, but from a handful of conglomerates who have something to sell."

I never used to believe that the media had much power over any person of even average intelligence. My opinion has changed since I had a child. My son is in love with Julie Aigner-Clark (the dulcet-toned founder of The Baby Einstein Company. Angier-Clark appears on all of the company DVDs/videos). By the time he was four months old, my son instantly recognized and went into spasms of delight over the Disney

logo. His adoration of all that he has thus far been exposed to on TV/video is thought pro-

"Humor is an effective way to combat gotta-have-itis! When my sons say, 'Puhleeze, Mom, can we buy that?' I'll say, 'No, let's buy two. No, wait, let's buy a hundred! They get the picture pretty quickly.'  
Lisa Hoffman  
Editor, *Emergency Medicine News*  
New York, NY  
Max 8-1/2, Sam 6

"I find it easier to spend quality time with my daughter if I get out of the house—especially since I started back to work. If I stay home, I find I should be doing housework, paying bills, returning phone calls, etc."  
Jane Gorham  
Attorney, Warren, Hensley & Bowen, LLP  
Boston, MA  
Grace, 11 months

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# SKILLS FOR SUCCESS

voking. Clearly the media have a much more powerful influence—especially on young, open, eager minds—than I thought. And children, it seems, respond to this influence with their surprisingly real purchasing power. Indeed, according to Dr. Susan Linn, Associate

ents reported that their children begin asking for brand-name products by the age of five and nearly one-third reported working longer hours to pay for the things that their children said they needed. To keep this lucrative locomotive running, marketing research has evolved into a finely tuned science that transforms consumer wants or desires into full felt consumer “needs.”

Commercialism also can harm our children’s creative thinking abilities. In a recent article for the Parent Coaching Institute (Bellevue, WA) by Rachel Eden, MA, an elementary school teacher, Eden writes: “There are students in my classes who cannot create a story unless it revolves around a TV character or superhero, whose lunch items are colorfully decorated with the latest craze from the box office or Burger King, whose entire outfits and matching backpacks are walking commercials for some movie. The children are so immersed in Disney, Nickel-

odeon and Nintendo that they no longer have access to their own images and creative imaginations.”

The bottom line is that there is an undeniably powerful commercial undercurrent working to suck my little boy out to a mindless sea of shopping malls. How do I begin teaching him (and myself) to distinguish what he really needs from what he wants? More importantly, how do my husband and I teach our son that material possessions don’t fill emotional/spiritual life needs and that imagination and creative thought are more powerful than any TV fantasy? Eden and other child development experts offer these tips:

- Keep in mind that the American Academy of Pediatrics recommends that children under two should not watch TV.
- If your child does watch TV, limit viewing time and don’t encourage regularity to his/her time in front of the TV.
- Don’t assume that programs that are billed as “educational” also aren’t highly promotional.
- Watch TV with your child and be there to answer questions/debunk

some of the media myths.

- When you are shopping with your child, ask aloud: “Do I really need this?” By doing so you set a strong example of consumer awareness.

“We’ve tried to teach our girls that going to an event together IS ‘the treat,’ and when they ask for any of the thousands of souvenirs that bombard us as we walk to our seats at a movie or show, we just remind them that they don’t need it. We started this practice when they were young, and now they know not to ask!”

Judy Tedeschi  
Freelance Marketing, Cohasset, MA  
Elisa 9, Christina 7

- Live an active (rather than passive, “couch potato”) family life that you and your children will benefit from.
- Encourage your child to use his/her imagination via games, books, music or simple quiet play time. Share this time with your child whenever you can.
- Encourage creative problem solving, rather than quick-fix solutions.

How much is enough? After all my research and brainstorming with parents of children of all ages, I am still not sure. What

“I created a contract with my daughter. She receives an allowance plus earns her own money from babysitting. As long as she gives a donation to the church each week, and buys small presents for family events, I don’t bug her about how much money she spends on clothes and other ‘stuff.’”

Margaret Gardner  
Managing Director, Global Medical Communications, LLC  
Somerville, NJ  
Alli 13, Kyle 17

I have learned is that it is possible to ameliorate the effects of a materialistic society through intelligent, sensitive parenting. I’ve also learned that parenting, like so many things in life, is about “progress, not perfection.” And, I’ve learned that when it comes to love and quality time, you can never have too much! ■

“Once they turned 13, I gave my three children a clothing budget. Each one got a set amount to spend twice a year on anything they wanted in the way of clothing excluding coats and underwear. We would go shopping and I would deduct what they were going to spend from the total, so they learned how to weigh what was important and what wasn’t, or to identify something they had to work for. Many times I told them I would split the cost of something with them, and sometimes I had to devise an actual payment plan which I stuck to—no exceptions! The first couple of seasons were tough, but they got the hang of it. I wouldn’t give in, but I always helped them come up with a solution or compromise.”

Shellie Caplan, mother of triplets  
President, Caplan Associates Inc., East Hampton, NY  
Joelle, Nicole and Justin, 27

Director of the Media Center of the Judge Baker Children’s Center (Boston, MA), American children influence about \$50 billion of spending per year and spend about \$9 billion of their own money. In a study by the nonprofit Center for the New American Dream (Takoma, MD), nearly half of all par-

## RESOURCES

Parent Coaching Institute (PCI)  
Bellvue, WA

[www.parentcoachinginstitute.com](http://www.parentcoachinginstitute.com)  
For a copy of Eden’s article, “Children’s Creative Thinking in the Face of Commercialism,” visit [www.parentcoachinginstitute.com/articles.html](http://www.parentcoachinginstitute.com/articles.html)

The Center for the New American Dream  
Takoma Park, MD  
[www.newdream.org](http://www.newdream.org)

*Dematerializing: Taming the Power of Possessions*  
—Jane Hammerslough (Perseus Publishing)

*The Overspent American*  
—Juliet Schor (HarperCollins)

*The Childhood Roots of Adult Happiness*  
—Edward Hallowell, MD (Ballantine)

*How Much is Enough?*  
—Pamela York Klainer (Basic Books)

*What Kids Really Want that Money Can’t Buy*  
—Betsy Taylor (Warner Books)

# WELCOME NEW MEMBERS

- Angelica Aguirre**  
Cardinal Health
- Meryl Allison**  
Allison Strategic Consultants, LLC
- Caryn Amelung**  
AstraZeneca Pharmaceuticals LP
- Marcia J. Avedon**  
Merck & Co., Inc.
- Seda Aydin**  
The Mattson Jack Group
- Natalie Baker**  
AstraZeneca Pharmaceuticals LP
- Quentin Ball**  
Medsn Inc.
- Donna Ballentine**  
ISO Healthcare Consulting
- Deb Barra**  
Wyeth Consumer Healthcare
- Jennifer Beachell**  
Ortho Biotech
- Mary Beriont**  
PACE, Inc., a Lowe Healthcare Company
- Patricia Bermudez**  
Pfizer Inc
- Deborah Bernstein MD**  
Power Medical Interventions
- Gina Blair**  
AstraZeneca Pharmaceuticals LP
- Dina Blumwest**  
CTD Consulting
- Carole J. Brand**  
Hoffmann-La Roche Inc.
- Milena Brankova**  
Pfizer Inc
- Gabrielle Braswell**  
Solvay Pharmaceuticals, Inc.
- Enid Breis**  
Breis Communications, Inc.
- Julia Brown**  
Amylin Pharmaceuticals, Inc.
- Patricia Brue**  
Eisai Inc.
- Tracy Budge**  
NewtonGravityShift
- Judy Burack**  
Pfizer Inc
- Tamara Burkett**  
GlaxoSmithKline
- Katherine Burnett**  
Bayer HealthCare - Consumer Care Division
- Heidi Burton**  
Abbott Laboratories
- Amy Cashdollar**  
Guidant Corporation
- Tory Cenaj**  
PharmEd Communications, Inc.
- Janet Chambers**  
Peck Marketing Group
- Margie Chiang**  
Guidant Corporation
- Jane Chin**  
Aventis Pharmaceuticals Inc.
- Carolyn Cho**  
Pfizer Inc
- Renee Cohen**  
Pfizer Inc
- Barbara Cohen**  
CareFirst BlueCross BlueShield
- Elisa Cooper-Broski**  
inChord Communications
- Judith Cottone**  
Bristol-Myers Squibb Company
- Merle D'Alba**  
Baxter
- Mary Jo M. Dales**  
International Medical News Group, a division of Elsevier
- Jennifer Davenport**  
OCC North America, Inc.
- June Davis**  
Rogers Medical Intelligence Solutions
- Linda De Young**  
Threshold Pharmaceuticals
- Kim DeFelice**  
Novartis Pharmaceuticals Corporation
- Diane DeMarco**  
Aventis Pharmaceuticals Inc.
- Sheila Dolan**  
IMS HEALTH
- Pat Donohue**  
McNeil Consumer & Specialty Pharmaceuticals
- Nancy Doyle**  
GlaxoSmithKline
- Marivi Duldulao MHA**  
McKesson Health Solutions
- Nicole Dunning**  
PDI, Inc.
- Dee Ekmekjian**  
Webolutions
- Janice Elliott**  
OgilvyOne Worldwide
- Patricia Ensor**  
The Mattson Jack Group
- Catherine Erickson**  
Fleet Bank
- Jacqueline Esposito**  
Novartis Pharmaceuticals Corporation
- Stacey Everett CMP**  
OCC North America, Inc.
- Beth Everett PhD**  
Novartis Pharmaceuticals Corporation
- Elizabeth Ewing**  
Strategic Decisions Group
- Rhonda Farnum**  
Genentech, Inc.
- Patricia Fay**  
Wyeth
- Prudence Ferrone**  
Medivisor, Inc.
- Marcy Field**  
AstraZeneca Pharmaceuticals LP
- Judith Fitzpatrick**  
Anesti Pharmaceuticals, Inc.
- Valerie Forte**  
VIP Associates, LLP
- Lynn Foster**  
Hay Group
- Debra Frantz**  
Philips Medical Systems
- Andrea Fraser**  
ISO Healthcare Consultant
- Juliet Frederick**  
Abbott Laboratories
- Linda H. Garcia**  
Pfizer Inc
- Ginny Gay**  
Medpointe Pharmaceuticals
- Kirsten Gebert**  
Mara Gelski SBI
- Michael Ginsberg**  
Korn/Ferry International
- Natalie Giordano**  
Dendrite International
- Diana Glassman**  
PricewaterhouseCoopers
- Nancy Grande**  
GlaxoSmithKline Consumer Healthcare
- Joyce Gray**  
Merck & Co., Inc.
- Gale Grimmenga**  
Creative Impulse Inc.
- Gail Hall**  
PPD
- Katherine Hannula-Bral**  
Aventis Pasteur
- Jill Olson Harren**  
Pharmacia Corporation
- Caren Henry**  
inChord Communications
- Edith M. Hessel PhD**  
Dynavax Technologies
- Peggy Hoffman**  
Kim Huey Steiner Hearst Custom Publishing
- Jodi Hutchison**  
Schering-Plough Corporation
- Minako Inenaga**  
Daichi Pharmaceutical Corporation
- Darlene Jody**  
Bristol-Myers Squibb Company
- Kathleen M. Johnson**  
Hoffmann-La Roche Inc.
- Jennifer Johnston**  
RxCentric Inc.
- Lauri Jorgensen**  
Advanstar Communications
- Tracy Jurecki**  
AstraZeneca - Chicago Business Center
- Nagawa Kakumba**  
Abbott Laboratories
- Angela Kemp**  
Barnett/Parexel International
- Colleen Kiely**  
Pfizer Inc
- Barbara King**  
ImpactRx
- Kim Kubik**  
Abbott Laboratories
- Susan J. Lang**  
Aventis Pasteur
- Teresa Leste**  
ISO Healthcare Consulting
- Joy Lewin**  
Organon Pharmaceuticals USA Inc.
- Myra Liebergott**  
Merrill Corporation
- Joan Loewy**  
SBI and Company
- Nancy Losben**  
NeighborCare
- Karen MacPhail**  
The Mattson Jack Group
- Bonita Maddox**  
Eli Lilly & Company
- Carrie Maglich**  
AstraZeneca Pharmaceuticals LP
- Andrea Maki**  
Cell Genesys
- Barbara L. Malzone**  
AstraZeneca Pharmaceuticals LP
- Penelope K. Manasco**  
First Genetic Trust
- Jill Manchester**  
Valley Oak Pediatric Associates
- Nicole Manning**  
PDI, Inc.
- Paula Markert**  
GlaxoSmithKline
- Amparo Maya**  
Abbott Laboratories
- Mary-Margaret Mayher**  
Professional Meeting Planners Network
- Michele McCarthy**  
Carter MacKay
- Mary Kate A. McGinty RPh**  
University of the Sciences in Philadelphia
- Anna Saar McGorrigle**  
Elsevier Inc.
- Mindy McGrath**  
Bristol Myers Squibb Company
- Maureen McGuire**  
McGuire Consulting Services Inc.
- Marguerite McHale**  
Consultants 2 Go
- Erin McKenna**  
Boston Scientific
- Micaela McLaughlin**  
Pfizer Inc
- Terrence Meacock**  
Thomson Medical Economics
- Tamra Micco**  
PACE Inc.
- Jennifer Miele**  
Schering Plough Corporation
- Stacey Mikita**  
PharmaPro, Inc.
- Donna Miller**  
Above & Beyond Inc.
- Kathryn R. Miller**  
Sentrx
- Jessica Millington**  
AstraZeneca Pharmaceuticals LP
- Kimberly Mioduszewski**  
Bristol-Myers Squibb Company
- Tracy Jonse Mirabile**  
Millennium Pharmaceuticals
- Marilyn Mitchell**  
Seven Three Media
- Elizabeth Morse**  
Ortho Biotech—a Division of Johnson & Johnson
- Bonnie Nevins-Lanni**  
Bristol-Myers Squibb Company
- Cheryl New**  
Aventis Pharmaceuticals Inc.
- Stacy O'Donnell**  
OCC North America, Inc.
- Robert W. O'Leary**  
Permalith Plastics
- Mary Osbakken PhD, MD**  
Aventis Pharmaceuticals Inc.
- Helena Otsa**  
Wyeth
- Michele Paquette**  
Eisai Inc.
- Kimberly Park**  
Merck & Co., Inc.
- Sharon Patent**  
NDC Health
- Susan Patton**  
Communications Strategies
- Ann Peets**  
Novartis Pharmaceuticals Corporation
- Elizabeth Perez**  
Millennium Pharmaceutical
- Molly Perlmutter**  
Advanced Health Media
- Susan Lynn Persson**  
Innovex LP
- Patty Peterson**  
Projects In Knowledge, Inc.
- Jessica Pfening**  
AstraZeneca Pharmaceuticals LP
- Donna Purdy**  
Health Expo
- Dana Pylilo**  
Pfizer Inc
- Carrie Rice**  
TAP Pharmaceuticals
- Mary Richardson**  
Ortho-Clinical Diagnostics
- Nadine Richferman**  
NR Communication Resources
- Randel Richner**  
Boston Scientific
- Safia Ritzi PhD**  
GlaxoSmithKline
- Jill Robinson**  
Wyeth
- Pamela Ann Rose**  
TAP Pharmaceutical Products
- Holly Rosenthal**  
PACE, Inc., a Lowe Healthcare Company
- Beatrice Ruhland**  
Michelle Runge Aventis
- Crystal Sabino**  
PDI, Inc.
- Terra Salvatore**  
Sankyo Pharma
- Mary Kay Sasseti**  
AstraZeneca Pharmaceuticals LP
- Micheal Schloff**  
Quadra Opticon
- Andrea Schran**  
MaryAnn Schummer MSX International
- Susan Schwartz**  
Roche Consumer Health
- Susan Scott**  
Palio Communications
- Raksha Shah**  
Merck & Co., Inc.
- Holly Shaw**  
Signova Health Communications/Vox Media
- Meaghan Shawcross**  
The Xchange Group (a CommonHealth Co.)
- Stephanie Stimm**  
GlaxoSmithKline
- Andrew B. Skean**  
Medsn Inc.
- Shelly Inez Slogoff**  
Lionsville Systems Inc.
- Julieta Smith**  
Grey Worldwide
- Lois Smith**  
Thomson/PDR
- Lisa M. Snider**  
Abbott Laboratories
- Gail L. Sonners**  
DBM
- Karen Stender**  
Envision Communications, Inc.
- Bonnie Stofor**  
Palio Communications
- Linda A. Suydam**  
Consumer Healthcare Products Association (CHPA)
- Linda Tapp**  
Crown Safety LLC
- Debbie Thomas**  
Medsn Inc.
- Lisa Tischer**  
Publicis Healthcare Group/Selling Solutions Sector
- Nancy A. Trehwella**  
Organon International, Inc.
- Stephanie Tyrrell**  
Imperative Resources
- Susan Underwood**  
Wyeth
- Margaret Uznanski**  
Olympus America
- Karen Vander Ploeg**  
PDI, Inc.
- Jane Wagner**  
PACE, Inc., a Lowe Healthcare Company
- Katerina Wasserman**  
Linda Wastack McNeil Consumer & Specialty Pharmaceuticals/Johnson & Johnson
- Carolyn A. Webb**  
ICAW Management
- Melanie Weill**  
Ipsos Insight
- Brianne Weingarten**  
Andrea Williamson Abbott Laboratories
- Christine Winoto**  
Marcellette Wise GlaxoSmithKline
- Allison Womack**  
Ogilvy & Mather
- Joyce Wong**  
Johnson & Johnson
- Jody Wood**  
Spring Hill Consulting
- Allison Lucas Wright MS, CMI**  
Biomedical Visual Concepts
- Sandra Zuluaga**  
HealthExpo

## HBA CALENDAR

**OCTOBER 14th, 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

**SATURDAY, OCTOBER 25th, 2003**

Pathways—Pharma 101

(NEW TO HEALTHCARE INDUSTRY 5 YRS OR LESS)

9:00 AM - 12:00 NOON BusinessEdge Solutions, E. Brunswick, NJ

**NOVEMBER 5th, 2003**

EVENING SEMINAR

**Regulatory and Legal Compliance—Impact on Company Policy**

5:30 - 8:15 PM Bristol-Myers Squibb Company, Princeton, NJ

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## **BOLD NEW TRAIL** *from page 4*

Women) program, which centers around women's cardiovascular health and supports women in what can best be described as a full-circle approach, reaching employees, customers, and patients. By fostering support of its women leaders from the inside, this company is better able to support its customers and patients.

## **Sarah S. Harrison Shares over Lunch**

Featured luncheon speaker, **Sarah S. Harrison**, VP, Customer Strategy Integration, AstraZeneca Pharmaceuticals LP (Wilmington, DE) and 2002 WOTY recipient, spoke candidly about the valuable impact her WOTY distinction has had on her career and her ability to impact field-shaping issues for women and minorities.

"Thirty-three percent of the US population is minority and soon that percentage will reach 50%. Yet, as recently as 2002, 85% of clinical trial enrollees were still white men," Harrison said. For this reason and others, Harrison said that it is imperative to accelerate the movement of women and minorities into leadership positions. She added: "Strong women will not come into the workplace if they feel they need to assimilate.

"Being HBA 'Woman of the Year' has helped me to raise awareness because this distinction provided me with the opportunity to speak on these and other multicultural issues—to lead with head and with heart."

## **An Inspired Morning Leads to a Productive Afternoon**

After an energy-filled morning and luncheon, attendees were inspired to hammer out key action plans for the HBA's future growth as it rises to meet the unique challenges of an Association that has come of age.

To that end, two breakout sessions offered the ideal platform for high-level brainstorming on objectives and tactics for: successful growth of the HBA as a national organization; enhanced satisfaction of corporate and individual member needs; and one-on-one, value-added services to those companies that want to implement women's leadership programs.

A post mortem of breakout session ideas, strategies, and tactics resulted in a consolidated plan of action for each key issue on the original morning agenda. Attendees headed for the cocktail reception energized by knowing that their time had been well spent, not just on behalf of the HBA membership, but on behalf of the healthcare industry as a whole. Clearly, the plans forged here will have a lasting, positive impact as the HBA moves forward, hand in hand, with an evolving healthcare industry. ■

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*Special thanks to **Susan Youdovin**, President, B&Y Communications, for providing onsite coverage of this important event. The HBA is very grateful to Youdovin for her many years of dedicated service as Co-director of Communications. Though she is stepping down from her post "for now" to dedicate more time to her business and personal interests, we look forward to Susan's continued involvement with the HBA in other capacities in years to come.*

## **HBA REORGANIZATION** *from page 1*

McCormick Group, a Michigan-based consultancy that specializes in the organizational structure of not-for-profit associations and foundations.

Recommendations made to the Board by the Task Force were based on a comprehensive analysis of the HBA's corporate structure, program delivery and available resources along with a great deal of discussion about an 'organizational vision' for the HBA. Their recommendations focused on organizational structures that incorporate:

- Creating a national entity that will focus on Association-wide issues based upon a core philosophy that the HBA must serve primarily in a strategic role by: expanding existing chapters and creating new ones, building value-recognition for the HBA among corporations and employees in the healthcare industries, and growing the Association's national voice.

- Developing a new regional chapter to address the needs of members in the New York, New Jersey, Connecticut, Pennsylvania, and Delaware areas. To facilitate this, **Charlene Prounis**, Partner, Accel, LLC (New York, NY) and a former HBA President (1998–1999), has been appointed Acting President of the Metropolitan Chapter to help design the Board structure, recruit Board members and Committee Chairs and launch the Metropolitan Chapter.

- Establishing a process for collective decision-making that involves greater participation by chapters and members.

- Devising a plan to provide chapters with the resources they need to grow and serve regional members effectively and a stronger forum through which best practices are developed and exchanged.

## **HBA Membership to Vote on New Bylaws**

The HBA membership will be asked to vote on the new bylaws during general elections in November. Currently under development, these new bylaws will change the number of Board members of the national organization and provide expanded opportunities in leadership positions through the new chapter. Additionally, this new organizing document will help streamline procedures and processes, provide greater flexibility for the national board to respond to the marketplace, and clarify roles and responsibilities of the national board as well as other organizational structures and issues.

Blackwell underscored the importance of the HBA membership being involved in the reorganization process and explained that the HBA will leverage electronic communications whenever possible. She said that members will receive the new bylaws and nominations for the national board in November and will be asked to send back their ballots via hard copy.

The Task Force and others also have been working to increase members' participation in HBA activities. For example, the Annual Business Meeting is expected to be held during a carve-out of the Leadership Conference (to become annual rather than biennial) as part of a National Convention, which may be moved to a different chapter city each year. ■

# Maintaining Career Momentum While Changing Fields

**Wendy J. Meyeroff**

President, WM Medical Communications

**H**ow do you keep succeeding in your career even when it takes you—voluntarily or otherwise—into new, sometimes uncharted, territory? That question was expertly answered by panelists (see “Who’s Who?” sidebar) at the HBA’s September 8th evening seminar, hosted by Pfizer Inc. at their world headquarters in New York City.

A kind of “I know I can do it” thinking was the hallmark of the advice presented. Among the key points the panelists emphasized:

- **Find the connection**—“Identify the skills that connect what you are currently doing with what you want to do and highlight them on your resume and during interviews and networking conversations,” said Pfizer’s **Kelli Watson**. “If you don’t have a connection, try to build one by taking on special projects at work or through volunteerism. Don’t forget to highlight skills that aren’t functionally specific such as interpersonal and team skills, written and oral communication skills, and adaptability to change.”
- **Develop a functional resume**—This resume style leads with a single line stating your career objective (e.g. “A position as Director of Marketing focusing on this and that area.”), and then uses bullet point listings that fall under the headings: Highlights, Relevant Skills & Experience, Work History, and Education. Each bullet point should be directly relevant to your opening career objective. For a sample template, visit [www.women-work.com/functional.htm](http://www.women-work.com/functional.htm)
- **Broaden your skills**—Watson spoke of a colleague, a paralegal who wanted to do communications work. “So she volunteered for such work with her local American Diabetes Association chapter.” **Dorothy Kozdemba** of St. Joseph’s Regional Medical Center and **Carol Hollister** of AngelCare Services broadened their skill base by going back to school—“60% of students at Rutgers are over 35,” Kozdemba noted.
- **Be persistent and patient**—Watson



(Left to right) Kelli Watson, Pfizer Inc.; Carol Hollister, AngelCare Services, Inc.; Dorothy A. Kozdemba, St. Joseph’s Regional Medical Center; and Julie Kampf, JBK Associates, Inc.

admitted that a company has a vested interest in keeping you where you’re already working well. So while you’re doing your current job, look to assume other responsibilities—that’s how you come into contact with colleagues who can support your transition.

- **Do your job well**—Each panelist emphasized the importance of doing your current job well, especially if you are looking for another job within or even outside of your company.
- **Discover and pursue your passion**—“There are always clues as to what you really love or want to do,” Hollister said. “You just have to look for them.” For help, make lists or talk to family and friends. Hollister also recommended reading *The Heart Aroused: Poetry and the Preservation of the Soul in Corporate America*, by David Whyte (Doubleday/Currency).
- **Consider moving sideways**—“Continuing momentum” doesn’t always mean moving upwards in salary or title.

## SKILLS ASSESSMENT GRID

The following grid can be used to assess your skills to evaluate whether the transition you are considering is likely to succeed.

<p><b>KNOWLEDGE</b></p> <ul style="list-style-type: none"> <li>● Education</li> <li>● On-the-job training</li> </ul>	<p><b>EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>● Position</li> <li>● Industry</li> <li>● Background</li> <li>● Related</li> </ul>
<p><b>PERSONAL SKILLS/STRENGTHS</b></p> <ul style="list-style-type: none"> <li>● Communication</li> <li>● Organizational</li> <li>● Leadership</li> <li>● Detail oriented</li> <li>● Team oriented</li> <li>● People skills</li> </ul>	<p><b>“WILD CARD”</b></p> <ul style="list-style-type: none"> <li>● Know the company/client</li> <li>● Worked at the company</li> <li>● Past background fit</li> <li>● Passion/desire to change, learn</li> </ul>

“Knowledge of the skills needed to do the job you want to transition to is the most important component—about 80%. You can always build on your experience later, but learning a new job and gaining experience at the same time is rough,” said Kozdemba.

As presented by Dorothy A. Kozdemba, Manager, St. Joseph’s Regional Medical Center at the HBA’s Evening Seminar: “High-Wire Act: Maintaining Career Momentum While Changing Fields,” September 8th, 2003. Adapted and reprinted with permission.

Kozdemba noted that she's making less at the university than she would have by staying in medical advertising sales. However, the new opportunities this job provides enticed her and she finds her work enormously satisfying.

- **Know what you want**—**Julie Kampf**, JBK Associates, Inc., reminded attendees to have a focus. "Recruiters can't identify a career change for you. We can help you move from company to company within the same job function, but we can't initiate a career change for you." Watson agreed: "Be purposeful about your plan."
- **Network**—Each panelist continues to benefit from networking at organizations like the HBA. "It's a great way to find out about other types of jobs out there," Kozdemba said. "Networking also allows you to research a job before you pursue it," Watson added.

Above all, the panel agreed, stay optimistic. Watson admitted that making transitions, especially major ones, can be a discouraging process. Kozdemba summed up the panel's attitude when she said she viewed her last transition as a great opportunity: "I'm a great believer in the adage, 'When one door closes, another opens.'" ■

*Wendy Meyeroff is another expert at transitions, having worked in editorial, advertising, business-to-business promotion and public relations. She left a major PR firm in 1987 and opened WM Medical Communications in Brooklyn, NY, a company that provides marketing strategies, project management, and writing expertise for a wide range of healthcare clients.*



Asking questions of the panel were (photo at left) **Mary Kay Scucci**, Power Medical; and (photo below) **Patricia Pesanello**, BusinessEdge Solutions.



## TIME TO MAKE A DIFFERENCE

At the September 8th evening seminar, HBA President Nancy Larsen honored **MARGARET GARDNER**, Managing Director, Global Medical Communications, LLC (Somerville, NJ) as the recipient of the HBA's "Time to Make a Difference" award, honoring HBA's exceptional volunteers. "Gardner has been a regular contributor to the *HBA Bulletin* for the last three years" notes *Bulletin* Editor **Britta Herlitz**, "Despite her own workload, she rarely turns down an assignment and never misses a deadline. In addition, her writing is superlative. She has brought a fresh new voice and a lot of enthusiasm to the *Bulletin*."



(Left to right) **June Hutchison**, Interlinks, Inc.; with **Lauren Herda**, **Kathleen DiLeonardo**, **Barbara King**, **Colleen Papadeas** and **Chancy Wesner**, all of ImpactRx.



(Left to right) HBA Immediate Past President **Mary E. Cobb**, PACE, Inc., a Lowe Healthcare Company; HBA Co-Director of Programs **Stephanie G. Phillips, PhD**, Project House; and **Lisa Egbuonu-Davis, MD**, Pfizer Inc.

## WHO'S WHO

### MODERATOR:

**Julie Kampf**, President, JBK Associates, Inc., Englewood, NJ recently launched her own executive search firm.

### PANELISTS:

**Carol Hollister**, Director, AngelCare Services, Inc., Mendham, NJ. Hollister was running a highly successful worldwide market research firm when she decided to start her current company which specializes in identifying and solving problems associated with the healthcare needs of the elderly.

**Dorothy ("Dottie") A. Kozdemba**, Manager, Medical Education, St. Joseph's Regional Medical Center, Paterson, NJ. By constantly building on and reevaluating her skill set, Kozdemba has initiated many successful career transitions—from small to large companies, from sales to medical marketing to advertising, to her current position.

**Kelli Watson**, Vice President Human Resources, Pfizer Inc., New York, NY. Watson helped to lead employees through two extensive corporate mergers, first with Warner-Lambert and, most recently, Pharmacia.

## Sharing the Pride

**Nancy Larsen**  
HBA President



Dear HBA Colleagues,  
As you know, my mission this year is to be a conduit between you and “TRUE touch-of-life healthcare stories, with the hope that these anecdotes will be used by all of us in the industry as examples of the good we provide to our fellow human beings. Please read and paraphrase this wonderful story if, and unfortunately, when, you are challenged by the pharma industry naysayers. It is very touching and a true life example. . .

“In spring 1989, I started having trouble reading signs along the road, so I went for eye-glasses. During my annual physical a few months later, the doctor said my blurry vision was caused by high blood sugar. I was really scared when I was then diagnosed with diabetes, because my father had died of a massive heart attack when he was only 45, which may have been a complication of his diabetes.

“I am a photographer and I didn’t want to lose my vision. So I tried to be the perfect patient: I dieted, exercised and started taking an oral medication. After three months, I was able to bring down my sugar levels to normal, which cleared up the vision problem. For the next 18 months, I didn’t need medication, but I did stick to my diet and exercise program.

“Over time my sugar levels started to rise again. One tablet was added to my regimen, then another, and I having an annual A1c test. A1c is a very reliable long-term indicator that shows your blood sugar levels over a two-month period. Blood sugar levels should be below 7 to avoid long-term complications from diabetes, but mine had jumped from 8.4 percent to 10.4 percent. Obviously, it’s important to be tested more than once each year.

“I was doing everything I could do. Things like diet and exercise that work well when you’re younger don’t work as well as you age. . . even if you are the perfect patient. The turning point in controlling my diabetes was when I started using Lantus, a long-acting insulin that allowed

me to take only one shot a day, and works for 24 hours. Within six months, my A1c dropped — and has stayed — below 7 percent.

“I think there’s a real need to help people with diabetes understand how much they can do to help themselves. That’s why I’m now working with Aventis as an *A1c Champion* and speak with patients around the country. It’s one thing for a doctor to say, ‘You need to do this.’ It’s different when a patient like me gets up and says, ‘I’ve been through it. This is how it goes.’ I credit that to Aventis, who brought a new and better insulin to the market and who is supporting this patient-to-patient program.”

As you can see, this is another excellent example of how pharma changes lives. So feel free to use this wonderful story. . . because we all know that just 20 years ago, this gentleman may not have survived.

### HBA Reorganizes for THE FUTURE

During the last 18 months, an HBA board Task Force, aided by a consultant, have diligently work on a plan to reorganize the Association. On July 30, this group met with the full board and committee members to finalize the plan (see related story, Page 1), which will more easily allow for national growth. As you can imagine, reorganization is not an easy task, as each of the regional needs of our members and chapters must be taken under consideration.

But we are very pleased with our recommendations, which are:

- To create a new regional chapter to address the needs of NY, NJ, CT and PA
- To create a structure for decision making that involves greater participation by chapters
- To provide chapters with resources needed to grow and a forum to develop best practices
- To put forth, at the national level, a value recognition strategy with tactics to enhance HBA’s value to its members and corporate partners.

You, the members, will play the *most* important role in this reorganization as you vote on the new bylaws in November. Please be prepared to participate, as there will be no better time to Get Involved. . . Get Connected. . . Get Ahead. . . to Make the Difference! ■

### HBA CORPORATE MEMBERSHIP

Abbott Laboratories LLC  
Accel LLC  
Accelera  
American Academy of Family Physicians  
American Medical Association  
AstraZeneca Chicago  
AstraZeneca Pharmaceuticals LP  
Bradin Search Group, Inc.  
Bristol-Myers Squibb Company  
BusinessEdge Solutions  
Cap Gemini Ernst & Young  
Cardinal Health  
Chandler Chico Agency  
Cline Davis & Mann, Inc.  
Clinical CONNEXION  
Communications Media Inc.  
Compass, Inc.  
Covance  
Dimensional HealthCare, Inc.  
Dorland Global Health Communications  
Dowden Health Media  
Eisai Inc.  
Elsevier Inc.  
Ernst & Young  
ETHICON, Inc.  
EURO RSCG Life  
FCB HealthCare  
Fleet Bank  
Genentech, Inc.  
Gibbons, Del Deo, Dolan, Griffing & Vecchione, PC  
GlaxoSmithKline  
Grey Healthcare Group Inc.  
Guidant Corporation  
Health Resource Publishing  
Herlitz HealthCare: A Communications Company  
Hill & Knowlton, Inc.  
Hoffmann-La Roche Inc.  
IBM Consulting Services (PWC)  
inChord Communications  
Innovative Media Research  
Innovative Medical Education  
International Medical News Group  
International Meetings & Science  
Janssen Pharmaceutica  
Johnson & Johnson PGSM  
KPR  
Lyons Lavey Nickel Swift, Inc.  
The Mattson Jack Group  
M/C Communications  
MediVia  
Medivisor, Inc.  
Med Panel  
Medsn Inc.  
Merck & Co., Inc.  
Merkeley Newman Harty Healthworks  
NCI Advertising, Inc.  
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