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## Letters...

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## Inspiring Leadership

Amid the COVID-19 global pandemic and the yet-to-be-determined devastation, it is heartening to see the heroic efforts being put forth by healthcare workers who are risking their own lives on the frontlines of patient care. We are also seeing healthcare companies pivot their R&D programs to evaluate potential pipeline assets to combat the virus. For example, Johnson & Johnson significantly expanded the partnership between Janssen Pharmaceutical and the Biomedical Advanced Research and Development Authority (BARDA) for its COVID-19 vaccine candidate that it has been working on since January 2020. The company is scaling up its manufacturing capacity with the goal of providing global supply of more than 1 billion doses of a vaccine. The company expects to initiate human clinical studies of the lead vaccine at the latest by September 2020 and anticipates the first batches of a COVID-19 vaccine could be available for emergency use authorization in early 2021, a substantially accelerated timeframe in comparison with the typical vaccine development process. For a snapshot of additional COVID-19 R&D efforts, please see a special rendition of our Innovator's Corner.



Pharmaceutical and biotechnology companies are not the only entities taking a leadership role. Business leaders spanning the life-sciences ecosystem — from healthcare advertising agencies to CROs to technology companies and more — are re-imagining their operations to address the health crisis on behalf of patients, their clients, as well as their employees. If there's any silver lining to be found among the chaos and uncertainty, it's that executives are now looking to rethink drug development, accelerate the adoption of technology, and evolve communications and marketing in the pursuit of revolutionizing patient care.

At this time, more than ever, influential leadership is necessary. Our cover story to celebrate the 100th anniversary of the passage of the 19th Amendment, which was planned well before global outbreak of the coronavirus, couldn't be more relevant. We asked two dozen top executives from around the industry to define their view of influence, discuss the traits that make a leader influential, and outline how they are influencing their organizations. We admire these leaders for their honesty, integrity, confidence, inspiration, commitment, accountability, creativity, innovation, and passion.

We also want to acknowledge and celebrate the more than 150 women who have been designated as standout role models and inspirational leaders in their own rights within their organizations as Rising Stars and Luminaries of the Healthcare Businesswomen's Association. Many of these extraordinary individuals are also playing a large part in helping their organizations, teams, and peers to navigate the uncharted waters in which we find ourselves. What the new normal will look like is anyone's guess. On behalf of everyone at PharmaVOICE, we wish you well and be safe.

**Taren Grom**  
Editor

## Their word...



**ROBIN ROBINSON**  
Senior Editor

*Agency-client relationships can conquer all challenges when there is respect, trust, candor, and especially chemistry between the parties.*



**KIM RIBBINK**  
Features Editor

*Women supporting other professional women is an overarching objective for the HBA Luminaries and Rising Stars.*

## May 2020

- Clash of the Titans: Agencies vs. Consultancies
- Mobile Brand
- Gene Editing
- Digital Twins
- Patient Access
- Showcases: Brand Building
- Connected & IoT Health