

By Taren Grom

Leadership and Vision

HBA's Rising Stars and Luminaries identify the trends and challenges they view as market shapers in the years to come.

PharmaVOICE tapped the nearly 100 industry executives identified by their companies as HBA Rising Stars and Luminaries to identify the biggest trends they believe will impact the industry in the next few years. Top on their list are digital and technology solutions, disruption, and innovation. They also tackle the topics of patient-centricity, health and wellness, and pricing. For information about the Healthcare Businesswomen's Association (HBA) and its awards, visit hbanet.org. And to read more from these industry leaders, visit pharmavoice.com/digital/HBA.

Aging Populations

HEIDI CASALETTO — Luminary
VP, Business Fields-Transfusion Medicine,
Business Fields Marketing, Ortho Clinical
Diagnostics

Because of all of the amazing healthcare advances that have been developed, the number of people age 65 or older is anticipated to triple by 2050. Essentially people are living longer, more active lives than ever before. Much of this growth is expected to happen in developing countries. The increase in life expectancy brought on by ongoing improvements in standard of care is placing more stress on healthcare systems globally.

MAUREEN SILVERMAN — Rising Star
Director, Clinical Operations, Shionogi

Overall advances in science and technology have significantly improved early diagnostics and treatment of serious and chronic diseases such as cancer and diabetes. Because of these improvements, overall life expectancy has increased, which leads to an increase in the aging population, people who will need to continue to receive prolonged treatment for their chronic illnesses. Consequently, I foresee a further increase in home healthcare services to meet the needs of the aging population.

Artificial Intelligence

VANESSA BRESCHARD — Rising Star
Executive Creative Director, Health & Wellness
Partners

What seemed like science fiction not that long ago is coming to life — actively. Artificial voices such as Alexa can now think and respond based on your answers with a human tone. As cited by USF Health, Amazon's voice-enabled device was the centerpiece of The Alexa Diabetes Challenge, in which developers were pitted against one another to create ways in which Alexa could be used to help



Application of artificial intelligence, automation, and data science for technology development and manufacturing applications can transform the commercialization process.

MARGARET FAUL
Amgen

Type 2 diabetes patients manage their condition. The winner, called Sugarpod, involved the use of a voice-powered scale and foot scanner that examines the feet of the patient, where signs of diabetes often surface. With diagnostic technology on the rise, taking humans out of a diagnosis is opening a dangerous cyber world that might be too easily embraced as fact before its time.

MARGARET FAUL — Rising Star
Executive Director, Process Development,
Amgen

Application of AI, automation, and data science for technology development and manufacturing applications can transform the commercialization process. The increase in the volume, variety, and velocity of data gained during development of molecules across our portfolio has created the opportunity to gain significant insights. These data-driven insights will enable us to rapidly assimilate prior knowledge, complement lab experimentation with in-silico modeling, and reduce cycle times for development activities such as regulatory filings.

SHELLEY RAHE — Rising Star
Senior VP, Client Service
Director, CDM New York

AI for sure is a No. 1 trend. Harnessing the power of supercomputers and machine learning will transform everything



Margaret Faul
Executive Director,
Process Development, Amgen

AMGEN
CONGRATULATES
MARGARET FAUL AND
ALL OF THE 2018 HBA
RISING STARS!

HBA Luminaries: Leadership Is...



LISA BAKAZIAS
VP, Global Operations,
Manufacturing Strategy, West
Pharmaceutical Services
Leadership is: Courage

In my career, I have been driven to seek solutions and innovative ways to transform personally, as well as transform my team. My goal is to look to the future and ensure my team and my company are competitive in the long term.



LISA BENNA
Senior VP, HR, GlaxoSmithKline
Leadership is: Authentic and Inclusive

I believe companies and leaders can get outstanding results by creating an inclusive culture, where all employees feel their ideas and thoughts are important and add to the business and underlying culture. As a leader, I believe in being authentic, even if that means being unpopular or going against corporate norms. Through inclusion and creating an environment where people can be their best, every day, businesses see amazing culture transformations and business results.



HEIDI CASALETTO
VP, Business Fields-Transfusion
Medicine, Business Fields
Marketing, Ortho Clinical
Diagnostics
Leadership is: Passionate

I have strong belief in doing something that leaves a lasting, positive impression on the world we live in. In the simplest form this shows itself in my passion to improve the quality of life.



MAGGIE DANIELS
National Sales Director,
Corporate Accounts, Roche
Diagnostics
Leadership is: Empowering

Leading teams, departments, a division, or a company means you have to trust and empower your teams to develop strategies and execute to achieve the mission and goals. My best work came from being entrusted to achieve the goal and my focus as a leader is to do the same for those that I lead.



KATHY DELANEY
Global Chief Creative Officer,
Publicis Health
Leadership is: Empathy and Generosity

To me, leadership is all about feeling and doing. As leaders, our essential duty is to ensure that we genuinely and deeply understand everything about our people, our clients, and our work. Having true empathy can't be faked, and when it's real, people

from how we develop medicines more effectively and quickly to how we better support patients' experiences and engagements with their health. What I'm most excited about is its ability to speed up rare disease diagnosis and hopefully mitigate life-threatening risks using predictive analysis. Ultimately, it will empower doctors to make swift decisions on the results can impact quality of life in a meaningful way, save lives, and avoid unnecessary costs. But despite the industry beginning to partner with AI start-ups everywhere you look, it feels like it's a bit of a sleeping giant for healthcare, likely due to the very real challenges that come with combining human beings, machines, and new processes together. I'm optimistic that we'll be able to solve these issues with our partners soon to start bringing the real, tangible benefits of artificial intelligence to healthcare.

ERIN RATHBONE — Rising Star
Senior Manager, Client Services, Inovalon

Leveraging artificial intelligence and machine learning to interpret all forms of unstructured and structured data — from wearables, medical records, etc. — to identify preventative care solutions that are delivered to patients directly and frequently, I believe will have a significant impact. AI offers efficiency, accuracy, and accessibility in our current on-demand culture, while also promoting cost-savings in a landscape in which costs are continually rising.

CHAKA SERRANT — Rising Star
Senior Business Analyst, Knowledgegent

A major trend that is and will continue to impact not only the life-sciences industry, but every industry today is artificial intelligence. The capability of machines to perform systematic analysis on medical data to predict disease or simply advise doctors and nurses on patient care can significantly impact care in the future and hopefully result in quicker recovery periods and, perhaps, a decrease in patient deaths.

Collaboration

JESSICA COFFEY — Rising Star
Director, National Markets Account
Management, Cardinal Health

We will continue to see the healthcare system identify opportunities to evolve and become more patient-centric, all while incorporating the right healthcare professionals.

RACHEL FRIZBERG — Luminary
Commercial Director Region Europe, Roche

There will be more experimental partnerships between health systems and pharma. The healthcare sustainability agenda will build significant momentum and positively disrupt the



The pharma industry must proactively embrace the coming hyper acceleration of technology, not only in R&D but in all aspects of commercialization.

MARILYN MARSH
Publicis Health Solutions

relationships between innovative pharmaceutical companies and health systems. It's clear that conventional approaches to healthcare will not work in the future. The unrelenting challenges of rising costs and growing demand are creating an environment where public and private organizations will be more willing to work together and experiment with new healthcare models. Pharmaceutical companies that can offer outcomes-based value propositions that span the healthcare continuum — from prevention, diagnostics, and innovative treatments through to service optimization — will begin to stand out as invested healthcare partners who can deliver value to a wider society rather than just supply medicines.

COLEEN GLESSNER — Luminary
Senior VP and Chief Quality Officer, Alexion
Pharmaceuticals

Unprecedented partnerships with unusual suspects is trending. Outside influencers, such as online retailers and philanthropic organizations, are emerging in the field, which is necessitating reinvention and simplification of traditional methods and models.

PRITI HEGDE — Rising Star
Director, Genentech

In the past, large pharma had a go-it-alone strategy to drug development. Over the last few years, we have seen an unprecedented openness among drug developers, both small and large, in co-development of drugs, particularly combinations in oncology. Today, there are more than 1,500 clinical trials in just the field of cancer immunotherapy with 900 drug

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HBA Luminaries: Leadership Is...

will follow a leader to the ends of the earth. Because of the gift of faith that's bestowed upon leaders, it's also our responsibility to consistently demonstrate generosity by giving our time, spirit, and knowledge. This becomes a virtuous cycle: empathy breeds generosity and generosity breeds empathy, and so on.



BINODH DESILVA, PH.D.

VP, Bristol-Myers Squibb

Leadership is: Enterprise Mindset

Leaders need to be mindful of what is best for the organization versus individuals or the group.



ELSIE DIBELLA

VP, Biologics Process and CMC Development, Momenta Pharmaceuticals

Leadership is: Inclusive

I have always believed that a team is better than the sum of its parts. When I encounter obstacles on my team, such as one group not understanding what the other is doing and why they're doing it, I find a way to bring those two groups together on a project that encourages shared learning. I also believe that everyone can contribute to making the group more effective and create an environment where all levels are willing to bring forth their own ideas and then are willing to take action on them. This last piece is important — when I empower people it's not just about bringing forward ideas that management then takes over and implements. It's having those with the ideas working with others to determine the best plan for implementation with the team, with the support they need from management.



EDITH EBY

VP, Pfizer

Leadership is: Authentic

Authentic leaders are genuine and I believe I am genuine. I have been told that I am a bad poker player. As an authentic leader, I strive to demonstrate behaviors that enable others to trust in me; I take ownership and have courage to challenge the status quo.



RACHEL FRIZBERG

Commercial Director Region Europe, Roche

Leadership is: Collaborative

Intentional relationships are the fuel of transformational leadership. You need to develop a genuine understanding of the individual needs of each colleague and purposefully support their growth in line with the strategic goals of the business.



COLEEN GLESSNER

Senior VP and Chief Quality Officer, Alexion Pharmaceuticals

Leadership is: Never Settle

Time is finite. Why would you waste your limited time by settling for anything less than the best? Each day, we are each required to make choices. These choices have unintended consequences on our business and for our patients. Choosing excellence enables delivery of more than we ever thought we could. As a leader, I endeavor to inspire teams to never settle and to choose excellence.



CECILE GUEGAN

VP, Finance Global Oncology and Medicine Development, Pfizer

Leadership is: Integrity

Being honest and fair to colleagues and peers creates a productive work environment in which everyone can contribute and grow. Leaders need to position the interest of the enterprise first, before individual interest and office politics, to avoid bias in decision making.



JENNIFER JACKSON, PH.D.

Senior VP, Global Regulatory Affairs & Quality Assurance, Tesaro



PETRA JANTZER

Managing Director, Accenture

Leadership is: Authentic

Authentic leadership to me means being self-aware and genuine; mission-driven and focused on results; focused on the long-term; and leading with the heart.



TRACEY KEELE

Partner, Risk Consulting, KPMG

Leadership is: Imperfect

I've always felt that the best leaders are those who are relatable, accessible, and real. We are all human, we all have flaws — whether acknowledged or not — and have all had some stumbles along the way. Our humanity is what connects us and it is in those moments of imperfection that we often learn, grow, and inspire the most. My imperfections not only drive me to learn more and be better, but help me relate to my team, understand the challenges they face, and ease the path to leadership for others.

combinations being investigated. Companies are eager to collaborate with innovative partnership terms that can range from cost sharing of trials, revenue sharing models, and co-marketing models. An upside of this trend will be great for patients as it allows transformative therapies to be available to patients sooner. However, it remains to be seen how pricing of products would impact uptake of these drugs and overall burden on healthcare. In principle, if drugs being combined belong to the same drug manufacturer, there could be greater flexibility in pricing of products. With this new trend, we may see innovative payment models such as value-based reimbursement to make patient care more cost-effective.

DEVAYANI POPHALI — Rising Star

Senior Director, Field Operations, Mallinckrodt Pharmaceuticals

Collaborations are occurring across industries and new models are emerging from tech and retail industries. This shows that the future of M&A might not be linear within the healthcare industry. We need to be able to think outside of the box. And one way to achieve this is by having people with diverse education, life, professions, and experiences bringing their voice to the table.

Culture and Transformational Leadership

DANA DODZIK — Rising Star

Senior Director, Corporate Communications, Lundbeck

While the healthcare industry has long been held in high esteem, today the sector is working to restore its cache and break the perception of it as a complicated, flawed, and costly system that's not providing people with the best care or value. Given that the industry is in this transformative period, attracting and retaining the highest caliber of next-generation scientists and future healthcare leaders is critical to ensure healthcare companies continue to thrive and innovate to help people live better and healthier lives. To do this, companies need to harness the heart and the power of their organizations and unite their teams behind the organization's purpose. Creating and sustaining this type of aligned and purpose-driven culture requires a company to carefully define what it stands for and why it exists, and then live out these principles daily. When individuals can identify with a company's purpose, they build an emotional attachment to the company, are proud of their relationship with the company, and are willing to go above and beyond to make the organization a success. Constant and fervent articulation of the pur-

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We will continue to see the healthcare system identify opportunities to evolve and become more patient-centric, all while incorporating the right healthcare professionals.

JESSICA COFFEY
Cardinal Health



pose, inside and outside of the organization, helps connect people to the purpose, creates an atmosphere of accountability, and dramatically improves results and value for all stakeholders. Earlier in my career, one of my mentors told me that working in the healthcare industry is a privilege and one to be taken seriously. By creating passionate industry ambassadors aligned to make a positive impact on people's health, we can ensure this privilege and responsibility is upheld. The need has never been greater.

JOY FITZGERALD — Rising Star
Chief Diversity Officer, Eli Lilly and Company

A diverse, inclusive workforce is essential for excellence and innovation in healthcare. To be successful, we must understand all of our customers, in their many dimensions of difference. Companies will need to rethink how they recruit, develop, and retain diverse talent to drive greater value for customers.

MARY JAMES — Rising Star
Senior Director, Research & Analytics, W2O Group

Research shows that employees who are healthy and happy are more productive. At W2O, all employees receive a wellness stipend each year. It can go toward gym memberships, acupuncture, new sneakers — you name it. As employees work harder, faster, and longer, I think we'll see an uptick in companies facilitating, even mandating wellness programs, for employees, in an effort to reduce the cost of insurance, create a healthier environment, and prevent chronic disease. I expect to see innovative approaches to keeping employees healthier and happier, longer.

LAUREN LEWIS — Luminary
Executive VP, Managing Director, McCann Torre Lazur

Rewind 20 years and the healthcare industry was booming — significant budgets and blockbuster products dominated. The future of pharma seemed untouchable, but that was an unsustainable trend both for molecule and money. Gone are the days of being only attracted to what was the glamour of our indus-

try; now the beauty is found in getting back to basics. As such, the job of client services has seen greater exposure. We see clients seeking agency partners who foundationally have a genuine interest in the job of marketeering. We see the industry attracting individuals who chose healthcare because they truly love the job and want to make a difference.

ROSEMARY REBULI — Luminary
Global Head of Trial Management, Novartis Pharmaceuticals

A diverse, open, humanistic leadership will begin to be a predictor for success for companies in our healthcare industry. We live in an exciting time. We have more opportunities for partnership to harness the power of data and automation, and to work with patients and health authorities than ever before. We will need leaders who are able to unite an organization around one purpose, actively seek diversity of thought, experience, and background internally and externally and then be able to recognize, optimize, and prioritize the game-changing idea when they encounter it.

JAMIE SPAETH — Rising Star
Head of HR, US Commercial, Shire

With an increasingly flexible work environment, for example work from home, work/live in different geographies, companies need to think how to redefine organizational culture.

ONELIA ANN VERA — Luminary
Head Counsel, Hematology, Shire

Law departments are expected to do more with less. Lawyers cover broader business areas — multiple products, franchises, etc. — and must be willing to service a very diverse client base. In-house lawyers are valued as much for their business acumen and strategic thinking, as they are for their legal technical expertise.

Digital Health and Technology

JENNIFER ANDERSON — Rising Star
Director, Operations, Performance Health
More than ever, people are turning to social

HBA Luminaries: Leadership Is...



ANDREA KRETZMANN
Strategy, Fingerprint Marketing
Leadership is: Proactive and Passionate

I love this business and am always looking to push works and our collective achievements. Good enough is not good enough.



LAUREN LEWIS
Executive VP, Managing Director, McCann Torre Lazur
Leadership is: Passionate and Driven

Leaders approach everything with full zest and zeal, with dedication and focus. They also are driven with a goal in mind; there's no stalling, stopping, or short cuts.



ANILA LINGAMNENI
VP, Renal R&D, Baxter Healthcare, Baxter International
Leadership is: Authentic

I strongly believe that authenticity drives trust and belief, which are critical for building a workplace that is not a job but a career for your team.



KELLIE MALLOY
Executive VP, Syneos Health
Leadership is: Caring

By keeping the patient at the center of what we do, caring becomes the DNA of our work. I have been honored to partner with wonderful clients, lead fantastic global teams, and collaborate with excellent investigative sites throughout my career. I have found that the best outcomes come from going above and beyond what is expected, and have been able to do that by grounding to the importance of what we do. The tools and know-how are a must, but support and caring make a difference when the unexpected happens.



NAHRIN MARINO
Deputy General Counsel Legal Regulatory, Astellas Pharma US
Leadership is: Connecting

During my career I've learned a number of lessons and a few have made a big impact. First, it's critical to connect with people at all levels of the organization. Second, it's important to be able to respond to the evolving business environment, to remain open, and to be willing to learn. Third, good solutions are only achieved through partnership and understanding of each unique perspective and goal. Fourth, it is important to foster an environment of honesty in providing feedback, balanced with trust and respect. Fifth, a good leader must actively participate as a team member to contribute to overall success. It takes the whole team, working together, to drive to success.

HBA Luminaries: Leadership Is...



JYMME MCQUILLAN
Executive Director, Operations,
Quest Diagnostics



NIKKIA MILLER-BLAKES
Johnson & Johnson Technology,
VP – Enterprise & Portfolio,
Johnson & Johnson

Leadership is: Head and Heart
Leaders have a natural ability to lead with both their head and heart while keeping them in sync and bringing their best every day.



JAN PRICE
Director, Women's Healthcare
and Neurology Medical Science
Liaison Teams, Bayer

Leadership is: People Development
It is a leader's responsibility to hire, retain, and develop talent. Employees want to be valued and be part of a greater vision. I make it a priority to understand the strengths of my teammates and to focus on providing them with opportunities to enhance those strengths. Whether that is professional development, special projects, or opportunities for visibility, I personally invest in each person's growth and success. This has helped to create a culture of mutual success within a team where each individual's unique skills add to the whole.



ROSEMARY REBULI
Global Head of Trial
Management,
Novartis Pharmaceuticals

Leadership is: Integrity
I have found the most formative moments in my career are those when I have had my sense of right and wrong challenged or tested. For me having a career in this industry is a vocation and a privilege and it carries with it great responsibility. Leadership has to be a verb and not a noun and continuously striving to act in concordance with core beliefs is essential to the relationship I have with my team, as well as the impact we as a team have on the organization, and ultimately on society. I work to ensure my word and the word of my team carries weight and engenders trust.



DAWN ROGERS
Senior VP, Human Resources,
Pfizer



ROBIN SHAPIRO
Global President,
TBWA\WorldHealth

Leadership is: Continuous improvement
Every day I ask: "What can I do better? What can we do better?" Creating a culture of continuous improvement and personal accountability leads to stronger engagement and better results.



MEG SMITH
VP, Clinical Operations, Quality
and Regulatory Compliance,
Stryker

Leadership is: Collaborative and Trusting
I believe that, as a leader, if you work collaboratively with your team to establish a clear, simple vision, and mission, you have to give them your trust to carry out the vision and mission with their teams. Leaders develop from learning how to set direction and create execution plans for sustained change.



CECILIA SORIANO
VP, General Manager, Diabetes
Care, BD

Leadership is: Authentic
I am a very genuine, open person who believes in transparency and trust. I think impactful teams are built on a solid foundation, a common core of shared values, and a strong sense of purpose in order to thrive and deliver results.



PONNI SUBBIAH
Chief Medical Officer, Indivior



LISA TALBOT
Managing Director, Healthcare
Strategy & Business
Development, Marina Maher
Communications

Leadership is: Fearless
If you do not feel a little uncomfortable, the work is probably not good enough. Nothing extraordinary comes from being comfortable. To truly make a difference, we have to be brave enough to step out of our comfort zones and do something that has never been done before. I challenge all of my teams to adopt some level of fearlessness and push themselves beyond what they think they're capable of. I'm rarely disappointed. Together we are better — an individual can come up with a good idea; a team can make it a great idea.

media to help them make informed decisions about their health. Many are choosing self-care and are relying on e-commerce retailers and manufacturers to provide them with objective data to make these choices. The lowest price, however important, is less of a factor when compared with informed service providers, convenience, and speed of delivery. Consumers want the ease of ordering the right product, and having it delivered to their front door, as quickly as possible. Healthcare product innovators, manufacturers, and the supply chain will need to work collaboratively to meet these rising consumer market expectations to ensure continued success.

SOPHIE DUTILLOY — Rising Star
DVP Abbott Diabetes Care, EMEAP, Abbott

Connected care will become mainstream as a way to decrease healthcare costs and enable chronic diseases prevention and management by patients. Telemedicine will become widely reimbursed and healthcare providers will have access to data, which will allow them to better relate therapies to outcomes.

BETSY GEORGE — Rising Star
Director, Medical Affairs, Operations, Ferring
Pharmaceuticals

One of the most impactful trends has been the evolution of digital technologies, in particular the ability to collect and mine real-world data. The ability to gather and analyze data from multiple sources has the potential to provide a wealth of long-term safety, efficacy, and compliance outcomes. This will have a broad impact, from providing robust clinical evidence to developing innovative new products and personalized treatment paradigms.

INNA GLOZMAN — Rising Star
Senior Director, Commercial Analytics, Eisai

Advances in health technology will continue to enable improved patient care and create new avenues for scientific innovation.

PETRA JANTZER — Luminary
Managing Director, Accenture

Digitization of healthcare and the power of big data are two big trends. The convergence of biology, data science, and digital technologies will drive medicines and health progress in this century as dramatically as the extraordinary achievements in physics, electronics, and engineering that revolutionized the last one.

ANDREA KRETZMANN — Luminary
Strategy, Fingerpaint Marketing

Genomics is finally hitting the main stage for consumers at the same time as broader scale adoption of wearables and integration with virtual assistants such as Alexa. The

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Helix Marketplace is creating a shopping experience to learn whatever you'd like about yourself on one set of data. People have unprecedented, and individual, information at their fingertips and are in more control of charting their health futures with and without their physicians.

ANILA LINGAMNENI — Luminary

VP, Renal R&D, Baxter

Healthcare, Baxter International

Technology advancements and emerging digital health innovations are driving integrated and personalized patient-centered healthcare transformation.

NAHRIN MARINO — Luminary
Deputy General Counsel Legal Regulatory,
Astellas Pharma US

Digital health is such a broad topic, but at its core it is the convergence of healthcare data and digital technology. Companies are using these digital resources in innovative ways to improve outcomes across the health sector. As lawyers, we have to embrace the use of digital technologies, partner with our digital teams early in the design phase, and provide guidance on the regulatory and legal requirements associated with these digital technologies.

MARILYN MARSH — Rising Star
National Sales Director, Publicis Health
Solutions

The pharma industry must proactively embrace the coming hyper acceleration of technology, not only in R&D but in all aspects of commercialization. The HCPs of the future will depend on data streams and analysis as much they depend on the physical exam to diagnose and treat patients. Patients will be well-informed and prefer healthcare providers who use the best technological systems to treat their illnesses and maintain wellness. Wearables will provide continuous patient assessment and personalized medicine will become the norm. The pharma industry must partner with the healthcare community to meet the needs and requirements of patients of the future.

NIKKIA MILLER-BLAKES — Luminary
Johnson & Johnson Technology, VP-Enterprise
& Portfolio, Johnson & Johnson

Technology, including digital health products and solutions, is transforming healthcare and



Genomics is finally hitting the main stage for consumers at the same time as broader scale adoption of wearables and integration with virtual assistants such as Alexa.

ANDREA KRETZMANN
Fingerpaint Marketing

creating opportunities. It is allowing patients to increase awareness and ownership of their health and well-being and healthcare professionals to diagnose and treat on a broader scale. It is also playing a key role in improving health outcomes through value-based approaches. Technology is at the center of the healthcare transformation, serving as a key differentiator and defining the customer experience.

ANGELA PARTISANO, PHARM.D. — Rising Star

Global Medical Director, hATTR Amyloidosis,
Alnylam Pharmaceuticals

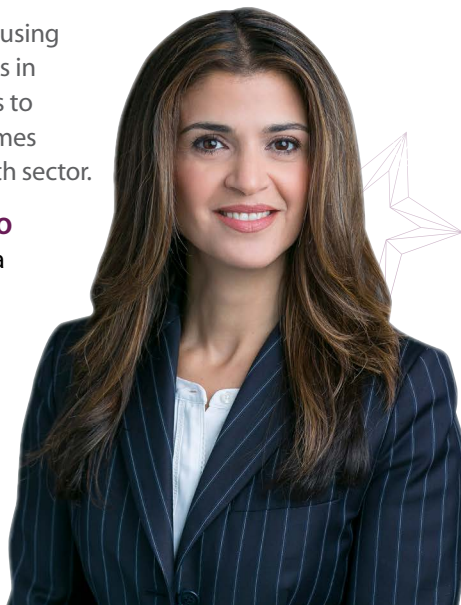
Further advancement of programs and initiatives such as Google Health, machine learning, and IBM Watson will be critical in interrogating databases for applying clinical algorithms to diagnose patients with rare diseases and geotarget patients for trials. The advancement of digital therapeutics will provide an opportunity for biology and technology to further complement each other, while advances in social media platforms will allow advocacy groups to better understand and share patient experiences and burden of disease.

JAN PRICE — Luminary
Director, Women's Healthcare and Neurology
Medical Science Liaison Teams, Bayer

There is an explosion of new technology

Companies are using digital resources in innovative ways to improve outcomes across the health sector.

NAHRIN MARINO
Astellas Pharma



HBA Luminaries: Leadership Is...



ONELIA ANN VERA
Head Counsel, Hematology, Shire
Leadership is: Results-Oriented

I motivate myself and my cross-functional teams to achieve patient-centric results that will ultimately benefit patients. The patients are at the center of everything we do. If we can achieve the right results for patients within a compliant framework, we achieve our vision and are ultimately a successful company.



ERICA YAHR
Executive VP, Executive Strategy
Director,
McCann Health



SHERRI ZAPINSKI
VP, Global Procurement
Alcon, a Novartis company
Leadership is: Collaboration

Procurement is often at the center of competing interests between various departments in any large company. My goal is to always be respectful of everyone's unique concerns and then shift the group's focus to the bigger picture. It is much easier to gain alignment around a clear, unifying vision than forcing each party to negotiate solely based on his or her own individual needs.



LITAO ZHANG, PH.D.
VP, Leads Discovery &
Optimization,
Bristol-Myers Squibb

HBA Rising Stars — Leadership Is...



NEETA AMIN
Executive Director, Clinical Lead/
Clinical Science Head, Pfizer

Leadership is: Tough But Fair

Innovation needs a setting that encourages new thinking, is in an environment that aims for more than what was thought possible/ doable, sets new norms constantly, but equally so recognizes that best breakthroughs are a combination of both wins and so called "losses."



JENNIFER ANDERSON
Director, Operations,
Performance Health

Leadership is: Collaborative-Learner

I have a thirst for knowledge and believe that you will inherently improve yourself by learning and listening to what goes on around you; that understanding the other person's point of view or how people think about you, is as important or more important, than how you think of them. I always try and make time for self-improvement, whether it be personal or professional, it always leads to growth.



SONAL BHATIA
VP, NA Regional Medical Affairs
Lead, Rare Diseases, Pfizer

Leadership is: Grit

Grit is the ability to work hard for a long period of time toward a goal; to persevere, overcome, and keep moving forward in the face of adversity, failure, rejection, and obstacles. Along the way a leader will face countless challenges, failures, and setbacks that will become roadblocks unless they find a way forward. Positive leaders have grit and find a way to navigate the roadblocks or run through them to move closer to their vision and goal.



STEPHANIE BOSTAPH MARTIN
VP, Ketchum

Leadership is: Empowerment

I am where I am today thanks to leaders who have empowered me to embrace new challenges — from learning the business operations of a small company to switching my PR specialization to healthcare. This is the kind of leader I strive to be: one who values mentorship, believes my team can accomplish many tasks above their levels and provides the runway needed to reach their greatest aspirations.



VANESSA BRESCHARD
Executive Creative Director,
Health & Wellness Partners

Leadership is: Committed

As a leader I am committed to keeping my team informed and relatively stress-free. I believe in seeing the big picture before diving in to any

project and leading my team down a path of darkness and uncertainty. With our shortened work deadlines and expanding project scopes it is important to lead the charge knowing that we have left no stone unturned. I am all-in, ready to help and guide however and whenever necessary. I am committed to instilling in my team a passion to go above and beyond with their creativity.



ANNE BROOKS
Senior Director, Oncology
Marketing, Teva
Pharmaceuticals

Leadership is: Authenticity

Leaders are humans too. When it's clear to others that I am who I am, I say what I think, I'm humble, and I'm willing to admit mistakes, people respond positively with trust and appreciation.



JENNIFER BROXMEYER
Director of Compliance and
Associate General Counsel,
athenahealth

Leadership is: Empathetic

I build every working relationship on mutual respect and common purpose. My role requires frequent collaboration with business and product teams, and the best solutions come from truly understanding what's motivating them and what their objectives and obstacles are. When there are disagreements or difficult decisions, we have that common foundation to ground us.



RENATA CAMPOS
Area Head LATAM & President,
Brazil, Takeda Pharma LTDA

Leadership is: Resilience

Leaders need to be open to learn from mistakes and successes, value diversity, and get out of their comfort zone, delivering the extra mile — always. Enjoy changes with proactive and positive attitudes. Leaders also need to be flexible to manage diverse and multiple situations with a high level of urgency and agility.



JESSICA COFFEY
Director, National Markets
Account Management,
Cardinal Health

Leadership is: Team-focused

My favorite aspect of recent roles I've held is managing many dedicated, creative and hard-working team members. They've taught me so much about motivation, building a culture, coaching for performance, strategizing and prioritizing, and about how to have a lot of fun celebrating successes at work. I'm so thankful to have worked with many wonderful teammates.

within our industry. In many ways this will shift the paradigm to more patient responsibility and self-advocacy, while providing new ways to engage with our healthcare providers. There are many examples of this, from the simple to the complex. Wearable devices, which help us monitor our own exercise, calorie intake, sleep patterns, etc., may have the ability to improve patient health. I work with an autoinjector that will remind patients to take their medication and track compliance, as well as provide a visual calendar and wellness tracker. Patients can also choose to send data to a healthcare provider. Various health plans and systems are experimenting with different forms of telemedicine. This is a way to gain virtual access to physicians and enhance the timeliness and quality of healthcare delivery to patients. Innovative access can range from online diagnosis and treatment for basic illnesses that enable the patients to receive more immediate care from their homes, to hospital systems caring for patients remotely in rural areas by connecting directly to a patient's mobile device.

PONNI SUBBIAH — Luminary
Chief Medical Officer, Indivior

Technology is playing an increasing role in healthcare. This will only accelerate as more people have access to tools such as smartphones and as technology continues to improve across the globe. Health services are already being delivered or enhanced through the Internet and related technologies. For example, instead of going to a bricks-and-mortar urgent care center for treatment of their flu symptoms, some people are opting to connect with doctors using telemedicine services. Another example is the use of activity trackers to monitor physical activity, which have expanded to track sleep, respiration, and other vital activities in real time. While data are going to exponentially increase, so will the challenge to identify credible and evidence-based information that can be used to help solve key societal issues from the impact of disease on communities to helping improve the quality of life of an individual. How do organizations use these disruptive technologies to achieve a mission that is of societal benefit? How do we, as a society, enable technology to bring about equity in access to quality care regardless of geographical location and socioeconomic considerations but at the same time protect the individual's right to privacy? These are the questions for our time.

SONIA SHAH — Rising Star
Senior Medical Director, The Scienomics Group,
an Omnicom company

The consumerism of healthcare is a trend.

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Specifically, the proliferation of diagnostic technology and health information in the management of chronic diseases will empower patients to be more aware, informed, and in control of their own health.

JODI VIRKUS — Rising Star
Oncology Marketing Indication Lead, Novartis Pharmaceuticals

The speed of change in technology, science, and medicine continue to outpace the ability of many of our customers to keep up. This creates the need for ever-increasing simplicity and solutions that make it easy for the healthcare system and physicians. In times when efficacy and safety are key, these are now expected, and additional solutions have to be provided to compete.

SHERRI ZAPINSKI — Luminary
VP, Global Procurement, Alcon, a Novartis company

Digital technology is opening up new ecosystems in healthcare. Not only is digital technology improving patient outcomes in eye care — it is rapidly changing how large companies such as Alcon are working with suppliers. Emerging technologies are breaking down silos between big companies and tiny start-ups to improve the supply chain in ways that were not possible even a few years ago.

Disruption

STEPHANIE BOSTAPH MARTIN — Rising Star
VP, Ketchum

Amazon is paving the way for companies — not traditionally known in healthcare — to disrupt the marketplace, bringing greater scrutiny to pricing, transparency, and access. The real question is whether this can have a widespread impact on the total cost of healthcare in the United States from the cost of prescriptions to procedures.

TANESHA DUNCAN — Rising Star
Executive Director, Technical Commercialization, Celgene

If you look back 10 to 15 years, you can point to several industries that have been completely disrupted by the introduction of technological innovation that toppled major powerhouses and created opportunities for new entrants to exploit. Examples of companies that were formed out of these major shifts in industry dynamics include Amazon for retail, Netflix for entertainment, Spotify and Pandora for the music industry, and Blue Apron and HelloFresh for the grocery industry, to name just a few. The healthcare industry is one of the few industries whose operating model hasn't materially changed in well over 20 years. Over the

last few years, the healthcare industry has seen several technology companies entering the space during a time when the industry is ripe for disruption. The proliferation and accessibility of data and the technological advances that allow us to mine this data quickly and accurately will enable innovation across science, clinical development, access, reimbursement, and medical practice in the near future. Harnessing analytics in healthcare will be one of the major enablers that builds a bridge to personalized healthcare and innovative patient care solutions.

JESSICA HILL — Rising Star
Senior Account Manager, Bulletin Healthcare

The entrance of Amazon into the pharmacy space could upend the industry, depending on the exact direction the company decides to go in. Consumers have increasingly more power in the healthcare marketplace and one can only imagine how the pharmacy model will change if consumers become accustomed to the convenience, responsive customer service, and fast shipping offered via Amazon in their health purchases. Additionally, consumers may come to expect the same level of service from their healthcare providers, insurers, and pharmaceutical companies.

TRACEY KEELE — Luminary
Partner, Risk Consulting, KPMG

Cross-sector disruption is changing how business is done. In a recent KPMG survey, two-thirds of CEOs said they believed that the next three years will be more critical for their operations than the previous 50 and that they



One of the trends on the rise is what could be called lifestyle healthcare. People want healthcare that is convenient for them, that lets them be proactive about their health, and provides a more personalized experience the same way they experience it in other categories.

TRACEY COOPER
Ogilvy CommonHealth Worldwide

HBA Rising Stars — Leadership Is...



COURTNEY COHEN
Associate Creative Director, Calcium USA
Leadership is: Innovator

As a graphic artist, I am both a leader and an innovator who helps others on my team create the vision that we are looking for. It's all about the team, the work, and learning to work together and trust each other.



KRISTI COOPER
Director, Learning and Development, Novo Nordisk
Leadership is: Authentic

I provide thoughtful and truthful input to situations, regardless of hierarchy.



TRACEY COOPER
Digital Engagement Strategist, Ogilvy CommonHealth Worldwide
Leadership is: Relationship/Team Builder

I look for ways to bring teams together for the common goal of having the best of what the team offers to our clients. We work across multiple disciplines often; it helps when we can all get to the finish line together.



DANA DODZIK
Senior Director, Corporate Communications, Lundbeck
Leadership is: Openness and Transparency

I believe that being open with your team and sharing as much information as possible allows everyone to do his or her job better. Sharing important context and information helps teams have the right information at the right time to make the best decisions on behalf of the business. It fosters responsibility and ownership for the work, thereby increasing engagement and propelling a business forward. Great business plans and strategy are not enough — alignment and understanding of the strategy, and how to deliver upon it, can push a company over the top.



TANESHA DUNCAN
Executive Director, Technical Commercialization, Celgene
Leadership is: Integrity

For me, integrity is about being open, honest, trustworthy, and accountable. I aim to achieve this by always prioritizing the people first and foremost, and holding myself accountable for my own words and actions.

HBA Rising Stars — Leadership Is...



SOPHIE DUTILLOY
DVP Abbott Diabetes Care,
EMEA, Abbott

Leadership is: Adaptable

My experience working in multiple countries, with different cultures, and across various businesses allows me to find and implement new business solutions and thrive in a volatile, complex, and evolving healthcare world.



SUSAN FARKAS
Commercial Business Director,
AstraZeneca Pharmaceuticals

Leadership is: Trust and Transparency

It's an honor and a privilege to lead teams. To embody and create an environment of trust and transparency allows everyone to bring their best self to work and maximizes engagement.



MARGARET FAUL
Executive Director, Process
Development, Amgen

Leadership is: Engaged

Being engaged with my team members allows me to understand their problems and work with them in delivering solutions, rather than just viewing what's happening from the sideline, allowing greater connectivity and a more productive work environment.



JOVELLE FERNANDEZ
VP, Japan Medical Officer and
Head, Japan Medical Affairs,
Takeda Pharmaceuticals

Leadership is: Enable

I always try to live by my mission in life, which is to be an instrument to enable individuals to be better than the best – and that best is something that is “need to be best” rather than “want to be best.” This is built upon what I look back to and what I am grounded on. I am grounded on being an instrument to make a difference to somebody else's life, to enable the other individual to a better person, and bring out the best in that person.



JOY FITZGERALD
Chief Diversity Officer, Eli Lilly
and Company

Leadership is: Action-Oriented

At Lilly, we are long past the awareness stage of our diversity and inclusion journey. We are taking action and measuring results. This perfectly fits my leadership style. I leverage my deep knowledge of the company, its practices, its people — and its organizational habits — to solicit appropriate input, chart a course and move. Our business is changing fast, and I'm helping to lead the behavior changes necessary for success.



COLLEEN FLESHER
Area VP Sales, Johnson &
Johnson



AMY FRANCE
VP, Finance, Syneos Health

Leadership is: Collaborative

I believe successful organizations are ones where employees collaborate continuously and respectfully not only with their own internal team, but also with the teams across their organization. I strive to be an example of this quality by making my cross-functional interactions meaningful. I want those interactions to build a foundation for trusting relationships that in the end hopefully yield results internally and externally for the organization.



BETSY GEORGE
Director, Medical Affairs,
Operations, Ferring
Pharmaceuticals

Leadership is: Accountability

My strongest leadership quality is accountability. I hold myself accountable for my actions and outcomes, positive or negative. I also empower my team to do the same, by taking risks and admitting failures and mistakes so that we can learn and grow together.



INNA GLOZMAN
Senior Director, Commercial
Analytics, Eisai

Leadership is: Empowering

I empower my team to drive informed business decisions through integrated, actionable insights and strategic recommendations. As a team leader, I set high standards and provide the support necessary to achieve them.



RENEE HALL
Executive Director, Head
of Commercial Excellence,
Boehringer Ingelheim

Leadership is: Approachability

Approachability is an important attribute to me, to allow employees, mentees and others to feel comfortable and authentic around me, creating a space for more candid conversations and willingness to tackle tough conversations and problems in our industry.



PRITI HEGDE
Director, Genentech

Leadership is: Inclusive

I believe every individual on a team



We're witnessing an era of true data disruption in healthcare. Use of real-world data is unlocking medical mysteries, improving patient care, and informing new areas of research.

ROBIN SHAPIRO
TBWA/WorldHealth

were worried about their business models being disrupted. New entrants, consumer-centricity, and rapid technological advancement will reshape how the life-sciences industry operates. We are at a tipping point in the industry that will have far-reaching implications for patients, healthcare providers, and the cultural dynamics in the sector. Platform companies such as Amazon and Apple are quietly positioning themselves across the healthcare value chain, for example diagnostics, clinical research, and information capture, and distribution. The future holds great promise: better diagnostics; better, more targeted treatments; patient empowerment; and expanded access to care. Change will also threaten organizations that fail to pivot from traditional operating models. Anticipating, transforming, and re-inventing will be essential to navigating this uncertain and dynamic environment.

SONIA LUACES — Rising Star
Partner, PwC

New sector entrants and emerging technologies continue to spur innovative partnerships through horizontal and vertical integration efforts, driving the sector to reevaluate existing business models, re-balance investments, and maximize cost structures.

ROBIN SHAPIRO — Luminary
Global President, TBWA/WorldHealth

We're witnessing an era of true data disruption in healthcare. The use of real-world data is unlocking medical mysteries, improving

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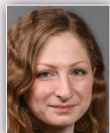


**Congratulations to Robin Shapiro,
our guiding light and 2018 HBA Luminary**

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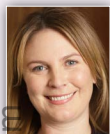
HBA Rising Stars — Leadership Is...

irrespective of job level has the ability to think outside the box and come up with innovative ideas. If they know their voices are heard, it allows for uninhibited and productive dialogue.



JESSICA HILL
Senior Account Manager, Bulletin Healthcare
Leadership is: Accountability and Honesty

I always strive to give 110% in my work with our clients, and accountability plays a big role in achieving that goal. Additionally, I believe leadership requires leading by example to motivate team members and build trust.



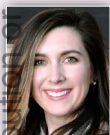
EMMA HOWE
Marketing Director, Upper Respiratory, Health BU, RB US, RB
Leadership is: Empowering

I believe in setting a clear vision for the team and then giving them the trust and space needed to set their own path. Empowered teams have the freedom to act and the ability to respond quickly as the environment changes.



EVELYN HU
Executive Director, Technical Operations Controller, Purdue Pharma

SANGITA IYER
Director, FP&A, Horizon Pharma
Leadership is: Flexible
I can quickly adapt to changing circumstances and work effectively in a dynamic environment without losing sight of the end goal. My emphasis on results-oriented behavior, critical thinking, and thirst for constant learning guide my willingness and ability to go beyond the status quo. This skill not only leads to personal success but enables me to be an effective leader and mentor who can guide her team to stay focused and be successful despite the challenges.



MARY JAMES
Senior Director, Research & Analytics, W2O Group
Leadership is: Authentic

I'm a big believer in bringing your whole self to work. We all have quirks, dreams, challenges, and lives outside of the workplace. Being a leader means accepting people for who they are and leveraging their unique personalities to build brilliant teams and foster innovation. It also means modeling that same authenticity — my team members know I have strengths and weaknesses, too



It's exciting to see the ways in which a deeper understanding of the mechanisms of disease at the cellular and molecular level are being translated into highly targeted therapies.

DR. SARAH STOCK
The Lockwood Group

patient care, and informing new areas of research. Healthcare technology companies such as Illumina are leveraging genomic data to decode rare diseases and identify new areas of health research. Artificial intelligence and real-world data are enabling better patient care and faster treatment decisions. Today, oncologists can leverage platforms such as CancerLinQ to track real-world data, making better and faster treatment decisions possible. The next frontier will take place when we find new ways to break down data silos, enabling easier sharing and collaboration in the name of better patient care.

MEG SMITH — Luminary
VP, Clinical Operations, Quality and Regulatory Compliance, Stryker

We have to drive cost out of healthcare. This is going to require overhauling the delivery model, which will be dependent on new technology to enable connectivity.

CECILIA SORIANO — Luminary
VP, General Manager, Diabetes Care, BD

While there are multiple trends with significant impact to our industry, the one trend that is most material to the business I am currently in is the consolidation between retailers and payers, for example CVS and Aetna, as well as the evolving role of retailers such as Amazon in the healthcare space. This directly correlates to the rise in consumerism, population health management, technology/digital enablement of care, etc., which could have a significant impact on where, how, and when care is provided

as well as how data flows between care settings, including access to patients at home.

LISA TALBOT — Luminary
Managing Director, Healthcare Strategy & Business Development, Marina Maher Communications

Amazon, Apple, Google, and Uber are being celebrated for successful disruption in consumer markets. They reimagined businesses creating services that became essential to our lives — before we even realized we needed them. Now, they are setting their sights on healthcare. These outsiders are unburdened by the way it's always been done and that means they are free to imagine new, more convenient, and efficient business models that can transform how care is provided. And they have only just begun. I believe they are going to turn healthcare IT on its head in the best possible way.

Health & Wellness

TRACEY COOPER — Rising Star
Digital Engagement Strategist, Ogilvy CommonHealth Worldwide

One of the trends on the rise is what could be called lifestyle healthcare. People want healthcare that is convenient for them, that lets them be proactive about their health and provides a more personalized experience the same way they experience it in other categories. Healthcare providers such as Forward and Parsley Health are offering easy access to private healthcare services in malls or shared office spaces. They're merging the feeling of accessible healthcare that potential patients might encounter during their daily life at an urgent care center combined with the services and advanced health technology one would receive from a concierge doctor.

KATHY DELANEY — Luminary
Global Chief Creative Officer, Publicis Health

Health and wellness will become the new luxury status symbol. I recently read a quote that said, "Feeling good is the new looking good." The article wasn't in a medical journal, but in a lifestyle publication that primarily covers fashion. For an increasing number of people, possessing health and wellness quickly is becoming the ultimate signifier of fashion, luxury, and personal wealth. This trend is especially evident in young millennial consumers, who value experiences over material possessions, and it's a sentiment that has cascaded to older generations that are not only living longer, but also want to live better. And we are seeing this trend play out in the workplace as well. According to a study that Publicis Health fielded in 2017, 69% of Americans said they would

brainpower.
girl power.
powerful scientist.

2018 HBA Rising Star.

Sarah Stock, PhD
Vice President, Group Scientific Director



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— allowing for better understanding and stronger communications.



KENDRA JOHNSON
Senior Project Manager, Sanofi
Leadership is: Empathy

Forming a connection with my team members is paramount for me — it is how I'm wired. My team members quickly learn that I'm going to ask about their family, their weekend, etc. and it's because I truly want to know. I have always appreciated knowing that someone cared, that they understood and that I was being heard, which is why having empathy is an important quality to me.



NICOLE LEITER
Corporate Operations VP,
Walgreens Boots Alliance



SONIA LUACES
Partner, PwC
Leadership is: Caring

Caring for our people, clients and community defines my leadership style and has enabled me and others to continuously learn and grow personally and professionally through the years.



KELLY MACDONALD
Director, Commercial Finance and
Technical Accounting, Ironwood
Pharmaceuticals
Leadership is: Leading By Example

I grew up playing sports and I've always valued hard (and efficient) work and the process of earning respect and influencing others by doing so. It's my strong belief that team leaders are most effective when they are both a coach and a teammate and I've found collaboration and development to be mutually beneficial if everyone is in it together.



CHRISTINA MACK
Senior Director of Epidemiology,
IQVIA
Leadership is: Empowering

I try to get a sense from everyone on my team about what motivates them and what their goals are, both on a personal and professional front. I apply that insight into how I set up their role on our team, and provide personalized insight for each of them to help propel their individual success. I try to lead by example and demonstrate thoughtful decision-making, pushing beyond my own comfort zone, and staying action-oriented, which I've found builds the confidence of my team and allows us to work based on relationships rather than authority. My end goal for everyone on my team is for them to first

contribute and then take it one step further and lead in ways that they haven't done before. And then I point out what they did so that they know in no uncertain terms that they are growing and that they are better than they thought. Women especially do not naturally say "I rocked that," so I say it for them in the hope that they will have the confidence to say it themselves the next time around.



STEPHANIE MAGONAGLE
VP, Strategic Planning Director,
McCann Echo



HAITA MAKANJI, PHARM.D., R.PH.
VP, Clinical Strategy and
Programs, Magellan Rx
Management
Leadership is: Engaging

Personality

I'm always helping to empower, enable, and develop others so that there continues to be positivity, calmness, and focus on the purpose and vision that we are all working toward.



MARILYN MARSH
National Sales Director, Publicis
Health Solutions
Leadership is: Inspirational

Investing in the success of people creates trust and a desire to perform at a higher level and improves retention. People appreciate leaders who have treated them with value and respect, no matter what their role is, even when situations get difficult.



TARA MAUTONE
Senior Director, Chief of Staff,
President, Daiichi Sankyo
**Leadership is: Tenacious and
Authentic**

Tenacity for me is about perseverance, resilience and determination. In my life it means never settling, never giving up, defying the odds, turning challenges into opportunities and always striving for more. Authenticity is about creating trust and having the confidence to always stay true to my beliefs and values. I am extremely passionate about what I do and do not apologize for that. I hope that through this passion others are inspired not only by what I do, but more importantly, by how I do it.



KIMBERLY MORAN
Head, Neurology Healthcare
Strategy, UCB



Health and wellness will become the new luxury status symbol.

KATHY DELANEY
Publicis Health

rather have health and wellness perks, such as group fitness classes or in-office massages, than social perks like happy hours or company lunches. Health and wellness as a luxury status symbol is emblematic of a larger trend toward wellness intelligence. Consumers aren't simply looking for treatments or pills to medicate them through disease, but instead they are making deliberate, conscientiously healthy choices that result in better overall wellbeing. Wellness intelligence provides people with the tools to make educated decisions about what we put in and on our bodies, and takes into account what we're doing with our bodies, our minds, our souls, and our planet.

ELSIE DIBELLA — Luminary
VP, Biologics Process and CMC Development,
Momenta Pharmaceuticals

A major trend in the healthcare industry is likely to be around health and wellness, specifically in the area of nutrition. It is estimated that nearly half of all Americans suffer from at least one chronic disease. We as an industry have done a tremendous job treating the symptoms of these illnesses. But there needs to be a shift in focus in our healthcare system from treating symptoms to preventive action. And to think that the preventive action could be as simple as getting more whole food and less processed food.

RENEE HALL — Rising Star
Executive Director, Head of Commercial
Excellence, Boehringer Ingelheim

The effect of animals on people's lives, and the larger framework of individual "whole health" is a dynamic trending area. The described benefits of being a pet-owner, and how pet ownership contributes to overall human health, is important in today's society, and

to me personally. The Human Animal Bond Research Institute (HABRI) reports that the impact of pet ownership will save an estimated \$11.7 billion in healthcare costs this year, and that 80 million American households likely experience the healthy benefits of having a pet in the home. Additionally, our growing reliance on production animals and the provenance of our food and protein sources will be an increasingly important topic in the years to come. When viewed in totality, there exist linkages to total wellness in humans, derived from responsible interactions with animals.

KELLY MACDONALD — Rising Star
Director, Commercial Finance and Technical Accounting, Ironwood Pharmaceuticals

I believe that a continued shift in focus toward prevention rather than treatment will also impact the overall industry significantly. This shift will continue to evolve over time and ultimately will lead to a more efficient and cost-effective healthcare infrastructure.

Innovation

LISA BENNA — Luminary
Senior VP, HR, GlaxoSmithKline

Scientific innovation that truly taps into unmet medical needs will be pivotal across the industry. This innovation coupled with real world evidence, especially in the U.S. marketplace, will play a critical role.

SONAL BHATIA — Rising Star
VP, NA Regional Medical Affairs Lead, Rare Diseases, Pfizer

Gene therapy and gene editing-like innovation will start scaling up more aggressively than we have ever witnessed before. Textbook concepts will become scientific and commercial reality more rapidly. The concept of cure will be re-defined because of these therapies and as such, medicine will become increasingly personalized. The associated infrastructure for the delivery of medicine will also have to keep up with the innovations. In the coming decades, gene editing could revolutionize the treatment of different diseases such as neurological disorders or cancers. This approach enables healthcare providers to alter/replace the problematic gene to produce a new therapeutic protein or silence mutant cells.

RENATA CAMPOS — Rising Star
Area Head LATAM & President, Brazil, Takeda Pharma LTDA

In the coming years, the pharmaceutical companies that offer not only new solutions to

the medical unmet needs, but those that can improve the patient experience will stand out. Technology can help in this way, which shows a great opportunity for pharmaceutical companies to be even more innovative in research and development, to strengthen continuous medical education, and, consequently, to improve patients' journeys.

SUSAN FARKAS — Rising Star
Commercial Business Director, AstraZeneca Pharmaceuticals

Scientific innovation will continue to be critically important so that life-changing medicines can be brought to market and enable patients to receive their best possible outcome.

JENNIFER JACKSON, PH.D. — Luminary
Senior VP, Global Regulatory Affairs & Quality Assurance, Tesaro

In the United States, innovative drugs for serious and rare diseases will be sped to market as the FDA shifts to an integrated approach to addressing disease. In response to the advance of precision medicine, the FDA will move away from its traditional operating structure, creating multi-disciplinary teams grouped by their deep understanding of a disease. The Oncology Center of Excellence is the first such grouping that was formed in 2017. Breaking down traditional silos, the Center of Excellence was designed to increase communications and collaboration within the regulatory agency and with external stakeholders, including patients, advocacy groups, and researchers. Patients have benefited from this new oncology-specific center through the approval of innovative products, including two cell-based gene therapies and the first biomarker-defined, pan-tumor therapy. The FDA has plans to expand this center of excellence

Scientific innovation that truly taps into unmet medical needs will be pivotal across the industry.

LISA BENNA
GlaxoSmithKline



HBA Rising Stars — Leadership Is...



CARI NICHOLSON
Executive Director, Strategic Account Management, VMS BioMarketing
Leadership is: **Passionate**

I believe so strongly in our mission and the people I work alongside. I believe without this overarching pull and commitment to what we can accomplish together, we become so much less than our best. With a value-based mission driving me I can demonstrate the drive, enthusiasm, and focus that we need to achieve great results together. This passion leads the minutiae of the day to day to ensure that we don't lose sight of our end goal.



ANGELA PARTISANO, PHARM.D.
Global Medical Director, hATTR Amyloidosis, Alnylam Pharmaceuticals



MELINDA PAUTSCH
Director, Strategic Accounts and Medical Device/Diagnostic Sales, Medidata Solutions
Leadership is: **Focused-**

Determination

I take on challenging roles that require focusing my attention on a couple of key tasks to get the job done. These tasks range from business planning to coaching my team, but once I've identified them, they are the only thing I focus on and nothing gets in my way.



KATHRYN PAYNE
Senior VP, Corporate Affairs, AMAG Pharmaceuticals
Leadership is: **Effective Communicator**

I clearly and concisely communicate my vision to my team and articulate the strategy to achieve our goals, while remaining open to feedback and discussion. More specifically, I demonstrate active listening, a high level of self-awareness and emotional intelligence and use simple, easy-to-understand language. Being a strong communicator who is both assertive and receptive to feedback motivates people, influences without authority, ensures alignment and is critical to achieving better results in an efficient and cooperative manner.



JULIA PIKE
VP, Intellectual Property, Sandoz

HBA Rising Stars — Leadership Is...



DEVAYANI POPHALI
Senior Director, Field Operations,
Mallinckrodt Pharmaceuticals
Leadership is: Grit

I am always looking for opportunities to learn and not give up on my dreams. Being an immigrant, I had to start from scratch in many ways but was fortunate to be given the gift of education and importance of hard work from my parents. I never let my missteps define me and keeping a positive attitude keeps me going.



SHELLEY RAHE
Senior VP, Client Service Director,
CDM New York
Leadership is: All In

I don't think it's possible to find real success in a collaborative environment unless you are purposeful about finding a genuine connection with each person on your team. I try to ask the right questions to help me understand what makes them tick, what drives them day-in and day-out, and what they want to achieve, both personally and at work. Once you have that understanding and have established real confidence, you can help them build themselves into their own curated vision of success. It's been my experience that when people know that you are all in and truly invested in their, and the team's, success, they're extremely motivated, and want to pay it forward both internally and to our clients, alike. It's so satisfying and absolutely the best part of my job.



ERIN RATHBONE
Senior Manager for Client
Services, Inovalon
Leadership is: Collaborative

As a client services representative who promotes the goals and needs for my healthcare clients, I am constantly influencing and innovating with internal teams to deliver results. My patience, active listening, agility, decision-making, and creative management skills support my ability to be a respected collaborative leader within my organization and with my clients. In addition to delivering results, this quality also encourages cross-functional teams to engage in constructive solution engineering, efficiencies creation, and process improvements that positively impact the healthcare landscape.



ANA DOLORES ROMÁN
PEH Country Manager, Peru,
Bolivia, and Ecuador, Pfizer
**Leadership is: Strategic and
Innovative Thinking**

I focus on developing new organizational models oriented to excellent results, robust culture, and productivity. I challenge the status quo, through innovative approaches, to ensure the involvement of

diverse teams to obtain outstanding achievements in the marketplace.



KUNBI RUDNICK
Director, Global Marketing,
Merck & Co.
Leadership is: Resiliency

I have moved around both personally and professionally and experienced multiple challenging people and situations. That said, during my journey I have made an effort to see my failures and challenges only as temporary setbacks. I give myself the opportunity time to experience the pain or loss then transition to staying positive and optimistic. I also seek out the lessons in these experiences; this allows me to foresee a potential repeat and avoid it.



CHAKA SERRANT
Senior Business Analyst,
Knowledgegent
Leadership is: Trusted Advisor

In the IT consultant space it is important to quickly understand three things about our clients: where they are, where they want to go, and their core values. Using these three factors, we can be the trusted advisor who helps formulate a strategic roadmap to address today's problem and anticipate future problems. Being a business analyst, one valuable skill is an ability to grasp a business and have the foresight to become the problem-solver.



SANDRA SEXTON
Director, Consumer Marketing,
Regeneron Pharmaceuticals



SONIA SHAH
Senior Medical Director,
The Scienomics Group,
an Omnicom company
Leadership is: Empathetic

It's important to me that my team and coworkers feel supported and heard, and that they know I'll roll my sleeves up to help them whenever necessary.



VANITA SHARMA
Senior Director, Patient
Advocacy & Public Policy,
Strongbridge Biopharma
Leadership is: Solutions-Focused

Through much of my career, I have been empowered to have many leaders support me in my quest to not settle for the status quo. Having the majority of my career focused in the arena of unmet medical needs and heavily penetrated

model to other diseases such as immunotherapy and neuroscience.

TARA MAUTONE — Rising Star
Senior Director, Chief of Staff, President,
Daiichi Sankyo

Clinical and technological innovation, specifically around immunotherapy, gene therapy, and wearable digital devices will continue to be a trend. How these types of innovation shape the future of healthcare will largely depend on how prepared we are to respond to all of the unknowns that accompany such innovation, and how well we anticipate the consequences both politically and economically.

ANA DOLORES ROMÁN — Rising Star
PEH Country Manager, Peru, Bolivia, and
Ecuador, Pfizer

All businesses that want to stay relevant, survive competitive pressures, and best serve their customers must innovate to face rapid changes, uncertainty, and new dynamics. Innovation is essential to bringing value to patients, and being more purposeful and deliberate about innovation is vital to driving growth. Technology is changing the way we approach our research and development activities since medicines are among the most powerful tools we have for patients to treat, cure, and manage chronic and life-threatening diseases. We must continue to advance innovative medicines. In recent years, developments such as biosimilars, gene therapy, and precision medicine have been effective at treating many of these diseases.

KUNBI RUDNICK — Rising Star
Director, Global Marketing, Merck & Co.

Innovate or die — the healthcare industry has to be willing to take prudent risks that do not impact patient care. We need to consider smarter, more efficient processes from discovery through to patient interaction. The companies that take big leaps will be the ones to survive these uncertain times.

JANET SMITH — Rising Star
Director, Enterprise Accounts,
Healthcare, UPS

Today's healthcare customers demand options that allow them to receive their medications, medical products, and devices when and where they need them.

Medical Records

JENNIFER BROXMEYER — Rising Star
Director of Compliance and Associate General
Counsel, athenahealth

Interoperability has taken far longer than it should, but with pressure from Congress and

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a proposed framework from ONC, vendors are moving toward interoperability of medical records. If done correctly, it should lead to better care, reduce duplicate testing, and save lives.

Patient Engagement and Patient-Centricity

EDITH EBY — Luminary
VP, Pfizer

Patients are more engaged than ever before in their healthcare decisions. The Internet has allowed access to more information for patients. It is critical for us in the industry to enable the provision of credible medical information for patients to avoid the misinformation that is available on so many sites. In addition, we must identify innovative ways to include and share the patient voice throughout the lifecycle of any new therapy for patients.

JOVELLE FERNANDEZ — Rising Star
VP, Japan Medical Officer and Head, Japan Medical Affairs, Takeda Pharmaceuticals

There has been a lot of buzz about patient-centricity, and that everything that the pharma industry does is dedicated to the patients. If we remain focused on the patient, and if the patient is front and center of everything that we do, we will build trust with society, we will be able to reinforce the industry's reputation whereby society sees us as a partner to help prevent diseases or help alleviate symptoms and manage diseases. Eventually, business will follow. We need to put ourselves into the shoes of patients and continue to listen to them, their families, and their caregivers and truly understand what their needs are.

AMY FRANCE — Rising Star
VP, Finance, Syneos Health

There is a continuous evolution of the need to improve the patient experience. Patients across generations continue to have access to more information through advancement of technology. Patients find themselves with more questions and options. Patients expect more value for the same or less cost. Healthcare providers will continue to navigate how to differentiate themselves as an outstanding provider of care while also balancing the continued challenges of rising costs.

CECILE GUEGAN — Luminary
VP, Finance Global Oncology and Medicine Development, Pfizer

Patients will continue to be more and more informed and active participants in their care. The patient voice and early engagement will

There is a continuous evolution of the need to improve the patient experience.

AMY FRANCE
Syneos Health

become paramount in designing and conducting trials that are more widely accessible, more tolerable, and less burdensome. More engaged patients will be looking for beyond-the-pill support to accompany them in actively managing and living with their disease. Companies need to focus on patients in every area of the business because it's the right thing to do.

EMMA HOWE — Rising Star
Marketing Director, Upper Respiratory, Health BU, RB US, RB

It is fair to say that the rapid increase of chronic illnesses is going to continue to put the healthcare system under pressure. In response to this environment, more and more people will become active participants in their own healthcare. Industry will play a key role in enabling better self-care. This will happen first by championing increased consumer access to OTC treatment options through both switch and innovation, and secondly, by providing access to better quality health information, easy to use diagnostic tools, and technology, which will allow consumers to better understand and track their health stats. Overall, I expect we will see consumers become even more connected to their health and I hope more confident in their ability to impact it for the better.

SANGITA IYER — Rising Star
Director, FP&A, Horizon Pharma

As the healthcare system continues to evolve, we will see more companies moving toward a robust patient services model that goes beyond treatment and focuses on the entirety of the patient journey. Whether through technological advancement, real-time data assimilation through apps and social media platforms, companies will have to adopt strategic ways to connect with the patient/caregiver community as these communities become more empowered.

CHRISTINA MACK — Rising Star
Senior Director of Epidemiology, IQVIA

A positive trend I see impacting healthcare is looking holistically at patient experiences and

HBA Rising Stars — Leadership Is...

in the rare diseases arena, I have leveraged my positions to compliantly find solutions for patients and physician-partners where the status quo simply is not acceptable or right. Understanding what the specific needs are of the community I am serving, and finding solutions to address those needs, is a leadership quality that best describes me.



KRISTY SHIPULSKI
Senior Director, Supply Chain Management, Vertex Pharmaceuticals



MAUREEN SILVERMAN
Director, Clinical Operations, Shionogi
Leadership is: Collaborative

I work for a Japanese global pharmaceutical company in which team members and external partners are working from around the world. For me to be effective as a leader, a collaborative approach to leadership is necessary in our organization. This is reflected in how I make decisions, raise risks and issues, ensuring key stakeholders are involved in the discussions before decisions are made that have a potential global impact. When team members feel their voices are being heard and are considered before a decision is made, you are likely to get support from the team even if sometimes there are differences in ideas and approaches to solutions.



EMILY SMITH
VP, Associate Creative Director, Concentric Health Experience
Leadership is: Mentorship

I've encountered few leaders who weren't influenced by the guidance of a mentor. A focus on nurturing talent is essential to create the next generation of leadership.



JANET SMITH
Director, Enterprise Accounts, Healthcare, UPS
Leadership is: Unifying

As the subject matter expert it is my responsibility to drive collaborations between my business partner customers and colleagues to ensure we're developing the most creative approaches, ultimately enabling my customers to deliver the best business solutions for their organizations.



JAMIE SPAETH
Head of HR, US Commercial, Shire
Leadership is: Transparent

The environment in which we operate is complex. It's important that we trust our leaders

HBA Rising Stars — Leadership Is...

and engage them in shaping the future of our organization. Transparency is a critical component to allowing our leaders to lead effectively.



SARAH STOCK, PH.D.
VP, Group Scientific Director, The Lockwood Group
Leadership is: Sociable

Forging good relationships with team members not only improves our ability to collaborate, problem-solve, and deliver high-quality work, it makes work more fun. Being able to laugh with each other during high-stress times can really go a long way.



MELISSA STRICKLAND
Team Lead, Account Management, Doximity



AMANDA STRONG
Group Medical Copy Supervisor, Giant Creative Strategy
Leadership is: Catalyst for Excellence

I'm a big picture person who likes to strategically guide people to discover their own insights and solutions. I constantly look for opportunities to create better outputs, and challenge teams and individuals to do the same through personal insight and creative collaboration.



NICOLE THOMPSON
Director Human Resources, BD



JODI VIRKUS
Oncology Marketing Indication Lead, Novartis Pharmaceuticals
Leadership is: Humility

I see it as my role to develop and inspire those around me, all while working passionately to solve the challenges before us. We work in team environments and the best idea is the one that should go forward.



CHRISTIE WHITEHEAD
VP, Account Group Supervisor, Havas Sanofi Genzyme Village

In an effort to reduce the cost of insurance, create a healthier environment, and prevent chronic disease, I expect to see innovative approaches to keeping employees healthier and happier, longer.

MARY JAMES
W2O Group



healthcare solutions, not limited to drugs, doctors, and hospitals. While drugs and devices are often the solution, how they are delivered and what they are delivered in, in conjunction with alternative medicine, increased mental health, patient education and support, and now, connected health may enhance what traditional medicine can do. Perhaps most importantly, these options enhance the experience of patients as they go through the medical system. How can we creatively focus on every aspect of the patient? Bringing it one step further into research, how can we generate evidence that helps us understand what is most effective for each patient?

KELLIE MALLOY — Luminary
Executive VP, Syneos Health

Patients expect more from healthcare providers, and that is creating monumental change for our industry. Technology has made our lives easier, including how we access and assess our personal healthcare. It's time for us to change the conversation on healthcare and make participating in clinical trials part of what a patient chooses.

CARI NICHOLSON — Rising Star
Executive Director, Strategic Account Management, VMS BioMarketing

As consumer-driven healthcare continues to expand, patient-centricity must continue to be the primary focus for the healthcare industry. After my son was diagnosed with Type 1 diabetes a year ago, I experienced the many different spokes of healthcare from a very real, personal perspective. The process for understanding the impact of a new diagnosis and therapy regimen along with insurance coverage implications was mentally and emotionally exhausting. I experienced the current landscape to be fragmented; I had to rely on sheer determination to pull together the necessary pieces of the puzzle when insurance originally declined our ER visit due to a miscoding and when I showed up to the pharmacy and got hit

with an extraordinarily large subtotal. While consumers today have more options and access to information than ever before, the journey is often still convoluted and difficult to navigate. A patient-centric approach, with increased communication, support, and training, must continue to be the primary focus and driver. Aligning upon what it means to successfully achieve patient empowerment and how to streamline the experience must continue to be the endpoint across the different stakeholders within the wide lens of healthcare.

MELINDA PAUTSCH — Rising Star
Director, Strategic Accounts and Medical Device/Diagnostic Sales, Medidata Solutions

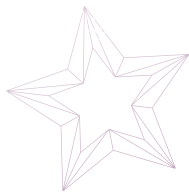
Patients are more engaged in their healthcare than ever before. Technology today allows them to understand and be involved in their own care, helping pharma and device companies have an even bigger impact on the patients they treat.

EMILY SMITH — Rising Star
VP, Associate Creative Director, Concentric Health Experience

By creating health experiences attuned to our customers' needs, we have the ability to not only develop positive relationships, but also to solve serious health problems.

AMANDA STRONG — Rising Star
Group Medical Copy Supervisor, Giant Creative Strategy

As technology continues to disrupt traditional marketing, a cohesive brand experience is becoming evermore important. Gone are the days of spun data and a good sales pitch. Customers exist in a surround-sound world and engage with brands across multiple channels, directly and indirectly. The use of multichannel storytelling with a unified brand narrative that inspires action will be critical to meaningful customer engagement, conversion, and loyalty as we move into the next era of healthcare marketing.



Personalized Health

COURTNEY COHEN — Rising Star
Associate Creative Director, Calcium USA

One trend in healthcare will be that we will continue to see the development of therapies tailored to the individual genetic makeup, needs, and everyday lifestyle of the patient. We will develop clinical care programs that are tailored to the specific patient. This will help to improve patient outcomes.

MAGGIE DANIELS — Luminary
National Sales Director, Corporate Accounts, Roche Diagnostics

Personalized healthcare will continue to impact a broader range of patients. A wider range of patients' treatment plans will be customized according to individuals' own genetic information.

BINODH DESILVA, PH.D. — Luminary
VP, Bristol-Myers Squibb

A new era in personalized medicine will emerge as CAR T-cell therapies show promise and the scientists gather more data from exploring the human microbiome. What we think we know about personalized medicine and the consumer's approach to their healthcare needs will take a quantum leap, when the expansion of research on exploring the human microbiome and the utility of CAR T-cell therapies become more widespread. Current personalized medicine is mostly based on one's genetic makeup. The study of the microbiome of a person will shine the light on their metabolism and digestive process. The combination of the genetic and metabolic profile of an individual will be a profound combination for treatment of a disease. The past few years brought

Technology today allows patients to understand and be involved in their own care.

MELINDA PAUTSCH
Medidata



We will develop clinical care programs that are tailored to the specific patient.

COURTNEY COHEN
Calcium



Congratulations to **Mary James** on her recognition by the Healthcare Businesswomen's Association as one of 2018's Rising Stars.

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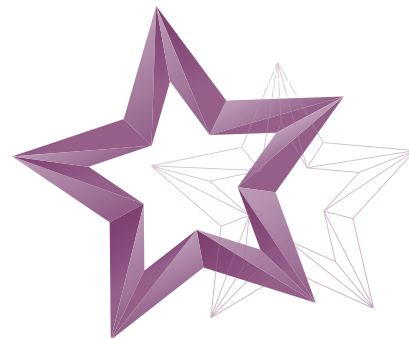
A positive trend I see impacting healthcare is looking holistically at patient experiences and healthcare solutions, not limited to drugs, doctors, and hospitals.

CHRISTINA MACK
IQVIA



Patients expect more from healthcare providers, and that is creating monumental change for our industry.

KELLIE MALLOY
Syneos Health



service — to the needs, genetic makeup, and lifestyle of individuals will continue to be an important trend in healthcare, leading to more effective interventions for common diseases and better health outcomes. Related to this trend is the increase in patient demand for an improved patient experience, from healthcare companies and providers alike.

VANITA SHARMA — Rising Star
Senior Director, Patient Advocacy & Public Policy, Strongbridge Biopharma

Harnessing the power of one's own immune system to treat diseases — efficiently and effectively — will continue to be a trend in healthcare that will be revolutionary and transformational. Immuno-based therapies — not only for infectious diseases and oncology, but a variety of unmet medical needs — will empower the patient's own immune system to fight the disease. This will lead to faster treatment times, possible cures, less reliance on medicines that are disease-worsening, ineffective, and/or unsafe, and offer potential

us immunotherapy medicines to fight cancer, and the promise of a "living drug" as it is called for CAR T-cell therapy will bring a new treatment platform for certain other cancers. I certainly did not imagine that a cure for cancer would be developed during my lifetime. I am truly grateful to be a scientist in this era of

exciting research and development in bringing life-changing medicines to patients.

KATHRYN PAYNE — Rising Star
Senior VP, Corporate Affairs, AMAG Pharmaceuticals

Customizing medicine — both treatment and

Leading through collaboration. You both make us proud.

Syneos Health™ celebrates two remarkable women, Amy and Kellie, and all of the 2018 HBA Rising Stars and Luminaries everywhere.

INC Research/inVentiv Health has become Syneos Health. We combine some of the best strategic brains in the biopharmaceutical industry with passion, drive and endless energy to help bring your product from lab to life.

cost-savings to the overall healthcare system. Helping patients embrace this innovative platform, and its overall benefits, will lead to personalized medicine.

SARAH STOCK, PH.D. — Rising Star
VP, Group Scientific Director, The Lockwood Group

Personalized medicine is probably too broad a term, but it's really exciting to see the ways in which a deeper understanding of the mechanisms of disease at the cellular and molecular level are being translated into highly targeted therapies, as well as how biomarkers are enabling clinicians to better predict which therapies will be most effective for certain patients.

Pricing and Value

ANNE BROOKS — Rising Star
Senior Director, Oncology Marketing, Teva Pharmaceuticals

Patients are demanding more transparency around healthcare pricing, particularly for healthcare services. What can the pharmaceutical industry do to demonstrate transparency in pricing to patients more proactively throughout the supply chain, so that patients can make more informed healthcare decisions? Healthcare reimbursement is moving away

from volume and more toward value, seen in many emerging alternative payment models such as the Oncology Care Model. What value offerings actually drive better patient outcomes, and does an enhanced patient experience create value?

HAITA MAKANJI, PHARM.D., R.PH. — Rising Star
VP, Clinical Strategy and Programs, Magellan Rx Management

Specialty drug costs continue to rise on the pharmacy benefit and medical benefit, where the number of billion-dollar drugs is expected to increase by 42% by 2021. Now, more than ever, health plans must engage in new, innovative, and targeted cost-containment strategies to control the specialty drug costs holistically across both the medical and pharmacy benefit.

R&D

NEETA AMIN — Rising Star
Executive Director, Clinical Lead/Clinical Science Head, Pfizer

There is a need to identify innovative agents, with high confidence, earlier in clinical development. We also need to design and execute trials using clinically meaningful endpoints

that can be extrapolated to pivotal study-end-point(s), with the ultimate goal being to further reduce attrition beyond Phase IIa.

LISA BAKAZIAS — Luminary
VP, Global Operations, Manufacturing Strategy, West Pharmaceutical Services

The proven efficacy of targeted biologic therapies, particularly in the area of cancer treatment, is forcing pharmaceutical companies to deliver research and development in ever-differing ways than in the past. Delivering these medicines to patients effectively also requires innovative approaches. As the industry further prepares for this class of exciting new therapies, our industry must embrace new models to manufacture and deliver these medicines to patients.

KRISTI COOPER — Rising Stars
Director, Learning and Development, Novo Nordisk

The rise in obesity rates puts patients at risk for other concomitant illnesses. Obesity, along with comorbid conditions put a strain on healthcare spend. ^{PV}



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HBA Rising Star Honoree
Amy J. France
Vice President, Finance



HBA Luminary Honoree
Kellie Malloy
Executive Vice President

Syneos
Health

Shortening the distance
from lab to life.™

By Taren Grom

Visionary Insights

The 2018 Healthcare Businesswomen's Associations' Rising Stars and Luminaries share their trends for the future.

Behavioral Economics

EMILY SMITH — Rising Star
VP, Associate Creative Director, Concentric Health Experience

Behavioral economics is a big trend. In a world increasingly saturated with health information, reaching our customers requires the application of cognitive insights to deliver effective and meaningful content.

Big Data

MARY JAMES — Rising Star
Senior Director, Research & Analytics, W20 Group

In this era of big data, healthcare companies will continue to seek novel ways of understanding patient and caregiver behaviors, needs, and values. Whether it's layering social media data with epidemiologic trends or developing new methods of conceptualizing the patient journey, I believe data-driven market research will

become increasingly critical in reaching the healthcare consumer.

CHRISTINA MACK — Rising Star
Senior Director of Epidemiology, IQVIA

There is openness on the part of regulators to making decisions based on evidence beyond clinical trials, which is driving innovation in study design and research. Every person now generates an incredible amount of data, both within the medical system (electronic medical records and insurance claims) and as individuals in the form of wearables and social media. How can we innovate to harness these data and generate evidence to learn about effective healthcare, wellness, drug safety, and other questions that matter to patients?

KUNBI RUDNICK — Rising Star
Director, Global Marketing, Merck & Co.

The effective use of big data is a trend. Securely harnessing health data and performing the right predictive analysis could be a game changer. The ability to either be where the patient or HCP is going to be, for example have the data they don't even know they need yet, or enable them to get to the right treatment will change the face of customer insights and customer-centricity. In addition, big data will significantly contribute to real-world evidence and health outcomes.

CHAKA SERRANT — Rising Star
Senior Business Analyst, Knowledgeint

The big data trend goes hand in hand with AI, data quality and monitoring. Companies within the life-sciences industry need to ensure the quality of their data is impeccable, meaning it must be reliable, complete, and valid. Ensuring that data are standardized and cleansed early in the process will position companies to leverage the cutting-edge technologies, artificial intelligence, and machine learning, to improve clinical trials, understand patient needs, and improve patient care all while supporting doctors in the process.

Collaboration and Partnership

AMY FRANCE — Rising Star
VP, Finance, Syneos Health

With a continued focus on getting drugs approved and to market as efficiently and cost effectively as possible, the evolution of the partnerships between contract organizations and sponsors will become more critical.

An aging population, changes in lifestyle, increases in migration, and the rise of non-communicable diseases, such as cancer, cardiovascular disease, and diabetes, are creating new challenges to help enhance and extend lives.

ANA DOLORES ROMÁN
Pfizer



Connected Health

KATHY DELANEY — Luminary

Global Chief Creative Officer, Publicis Health

Touchpoints across healthcare systems have multiplied exponentially, and communicating to patients and healthcare providers at each step of the journey requires taking a fundamentally holistic approach — now more than ever before. The days when healthcare communications were somewhat disconnected are long past. Today, integrated healthcare communications — from HCP workflow all the way through to DTC advertising — requires a thoughtful, strategic approach that addresses the right audiences in the right places at the right times.

Because patient-consumers and healthcare providers are equally inundated with non-stop messaging through myriad channels, breaking through the clutter and noise means meeting digitally native and media-savvy constituents in places and ways that are beneficial instead of annoying. It's especially critical to provide real value as the rise of DIY diagnosis increases. In fact, 70% of Americans frequently try to diagnose or get advice — whether online or from friends and family — before seeing their healthcare providers. Ensuring that patient-consumers receive quality information and content can only be accomplished with a thorough and meaningful understanding of how health systems are connected and how people interact (or don't interact) with the touchpoints in these systems.

Culture and Transformational Leadership

RACHEL FRIZBERG — Luminary

Commercial Director Region Europe, Roche

Fearless, transformational leadership will take center stage. The pace and scale of advances in science, and societal expectation that are transforming pharma are not going to ease off. They're generating more and more complexity so it's time for transformational leaders to step up. Leaders who can identify and purge outdated ways of working. Leaders who can quickly and fearlessly build new capabilities empower confident teams who take smart risks. Leaders willing to stand by tough judgment calls, focused on getting innovative medicines to patients faster.

TRACEY KEELE — Luminary

Partner, Risk Consulting, KPMG

Culture is a powerful, yet a largely untapped indicator and enabler of organizational health. My business is risk — understanding risk,

measuring risk, and mitigating risk. It isn't possible to get a holistic view of risk without considering culture and behaviors, but this has been a gap in traditional approaches to risk, compliance, and assurance. Arguably, this is a contributor to what seems like intractable compliance and reputational challenges we've experienced within the life sciences. We are just starting to appreciate how important culture is to areas such as risk management. It's only a matter of time before organizations get more intentional about understanding, measuring, and shaping culture to manage risk.

ROBIN SHAPIRO — Luminary

Global President, TBWA\WorldHealth

We are in an era of authenticity. This cultural macro trend is our natural response to living in the era of fake news. We seek the truth. We crave honesty, openness, and authenticity. This trend is influencing everything from patient care to corporate leadership. Take the brave decision of Merck's CEO Kenneth Frazier to step down from the President's American Manufacturing Council, for example. In doing so, Mr. Frazier chose to take a stand in favor of diversity and against hate and extremism. In discussing this decision publicly, he encouraged other leaders to more closely align their personal values and business values.

Diagnostics

PRITI HEGDE — Rising Star

Director, Genentech

Today, fewer than 10% of cancer patients get diagnostic testing in the United States. Over the last decade, innovation in genomic and computational technologies has resulted in rapid advancement of our understanding of cancer at a deep molecular level, which in turn has shed light on

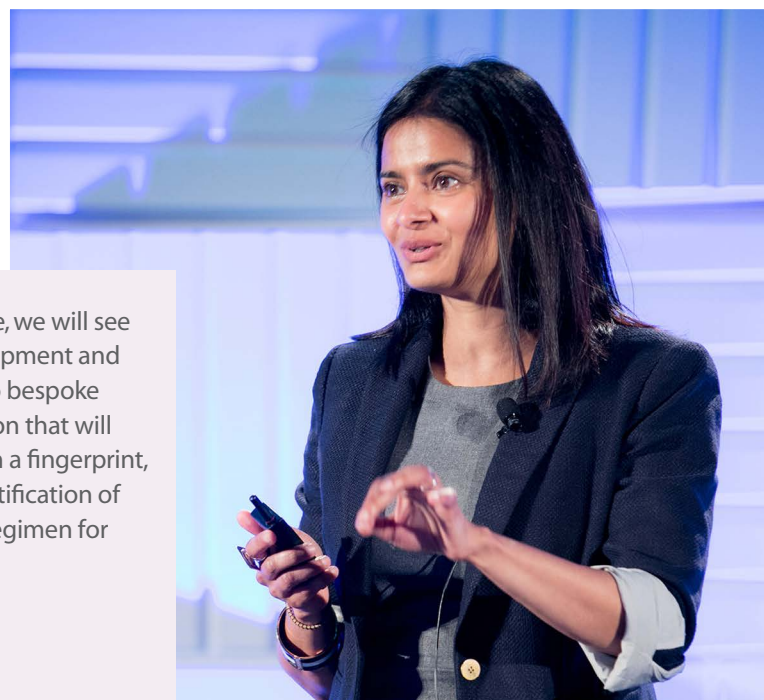
the concept that cancer is in fact a large number of distinct diseases that are driven by specific molecular or cellular aberrations that result in disease progression. Drug developers are taking advantage of this deep molecular insight to conduct clinical trials to better identify patients who may best benefit from their therapies. This in turn will lead to diagnostics that are comprehensive and actionable. Over



Fearless, transformational leadership will take center stage. The pace and scale of advances in science, and societal expectation that are transforming pharma are not going to ease off.

RACHEL FRIZBERG

Roche



Over the next decade, we will see a shift in drug development and commercialization to bespoke models of intervention that will provide patients with a fingerprint, allowing for the identification of the best treatment regimen for their disease.

PRITI HEGDE

Genentech

the next decade, we will see a shift in drug development and commercialization to bespoke models of intervention that will provide patients with a fingerprint, allowing for the identification of the best treatment regimen for their disease. Regulators are increasingly embracing the idea of retrospective analyses of trials that allow interrogation of biomarkers, and diagnostic manufacturers are developing tools that allow for rapid turnaround of molecular/cellular data. There are some hurdles however, particularly as they relate to reimbursement of diagnostic tests. There is more and more epidemiologic evidence on the impact of diagnostic-based treatment on healthcare cost-effectiveness and patient quality of life. Seems like a no-brainer for patients and payers.

Digital Health and Technology

VANESSA BRESCHARD — Rising Star
Executive Creative Director, Health & Wellness Partners

With everyone rushing here and rushing there, working endless hours, splitting time between the office and family, telemedicine has already been on the rise. Consumers and patients expect easier, more direct ways to engage with medical professionals, access records, and share information. This is not a new initiative but one I believe that has untapped potential, especially in behavioral and integrative medicine.

MAGGIE DANIELS — Luminary
National Sales Director, Corporate Accounts, Roche Diagnostics

I believe digital healthcare will explode over the next decade delivering improved outcomes, lowering the cost of care, and empowering individuals to live healthy lives.

EDITH EBY — Luminary
VP, Pfizer

The age of digital is upon us and will no doubt transform healthcare. Industry has an opportunity to participate in this digital world contributing to supporting patient outcomes, connecting with patients and providers and helping to control costs among other areas. In order for pharma to truly participate we must invest in new capabilities to help build transformative business models.

KELLIE MALLOY — Luminary
Executive VP, Syneos Health

Data analytics and AI are being used in combinations to simplify our industry and remove unnecessary steps. This will enable us to bring new therapies to market in a safe, effective, and more efficient manner.

Digital healthcare will explode over the next few years.

MAGGIE DANIELS
Roche Diagnostics



Machine learning, artificial intelligence, and data mining provide access to actionable data that will revolutionize the way that new therapies gain approval and enter the market.

COLEEN GLESSNER
Alexion

Disruption

SUSAN FARKAS — Rising Star
Commercial Business Director, AstraZeneca Pharmaceuticals

The changing landscape of healthcare delivery is an area of big impact. Recently, we've seen a number of healthcare acquisitions take place, in addition to organizations such as Amazon entering into healthcare for the first time.

COLEEN GLESSNER — Luminary
Senior VP and Chief Quality Officer, Alexion Pharmaceuticals

Disruption is a trend. Machine learning, artificial intelligence, and data mining provide access to actionable data that will revolutionize the way that new therapies gain approval and enter the market.

Health and Wellness

JESSICA COFFEY — Rising Star
Director, National Markets Account Management, Cardinal Health

There will be an even greater emphasis on

overall wellness and well-being, including preventative care, a focus on mental health, holistic approaches, and defining healthy from a different lens.

Health Plans

HAITA MAKANJI, PHARM.D. — Rising Star
VP, Clinical Strategy and Programs, Magellan Rx Management

There has been a large increase in the number of people under high deductible health plans, which puts more pressure on the consumer to make appropriate and cost-effective choices. This will increase the demand to create more consumer-oriented tools and services that can empower patients to make smart health choices and allow healthcare providers and payers to identify high-risk, costly patients before negative health outcomes occur.

Innovation

COURTNEY COHEN — Rising Star
Associate Creative Director, Calcium USA

The cost of healthcare will continue to increase;

however through clinical breakthroughs we will learn ways to provide and ensure safe and high-quality outcomes to all patients in need.

Manufacturing Technologies

MARGARET FAUL — Rising Star
Executive Director, Process Development,
Amgen

Progressive manufacturing technologies for production of both synthetics and biologics will enable flexibility and agility in manufacturing, while increasing process intensification to deliver products to patients more efficiently. As production equipment gets smaller, continuous processing and integrated analytics for real-time testing and release will have the potential to significantly reduce the capital required for the construction of new and smaller manufacturing facilities. These advances will allow us to streamline our commercialization timelines through more seamless technology transfers and enable us to more flexibly adjust to changes in product demands.

Medical Affairs

SONAL BHATIA — Rising Star
VP, NA Regional Medical Affairs Lead, Rare
Diseases, Pfizer

While medical affairs has always played a supportive role to help gain patient access, innovations will bring the function more frequently in front of payers to justify the value of new therapies. Whether immuno-oncology or gene therapy, payers will increasingly rely on the medical voice to obtain guidance for selecting the right patient group that can benefit the most from value-based interventions. As such, medical affairs may need to build newer capabilities and an understanding of the emerging space to bring more value to the brand teams.

Medical Devices

ANDREA KRETZMANN — Luminary
Strategy, Fingerpaint Marketing

Consumerizing medical devices is a trend. Medical devices are the tools of highly skilled physicians, and their product and company names are usually unknown to patients. For example, medical management is often insufficient for cardiovascular disease and while there are proven device options available that can change the course of someone's life, an individual may never hear about it. Surgery is scary and not something a referring physician is willing to present to their patients. We are seeing more companies such as Boston Scientific that are taking a DTP approach and making their product, Watchman, easy to understand, access, and drive requests.



One trend to watch is large-scale M&A with both traditional and non-traditional industry players.

SANGITA IYER
Horizon Pharma

Mental Health

LISA BAKAZIAS — Luminary
VP, Global Operations, Manufacturing Strategy,
West Pharmaceutical Services

Addressing mental health and its often-related addiction is an increasingly important trend the industry needs to address. Given the pronounced and detrimental effect mental illness has on families and the economy, the industry needs to continue to focus on this critical unmet medical need, and work to provide better solutions for these patients.

KRISTI COOPER — Rising Star
Director, Learning and Development, Novo
Nordisk

There is a need for access to mental health services. The lack of services to social workers, community health workers, and behavioral health specialists is preventing those needing care from getting it. With the many societal issues we hear about in the news, it can only help if we work at getting patients access to these services.

Mergers and Acquisitions

JESSICA HILL — Rising Star
Senior Account Manager, Bulletin Healthcare

Consolidation within the healthcare industry will continue to be a major trend, both among providers and manufacturers. The shift from fee-for-service to value-based payment and care delivery puts considerable pressure on providers to evolve to become more efficient, improve

patient care, and eliminate waste. Within pharmaceuticals, most analysts expect the pace of mergers and acquisitions to continue or even increase. One major effect of this is scientific innovation — both increasing innovation and the ability to bring new medicines to market more quickly than before.

SANGITA IYER — Rising Star
Director, FP&A, Horizon Pharma

One trend to watch is large-scale M&A with both traditional and nontraditional industry players that has the potential to disrupt and challenge the traditional business and delivery models.

JODI VIRKUS — Rising Star
Oncology Marketing Indication Lead, Novartis
Pharmaceuticals

Consolidation across the healthcare industry due to financial pressures will continue. This requires agility and speed in setting up and delivering upon alliances that cross over standard caverns that typically separate competitors. This fundamentally changes the face of competition and the assessment of what the landscape is on an ongoing basis.

Opioids

MAUREEN SILVERMAN — Rising Star
Director, Clinical Operations, Shionogi

With heightened publicity on the opioid crisis and an alarming increase in incidence of deaths in the United States due to opioid overdose, I foresee and hope that the government and healthcare providers will be more focused on providing resources and budget to identify various treatment options for opioid addiction. Providing easier access to treatment, including rehabilitation facilities for patients and support for caregivers and loved ones and continued education will be key to success in managing this crisis.

Pandemics

RENEE HALL — Rising Star
Executive Director, Head of Commercial
Excellence, Boehringer Ingelheim

What is our readiness to address the growing threat of zoonotic disease in a global market and more populated world? As disease agents evolve and jump from species to species, the risk of pandemic novel disease forms also increases. Staying ahead of, and prepared for, these threats is one reason I'm very proud to work for Boehringer Ingelheim, where preventive approaches to anticipate and prevent animal disease, and to ensure the health and well-being of animals and humans, is tantamount to our success.

The patient journey is the new strategic road map for the healthcare system.

SONIA LUACES
PwC



There is going to be a tipping point, where the healthcare system in the United States cannot afford to pay for the innovative medicines that are being brought to market.

ELSIE DIBELLA
Momenta
Pharmaceuticals

Patient Access

STEPHANIE BOSTAPH MARTIN — Rising Star
VP, Ketchum

Medical procedures will continue to move from hospitals to ambulatory centers, resulting in more cost-effective procedures and increased access to healthcare in rural areas. This is prevalent in orthopedics, but will expand into other specialties.

RENATA CAMPOS — Rising Star
Area Head LATAM & President, Brazil, Takeda
Pharma LTDA

We will see improved access to medicines that will save lives through partnerships across sectors and industries. Access to innovative medicines and quality care are vital to people's health, which is one of the goals that should be part of pharma companies' overall strategy, particularly in countries with evolving health systems such as the Latin American region.

ANA DOLORES ROMÁN — Rising Star
PEH Country Manager, Peru, Bolivia, and
Ecuador, Pfizer

An aging population, changes in lifestyle, increases in migration, and the rise of non-communicable diseases, such as cancer, cardiovascular disease, and diabetes, are creating new challenges to help enhance and extend lives. But, they also increase pressure on healthcare providers and policymakers to help enhance and improve quality of life by offering the best value proposition to patients. In the same way, access to healthcare systems remains a challenge for millions of patients worldwide.

VANITA SHARMA — Rising Star
Senior Director, Patient Advocacy & Public
Policy, Strongbridge Biopharma

Access to healthcare, including access to innovative and novel medicines, technologies, and vaccines, is of utmost importance to the global patient community. As the population ages, and more rare diseases are identified, the need for early, effective interventional medicine is critical, as well as providing safe and effective therapies for patients. As a patient advocate,



it is my role and responsibility to address and serve the unmet medical needs of the patients I support — while providing access to healthcare and possible treatment options.

Patient Experience

BETSY GEORGE — Rising Star
Director, Medical Affairs, Operations, Ferring
Pharmaceuticals

As attitudes change to a value-based care and outcomes based model, the importance of patient experience and reported outcomes, disease prevention, and care coordination will be at the apex of payer and regulatory decisions. Real-world data will continue to play an integral part in the drug discovery, development, and payer environments/landscapes.

SONIA LUACES — Rising Star
Partner, PwC

The patient journey is the new strategic road map for the healthcare system from clinical development to commercialization, to points of care.

NAHRIN MARINO — Luminary
Deputy General Counsel Legal Regulatory,
Astellas Pharma US

The patient experience is a growing trend. Of course, patients have always been at the center

of pharmaceutical companies' priorities. Even so, companies are always looking to improve the experience and outcomes of the patients we serve. I have recently seen an evolution in drug development to ensure the patient voice is heard and patient needs are reflected across every facet of the process.

CARI NICHOLSON — Rising Star
Executive Director, Strategic Account
Management, VMS BioMarketing

With the increased focus on health-related outcomes, we continue to see a dynamic shift resulting in more sophisticated systems and greater consolidation across stakeholders. We are experiencing this evolution now and are always striving to meet a more informed patient where they are in a manner that is best for them. The integration across different stakeholders, for example, PBMs, insurers, care delivery, etc., should continue to drive greater value for the consumer, but it must be paired with greater transparency and a streamlined approach. We know that the consumer experience is more important than ever, which ultimately means that all service providers across the care continuum will need to meet the patient where they are within a time and space that's convenient for them. Digital solutions, consistent and easy access to resources, and social media will continue to shape consumer

loyalty. Anticipating this within patient needs and through the preferred channel will drive innovations to what healthcare delivery looks like.

Personalized Health

LAUREN LEWIS — Luminary

Executive VP, Managing Director, McCann Torre Lazar

The evolution of healthcare location hotspots — west to east — is another trend. There's a natural gravitation to expand on where pharma has been prosperous, yet now we take a more deliberate approach to medicine. So, the biotechs were born in cities like Boston and others. The advent of tailored therapeutic solutions provides a philosophical shift in how we approach healthcare. It's become personal, saving or helping individual lives versus a disconnected group of millions. This perspective has enhanced industry talent by attracting those outside the traditional healthcare roles, bringing an entrepreneurial spirit and fresh thinking to our industry.

Pricing and Value-Based Healthcare

ELSIE DIBELLA — Luminary

VP, Biologics Process and CMC Development, Momenta Pharmaceuticals

I believe there will be a major trend around pricing pressures in the pharmaceutical and biotechnology industries in the next couple of years. For many years, the U.S. market, in some ways, has been subsidizing the rest of the world. For instance, the average price of pharmaceutical products in the EU markets is roughly one-third of what they are in the United States. There is going to be a tipping point, where the healthcare system in the United States cannot afford to pay for the innovative medicines that are being brought to market.

SOPHIE DUTILLOY — Rising Star

DVP Abbott Diabetes Care, EMEAP, Abbott

The rising pressure on healthcare costs and increased regulations will accelerate the number of strategic alliances between traditional healthcare companies, research institutes, startups, social media, and data experts. New disruptive forms of innovation will appear that will challenge where and how patients are being treated.

JOVELLE FERNANDEZ — Rising Star

VP, Japan Medical Officer and Head, Japan Medical Affairs, Takeda Pharmaceuticals

Various healthcare systems continue to focus

on pricing of pharmaceutical products, and cost savings has a very important role to play to determine the value of a medicine or vaccine. Pricing has been determined using various parameters, including innovation. The definition of innovation is sometimes challenging to determine — this may be an innovative mechanism of action, novel therapeutic approach, among other things. Pharmaceutical products can be subject to a lot of scrutiny and oftentimes, may be difficult to ascertain whether such “innovation” equates to a value sufficient enough to warrant inclusion into a healthcare system, or good enough to be reimbursed. We need to continue to engage in an appropriate dialogue with relevant external stakeholders, namely the payers, providers, and of course the patients, to understand their needs. Those insights will eventually help the pharma industry develop and ultimately deliver products of value and truly make a worthwhile difference.

JOY FITZGERALD — Rising Star

Chief Diversity Officer, Eli Lilly and Company

Every business in the healthcare sector must be nimble, agile, and innovative to help reduce costs and ensure that they can provide solutions in a way that is affordable to patients and payers.

CECILE GUEGAN — Luminary

VP Finance Global Oncology and Medicine Development, Pfizer

Today's reality in international markets and increasing trends in the United States require companies to shift their approach and strategy to ensure optimal pricing and access to their innovative products. Increasing requirements from public and private payers for outcome data and measures of value will require pharma companies to collaborate earlier with payers and regulators to define and integrate value-driven end-points in development strategy and clinical trials.

ANILA LINGAMNENI — Luminary

VP, Renal R&D, Baxter Healthcare, Baxter International

Healthcare spending, especially in the United States, is not sustainable, given the added complication that spend does not seem to correlate with clinical outcome when compared with other countries; a move to value-based healthcare is becoming a necessity.

KELLY MACDONALD — Rising Star

Director, Commercial Finance and Technical Accounting, Ironwood Pharmaceuticals

One significant trend impacting the life-sciences industry is the increasing demand and expectation for pricing transparency through-



Every business in the healthcare sector must be nimble, agile, and innovative.

JOY FITZGERALD

Eli Lilly

out the healthcare value chain. From a patient perspective, patients are being asked more frequently to bear a higher deductible in their insurance health plan and this has encouraged many patients to demand reconciliation to the price of prescription products and surgical procedures. Additionally, as the insurance industry continues to consolidate, manufacturers will need to adapt to get on formulary by modeling outcomes-based value propositions for their new products in order to secure competitive formulary placement. Overall, I believe this will lead to more strategic innovation and provide the entire industry and regulators with an opportunity to redefine pricing strategies and clarify the value proposition in each of the many complex and inter-woven industries.

TARA MAUTONE — Rising Star

Senior Director, Chief of Staff, President, Daiichi Sankyo

The ability to align cost and outcomes while keeping the patient at the forefront of the equation will significantly impact the future of healthcare.

KATHRYN PAYNE — Rising Star

Senior VP, Corporate Affairs, AMAG Pharmaceuticals

Value-based healthcare is changing the way data is collected and evaluated in the clinical trial process. It is requiring pharma and device companies to think differently about measuring patient outcomes, demanding the inclusion of innovative apps and other technologies to measure the patient experience.

LISA TALBOT — Luminary

Managing Director, Healthcare Strategy & Business Development, Marina Maher Communications

By now we have all read countless studies and stories about the ballooning costs of healthcare. In 2000, average annual premiums were less than \$2,500 for single coverage and \$6,400 for family plans. In 2017, average annual premiums for individuals were \$6,700, with family coverage at nearly \$18,800. In addition, employees are getting further squeezed by higher co-pay responsibilities. In part, we're paying for significant advances in innovation and for the incredible scientific breakthroughs we have seen over the past few years. While this type of progress should certainly be recognized and rewarded, we may be reaching a tipping point. Today, many are more afraid of getting sick due to the cost of care than the potential impact on their health. More and more people across all income levels are starting to feel the burden and pushback by health consumers has begun to emerge. In the next few years, we will see an increased focus on creating novel profit-to-wellness paradigms that incentivize innovation but remove the financial fears of illness. These novel paradigms may come from unexpected places, but will fundamentally alter our business.

Privacy**DEVAYANI POPHALI** — Rising Star

Senior Director, Field Operations, Mallinckrodt Pharmaceuticals

Security and storage of patient health information (PHI) is a trend worth watching. With all of the tech and digital health innovations emerging, maintaining the privacy of PHI is critical and it will be crucial for companies to be innovative while enabling ultra-secure solutions.

Rare Disease**INNA GLOZMAN** — Rising Star

Senior Director, Commercial Analytics, Eisai

We will continue to see more clinical advances in rare diseases.

ANGELA PARTISANO, PHARM.D. — Rising Star

Global Medical Director, hATTR Amyloidosis, Alnylam Pharmaceuticals

Improved understanding of risk factors and disease progression will further advance the development of novel therapeutic modalities (CRISPR, RNAi, mRNA, gene therapies), and will continue to shift the healthcare focus toward the central dogma of life. Specifically,



With all of the tech and digital health innovations emerging, maintaining privacy of personal health information is critical.

DEVAYANI POPHALI

**Mallinckrodt
Pharmaceuticals**

in the rare disease settings, thorough understanding of genetic signatures will be critical in identifying patients that will respond to targeted therapeutics. This will provide clinicians greater opportunity to appropriately and accurately genotype patients to decide on management strategies.

SHELLEY RAHE — Rising Star

Senior VP, Client Service Director, CDM New York

Rare diseases historically lack any true treatment options, but emerging science and technology are giving our industry the tools necessary to develop these desperately needed medicines. For me, the most exciting example comes at the cross section of gene editing and rare disease. The outcomes of gene editing will be something not only life changing for patients but will significantly change what good looks like in our industry when it comes to treatment options. In 2017, we saw the first of a new wave of cell and gene therapies and despite a reduction in the research tax credit provision of the ODA earlier this year, orphan drugs are predicted to be about 21% of branded prescription sales by 2022. So while financial incentives that come from a commitment to the rare space are still there, it's the learnings gleaned from our involvement with rare disease communities that I think are so much richer and will

really reshape how the industry engages with our ultimate customers — patients and their caregivers.

STEM**BINODH DESILVA, PH.D.** — Luminary

VP, Bristol-Myers Squibb

Supporting STEM at all levels of education is important. To meet the demands of today's competitive healthcare business, it is imperative that we as mentors and leaders of the industry make it our mission to pay it forward to the next generation. Providing age appropriate STEM curricula is crucial to get kids interested in these fields. It is absolutely essential that we make it fun, an everyday activity, and provide opportunities for hands on activities to experiment and raise the curiosity of the young mind. For example, the younger generation is well versed in technology and they are not afraid to explore the various electronic gadgets from video games to high-end robots. Linking their fun explorations to future career interests as engineers, scientists, computer programmers, etc. may plant a seed in their minds that could be nurtured in the future. As an industry we need to work together to make it a priority to invest in our future talent base.

Talent Development**MARILYN MARSH** — Rising Star

National Sales Director, Publicis Health Solutions

The healthcare workforce of the future will be increasingly global, highly agile, and more knowledgeable than at any other time in history. Industry leaders will need to prepare for the transition of the workforce. Only a small percentage of job titles that we are familiar with today will exist in the coming years. Almost every role that we know today will be altered to accommodate the coming technology acceleration. Unfortunately, although many more women will enter the workforce, many of the jobs currently held by women will no longer exist. It is important to begin reskilling our work force to prepare our industry and our organizations for the roles of the future. Preparation may require collaborating with companies in other industries to optimize and retain top talent.

JAMIE SPAETH — Rising Star

Head of HR, US Commercial, Shire

There is a need to think differently about how and where we source talent. We need to be willing to step outside industry and bring in exceptional talent that can provide an innovative perspective on how we approach our unique challenges. **PV**

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