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Inspiring Leaders

For the past 15 years or so, PharmaVOICE has had the honor of showcasing the Healthcare Businesswomen's Association's Rising Stars and more recently the Luminaries as well. These women have been identified by their organizations — which span the breadth of the healthcare ecosystem — as high-performing role models. They make time to mentor and guide women — and men — in their teams, their organizations, as well as in many cases outside of their own four walls. These outstanding leaders are also noted for being visionaries and advocates for gender parity.



Over the years, their ranks have grown from a few dozen to this year's record number of almost 120. As the HBA has evolved its Rising Star and Luminary program, so has PharmaVOICE in its coverage of these women leaders. In this month's special feature — HBA Rising Stars & Luminaries — we provide a list of the honorees and the leadership style that they say best defines them and why. While their answers are as unique as they are, there are some common threads. These

women are committed to empowering their teams for the betterment of patients and their organizations. They are dedicated to bringing along the next generation of leaders by acting as mentors and or sponsors. And they are action-oriented and passionate about the roles they play in transforming the healthcare industry.

In addition, we asked these visionary leaders to identify the trends they believe will impact the future of healthcare. Resoundingly, technology and innovation were the clear favorites in terms of the areas in which companies will need to not only put resources but adjust their business models and talent management. As Stephanie Otis, Rising Star, and senior director, commercial operations, Ferring Pharmaceuticals says innovative solutions and products will require a shift in investment priorities. This will enable diverse interactions through various social engagements, and revolutionize the way the industry approaches customers. Predictive analytics and improved access to data will provide for more informed decision-making. Therapeutic innovation will stimulate competition and enable new commercialization approaches. Understanding key drivers and identifying barriers to innovation are critical to meet the growing demands in our volatile, complex, and evolving healthcare markets.

This month's special feature also showcases more than a dozen Rising Stars and Luminaries who provide insights on their personal career journeys, how they lead their teams, and the role they play in moving their organizations forward.

I look forward to joining these amazing women in New York at the 30th anniversary of the HBA's Woman of the Year event, as well as the 2019 HBA Woman of the Year Sharon Callahan, who serves as chief client officer of Omnicom Health Group and CEO of TBWA\WorldHealth, a global agency network, and Mentor of the Year Peter Anastasiou, who serves as Lundbeck's executive VP and head of North America, overseeing the operations of both the U.S. and Canadian businesses.

Taren Grom
Taren Grom
Editor

Their word...

DENISE MYSHKO
Managing Editor



The U.S. biosimilars market is expected to pick up over the next five years.

ROBIN ROBINSON
Senior Editor



The secret to solid, successful agency/client relationships lies in honesty, communication, and fun. Read how these dynamic duos brought that and more to create brand bonds that last.

KIM RIBBINK
Features Editor



This year's HBA rising stars and luminaries are digging deep to raise their organizations and colleagues.

June 2019

- ▶ Virtual Reality/Augmented Reality
- ▶ Marketing High-Science Brands
- ▶ Agile R&D
- ▶ Industry Start-Ups: Entrepreneurs' Journeys
- ▶ Clinical Trial Solutions

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