

Volume 21 • Number 5

PUBLISHER Lisa Banket

EDITOR Taren Grom

CREATIVE DIRECTOR Marah Walsh

SENIOR EDITORS

Robin Robinson

Kim Ribbink

FEATURES EDITOR

Carolyn Gretton

DESIGN ASSOCIATE

Ariel Medel

NATIONAL ACCOUNT MANAGER

Suzanne Besse

NATIONAL ACCOUNT REPRESENTATIVE

Amy Bishop

WEBCAST NETWORK PRODUCER

Daniel Limbach

CIRCULATION ASSISTANT

Kathy Deiuliis

Copyright 2021

by PharmaLinX LLC, Titusville, NJ

Printed in the U.S.A.

Volume Twenty One, Number Five

PharmaVOICE (ISSN: 1932961X) is published monthly except joint issues in July/Aug. and Nov./Dec., by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVoice Coverage and Distribution:

Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVoice at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

Contributions: PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVoice retains all rights on material published in PharmaVoice for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoicel.com.

Change of address: Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVoice, P.O. Box 292345, Kettering, OH 45429-0345. Call us at 800.607.4410 or FAX your change to 937.890.0221. E-mail: mwalsh@pharmavoicel.com.

IMPORTANT NOTICE: The post office will not forward copies of this magazine. PharmaVoice is not responsible for replacing undelivered copies due to lack of or late notification of address change.

Advertising in PharmaVOICE: To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbanket@pharmavoicel.com.

Letters...

Send your letters to feedback@pharmavoicel.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.

Illuminating leadership

When PharmaVOICE first had the honor of recognizing the Healthcare Businesswomen's Association's (HBA) Rising Stars in conjunction with the esteemed Woman of the Year back in 2005, there were 38 honorees. Fast forward 17 years, and the HBA is recognizing 156 Rising Stars and Luminaries — who were added as honorees in 2014 — this year.



We hope you are inspired by this group of incredible leaders who kindly shared the leadership skills they employed to excel during the pandemic, their future-facing predictions on the trends that are going to influence a variety of industry areas of focus, and what it means to be recognized not just by the HBA but their organizations as a role model. We congratulate you all.

Johnson & Johnson Chairman and CEO Alex Gorsky once remarked if it's May, it must be time for WOTY. And after a year pause due to COVID, the HBA's Woman of the Year event is back in its full and virtual glory. We applaud the dedication and talents of the individuals who are responsible for this year's event featuring not only the Rising Stars and Luminaries, but the Woman of the Year Dr. Sandra Horning and Honorable Mentor Rod MacKenzie, Ph.D., and I am honored and humbled to pass the STAR baton to my friend Susan Torroella. They, along with an impressive lineup of speakers, will be together broadcasting live from New York City on May 6.

The incredible growth of the Rising Star and Luminary signature program of the organization is due to the incredible work the HBA has done to broaden its community of corporate partners that share a like-minded mission of advancing the professional careers of women across the life-sciences industry as well as bridging the gender gap to ensure there is greater equity in terms of career opportunities. The work they are doing is more important than ever. It was just reported that more than 2.3 million women have left the workforce since February 2020, bringing their labor participation rate to levels not seen since 1988, according to the National Women's Law Center. In December 2020 alone, women accounted for 100% of the jobs lost.

Leading the charge as a committed steward of the HBA's mission and brand for the last 15 years has been CEO and President Laurie Cooke. During her time at the helm, Laurie has guided the organization to extraordinary heights. Just a few of the milestones achieved under her leadership include the tripling of its membership, more than doubling its roster of corporate partners, expanding member representation location from 10 to 55, and migrating the HBA's geographic footprint beyond the United States to include Europe and Canada.

As impressive as these significant achievements are, more importantly it is the positive impact Laurie has had on thousands of lives and careers as a mentor, egalitarian leader, passionate advocate for women, world-class speaker, and, most importantly, friend. The ripple effect she has had on the industry may never be fully appreciated as her reach knows no bounds. We hope you join us in wishing her well as she transitions to the next chapter of her storied journey.

Taren Grom
Editor

Their word...

ROBIN ROBINSON

Senior Editor



Pharma on TikTok? Oh yes. COVID has forced the industry to modernize its media strategies, including being on TikTok.

KIM RIBBINK

Senior Editor



Successful virtual medical education has meant setting clear educational goals and having a flexible, creative approach.

CAROLYN GRETTON

Features Editor



Despite its challenges, the COVID-19 pandemic has had a positive impact on the patient recruitment process, with more being done digitally on both the recruitment and retention sides.

Coming in June

- ▶ R&D Collaborations — Across Companies
- ▶ Marketing to Millennials
- ▶ Personalized Medicine & Analytics
- ▶ Brand Influencers
- ▶ Public Health
- ▶ Showcase:
 - Clinical Trial Solutions
 - DIA Super Panel, hosted by PharmaVOICE