

PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

Volume 5 • Number 1

PUBLISHER Lisa Banket
EDITOR Taren Grom
CREATIVE DIRECTOR Marah Walsh

MANAGING EDITOR
Denise Myshko

ASSOCIATE EDITOR
Elisabeth Pena

FEATURES EDITOR
Kim Ribbink

CONTRIBUTING EDITORS
Lisa Dress
Autumn Konopka

DESIGN ASSOCIATE
Cathy Liszewski

NATIONAL ACCOUNT MANAGERS
Melissa Drozdoff
Cathy Tracy

MARKETING ASSISTANTS
Jayme Hudson
Kristin Scally

Copyright 2005
by PharmaLinX LLC, Titusville, NJ
Printed in the U.S.A.
Volume Five, Number One

PharmaVOICE is published 12 times per year by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. Application to mail at Periodicals Postage Rates is pending at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 327, Titusville, NJ 08560.

PharmaVOICE Coverage and Distribution:

Domestic subscriptions are available at \$190 for one year (12 issues). Foreign subscriptions: 12 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@pharmavoiced.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 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your change to 609.730.0197. E-mail: mwash@pharmavoiced.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@pharmavoiced.com.

Letters

Send your letters to feedback@pharmavoiced.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.

According to noted author John C. Maxwell, the definition of leadership is influence. Influence — the power to affect a person, thing, or course of events, especially one that operates without any direct or apparent effort — requires a commitment to furthering ideals for the greater good and providing a framework that inspires others.

During the November 2004 Healthcare Businesswomen's Association Leadership Conference, *Redefining Leadership: Executive Influence, Ethics & Etiquette*, this tenet was explored in detail. The event, which drew more than 345 pharmaceutical and healthcare executives, provided an interactive platform for attendees to delve into and discuss the many nuances of leadership, and what it means to them and to their organizations.

One of the many highlights of this inspirational two-day event was a plenary session, *Redefining Leadership: Evolution or Revolution?*, moderated by Daria Blackwell, 2004 president of HBA and president of Knowledge Clinic Inc. The panel featured a distinguished group of industry executives: Heidi Hunter, VP and global business manager, Biopharm-Oncology, Wyeth Pharmaceuticals; Carol Ammon, chairman and CEO, Endo Pharmaceuticals; Marsha Fanucci, Senior VP and chief financial officer, Millennium Pharmaceuticals Inc.; Janet Greco, Ph.D., copresident, Transition One Associates, and academic director of the Wharton School Executive Education Program; Margaret G. McGlynn, R.Ph., president U.S. Human Health, Merck & Co.; and Patricia Turner, director of the Children's Museum of Atlanta, and member, board of directors of Girl Scouts of the USA. These accomplished and dedicated women discussed the importance of personal integrity, responsibility, ethics, and honor in all aspects of their lives.

The many workshops during the conference, such as *Developing and Using Influence*, *Lessons from the Stars: Personal Leadership Styles*, *Executive Influence: The Politics of Building Organizational Commitment*, and *Global Leadership*, touched upon the many ways in which individuals can, and should,



2004 HBA Leadership Conference

(Left to right): Karen Spofford, Executive Coach, Powerful Execution; Taren Grom, Founder/Editor, PharmaVOICE; Katherin Nukk-Freeman, Director/Partner, Gibbons, Del Deo, Dolan, Griffinger & Vecchione PC; and Susan Torroella, President, Medicalliance Inc.

shoulder the mantle of leadership within their organizations.

These ideals couldn't carry more weight in light of recent world events. Executives extolled not only the importance of having a strong personal moral compass, but the commitment of their organizations in being corporate global citizens.

Too often the pharmaceutical industry is the target of consumer media attacks with little attention paid to how companies provide a better quality of life for those in need, day in and day out. The pharmaceutical industry once again showed its commitment to the human condition through an immediate response to the cataclysmic events of December 26th.

Pfizer has pledged \$10 million to local and international relief organizations as well as \$25 million of healthcare products, including anti-infective products such as Zithromax, Zyxov, and Diflucan, and will match contributions by its employees. Johnson & Johnson is sending six, 10-foot-by-10-foot shipping containers of first-aid equipment, medicine, and other medical supplies.

AmeriCares, which is providing pharmaceutical and medical supplies, has received donations from firms, including Abbott Labs, Baxter, Hospira, GlaxoSmithKline, Procter & Gamble, and Purdue Pharmaceutical. Bristol-Myers Squibb has pledged \$1 million to the Red Cross. Merck is donating \$250,000 to the Red Cross, shipping medicines, and has put in place a matching program for employees.

Many more companies and individuals are stepping up and proving what true leadership means.

Taren Grom
Editor

Defining Leadership