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Amazing stories of personal commitment!

All too often we hear what's wrong with our industry — drug prices are too high, companies aren't transparent enough, the FDA's review of drug safety data is subpar, and so on. Rarely publicized are the good works that companies, no less members of the healthcare industry, do for the greater good. We had the pleasure of bringing some of these stories to you last year (see the May 2008 and June 2008 issues). This month's special feature focuses on individual feats of heroism, and make no mistake these individuals are heroes. They sacrifice what little personal time they have, solicit resources, and organize events to improve the lives of people in need. Some of the individual stories in this issue are the result of personal tragedies that prompted our champions to shoulder the mantle of responsibility, while others took charge because they were moved by those less fortunate. But all agree: it's the right thing to do.

To give credit where credit is due, this special feature and a new PharmaVOICE social networking site, CommunityLinX, were inspired by Ahnal Purohit, Ph.D., president and CEO of Purohit Navigation. Last June at the HCMA In-Awe Awards banquet in Dallas, we got to talking about personal philanthropy and what moves people to take action. This was particularly relevant as Purohit had just been acknowledged for its work for a Website (westafricafistulafoundation.org) that captured the plight of women in Sierra Leone afflicted by vesicovaginal fistula (VVF). The agency's involvement with the cause came about after Ahnal's daughter and the agency's VP of Strategy and New Business Anshal Purohit had traveled to the coastal West African country.

It's these types of personal connections that can and are making a difference. In keeping with the social networking phenomenon, we believe PharmaVOICE is in a unique position to identify the industry's champions in our CommunityLinX user group on LinkedIn. In addition to doing something good for a good cause, it might be a great networking opportunity. CommunityLinX blog, which can be accessed via pharmavoiced.com, will be a great way to see what local events might be happening in your area. Additionally, this month we are launching an e-newsletter showcasing industry champions and their causes.

I would like to give a shout-out to members of the PharmaLinX family who generously give of their time and money to help others. For example, Cathy Tracy, national account manager, and her husband assist at a local women's shelter providing food, clothing, books, and toys throughout the year. Among their many endeavors, on a monthly basis they support Partners in Hope for the St. Jude's Children's Research Hospital and the Susan G. Komen Race for the Cure in memory of both their mothers. Dan Limbach, producer, PharmaVOICE Webcast Network, is an officer in his local Knights of Columbus. As the marketing/PR director for the local council, Dan helps organize a variety of events, including the collection of aluminum to purchase wheelchairs for U.S. veterans, the sponsorship of Eagle Scout projects, and conducting six blood drives a year. Denise Myshko, managing editor, volunteers as a tutor two Saturdays a month at a local high school and is actively recruiting more volunteers. The number of charities that Cathy Liszewski, design associate, is involved with are too long to list, but she takes great pride in sharing one particular experience with her teenage daughter. Recently, the two began volunteering for Easter Seals. As far as PharmaVOICE, we encourage you to participate in the 9th Annual PharmaLinX Charity Golf Outing, Monday, Sept. 14, 2009, benefiting the Lankenau Institute for Medical Research. Visit pharmavoiced.com/golf for more information.

Giving back never felt so good

