



## From the *Heart*

# PERSONAL STORIES, PUBLIC CAUSES

*The expression the acorn becomes an oak is never truer than in charitable and philanthropic acts. Individuals who are moved by a certain cause — as a result of their own experiences, beliefs, or outlooks — often inspire many others to rally to that cause.*

Last year, **PharmaVOICE** began a series of articles showcasing the philanthropic contributions made by several life-sciences companies. This month, in keeping with the spirit of Valentine's Day, we are offering stories of the heart. These are the experiences of individuals within the life-sciences industry who, for a variety of reasons, choose to give of their time for others. Their heartwarming stories and their generosity inspire those around them to donate their time or resources. Thus one person's passion and determination are fed, and so that cause grows and achieves greater things.



### CommunityLinx

As part of our commitment to showcasing the good works by good people throughout the industry, **PharmaVOICE** is launching a LinkedIn User Group called CommunityLinx. This social networking site will identify the champions supporting the charitable organizations showcased in this special editorial feature, as well as other charities that members of the life-sciences community are engaged with.

CommunityLinx blog, which can be accessed via [pharmavoice.com](http://pharmavoice.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.



#### Finding therapy in nature

*Patty Hill, Sanofi-Aventis*

**A**n enduring connection between her son and the JFK Hartwyck at Oak Tree, a rehabilitation hospital in Edison, N.J., for brain injury, keeps Patty Hill an active volunteer at the center. Ms. Hill, an accounts payable professional at Sanofi-Aventis, first became involved with JFK Hartwyck when her son, Aaron, who had been involved in a serious car accident almost seven years earlier, was given the opportunity to go there. He spent four and a half years at Hartwyck before he tragically passed away in 2008.

Ms. Hill's active involvement began after a conversation with the center's recreational supervisor, Cheryl Dougherty, whose dream was to make Hartwyck a more peaceful and relaxing place for patients and their families. The goal was to create a soothing environment complete with a water feature, landscaped

grounds, and a nature walkway. While Ms. Dougherty raised funds and acted as the sole organizer for each project, Ms. Hill approached her colleague Amy Dupuis, manager of U.S. philanthropy at Sanofi-Aventis, about providing corporate assistance.

Ms. Hill led the charge on the company's day of caring, which takes place each September. Sanofi-Aventis employees — 19 in all — turned up at the center to help build a pond/waterfall, clean flower beds, and plant new shrubs, flowering trees, and flowers.

"The project started at 8:30 a.m.; Hartwyck served breakfast, and my company paid for lunch," Ms. Hill says. "By 3:30 p.m. the pond was turned on; everyone was in awe, and the tears just flowed. It was the most amazing event to have been a part of."

While playing a central part in helping to improve the facilities where her son lived was



*Patty Hill (center) leads a group of committed volunteers to improve the gardens of the JFK Hartwyck at Oak Tree rehabilitation hospital.*

important for Ms. Hill, it was equally motivating to witness the commitment and dedication of other Sanofi-Aventis employees, many of whom Ms. Hill got to meet for the first time.

“When the project came together I was very nervous about finding the right people to

come, those who would be willing to do manual labor,” Ms. Hill says. “But my department was nothing short of amazing, and the turnout from employees was awesome.”

A real camaraderie ensued between Hartwyck and Sanofi-Aventis.

“We all came together and we worked,

laughed, and got to know each other in a different setting,” Ms. Hill says. “I discovered that people want to give back and make a difference for less-fortunate people.”

For Ms. Hill, the joy her son got out of the new gardens was profound.

“Aaron spent every day outside as long as the weather permitted; we read, we walked the path, and just enjoyed the peace and serenity,” she says.

A tree by the pond has a sign dedicated to Ms. Dougherty, whose dream helped create the grounds, and since Aaron’s passing, another tree has been planted in his honor.

**Champion:** *Patricia Hill, Accounts Payable Professional, Sanofi-Aventis U.S., which is part of a global pharmaceutical company that discovers, develops, produces, and markets innovative therapies that enhance people’s lives. For more information, visit [sanofi-aventis.us](http://sanofi-aventis.us).*

**Cause:** *JFK Hartwyck at Oak Tree is one of a limited number of facilities offering innovative, highly skilled, and specialized sub-acute rehabilitation, long-term care, and care for patients with brain injuries, as well as patients on ventilators. To learn more about JFK Hartwyck at Oak Tree, visit [jfkhartwyck.org](http://jfkhartwyck.org).*



## A Hand Across the Ocean

*Anshal Purohit, Purohit Navigation*

**T**he plight of women in the West African nation of Sierra Leone touched a chord with Anshal Purohit, VP, strategy and new business, at Purohit Navigation.

In Sierra Leone, women marry before the age of 15 and have at least six children over the course of their short lifetime. But without obstetric or gynecological care, education, or better nutrition, giving birth is a life-and-death ordeal. Of the almost 7 million people who live in the country, nearly half, or about 3 million women, suffer or die from a medical condition called vesico vaginal fistula (VVF).

VVF occurs as a result of obstructed labor. Women who survive labor and delivery may develop VVF, which leads to continuous leaking of urine that cannot be explained,

stopped, or controlled. Because of constant dribbling of urine down the legs, the wetting of their clothes, and the accompanying smell, these women are shunned and rejected by their husbands and ostracized by the villagers.

“It’s amazing how an easily treatable and preventable medical condition like VVF can trigger ostracism, abuse, depression, anguish, and hopelessness,” Ms. Purohit says. “It’s equally disturbing when the causes of this condition are taken into account. Many females — some as young as 11 years old — develop VVF because of obstructed labor when giving birth. Others develop VVF because of poor hygiene as a result of the civil war raging in Sierra Leone. The atrocities these women have endured and their courage to survive touched us.”

Ms. Purohit’s involvement began after a chance meeting with a retired ob/gyn who was en route to Sierra Leone for community service.

“Once we became aware of the situation, we were driven to help,” Ms. Purohit says. “My mother — Ahnal Purohit, president and CEO of Purohit Navigation — and I became two of the founders of the West Africa Fistula Foundation (WAFF).”

The two helped establish the foundation from the ground up, creating a 501(c)(3) organization with a nurse, physician, and volunteers who provided medical treatment and help.

“Initially, we leased space and beds in one of the village hospitals,” Ms. Purohit says. “As the word about the foundation spread, many



*Because of constant dribbling of urine down the legs, the wetting of their clothes, and accompanying smell, these women seeking treatment were shunned and rejected by their husbands and ostracized by villagers.*



*Treating VVF is a simple procedure that has significantly helped improve these women's lives.*

women traveled long distances for help. Private donors and physicians were asked to fund and/or perform some of the necessary procedures. One physician in Texas held several private fundraising events, including a charity auction to help draw attention to VVF and the plight of women in West Africa. In Chicago, we asked our company teams to create a logo and Website to drive worldwide awareness about VVF. Imagine how thrilled and honored we were when the logo won an Rx award in 2007.”

In the past two years since the WAFF was established, it has helped almost 400 women get their lives back.

A recent donation means that this year the foundation will be able to purchase a facility and will no longer have to lease beds from the hospital, enabling even more women to be treated.

“We also intend to implement longer-term strategies, such as helping women to support themselves financially if they choose not to return home,” Ms. Purohit says. “Another goal is to help them learn a trade or skill. We also want to train these women to become midwives so they can provide information that may help prevent VVF caused by obstructed labor. Finally, our intention is to

establish a support system for women who have been raped or abused. There are so many things we want to do, can do, and must do. We recognize it may be a long journey to achieve all of these goals, but each step we take now is helping the women of Sierra Leone make a positive change in their lives.”

**Champion:** *Anshul Purohit, VP, Strategy and New Business, Purohit Navigation, an independent, full-service, integrated healthcare brand solutions company. For more information, visit [purohitnavigation.com](http://purohitnavigation.com).*

**Cause:** *The West Africa Fistula Foundation (WAFF) was founded to bring value back to the lives of the women of Sierra Leone by providing them with access to education and resources to help reduce the number of new fistulas and to surgically remedy those that already exist. To learn more about the West Africa Fistula Foundation, visit [westafricafistulafoundation.org](http://westafricafistulafoundation.org).*

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Mike Myers is on the front line at the start of the annual Saratoga Palio: Melanie Merola O'Donnell Memorial Race.



## Running to Remember

Mike Myers, Palio

**T**he Melanie O'Donnell Memorial Race, established in honor of a woman who died tragically young, resonates strongly for Palio President Mike Myers. Giving back and finding ways to support the community have been central to the mission at the Saratoga Springs, N.Y.-based agency from the get-go. Moreover, since the company is named after a horse race in Siena, Italy, Mr. Myers long felt it would be good to support a local race to give extra credence to its name while doing something philanthropic.

"As a runner, I know that races can raise money for charities and be fun too," Mr. Myers says. "In addition, our region does not have a truly marquee half-marathon event. When I heard about the tragic loss of Melanie, it struck a chord with me as a husband and parent. So when I heard that Melanie's family and friends were conducting a race to raise funds for charity as a way to honor her memory, in many ways, it just all came together for me."

Ms. O'Donnell had lived her life with courage and compassion. Among her many contributions to society were coordinating the care of 28 crisis response teams in New York

City and eight teams in Washington, D.C., after the 9/11 attacks; helping grieving families after the attacks; volunteering with and later becoming a staff member of the National Organization for Victim Assistance (NOVA); and being a board member for eight years of the Capital Area Crisis Response Team (CACRT). She also contributed significantly to local community events. The Melanie Merola O'Donnell Memorial Scholarship Fund, which provides financial assistance to graduate students in the mental health field, was established in 2006 in Ms. O'Donnell's memory.

When Palio heard about the race, Mr. Myers and his colleagues wanted to help build on the work the group had done by establishing the race as the region's premier running event. As a result, this effort brings attention to Ms. O'Donnell and the cause supported in her name.

"Because of our passion to join and support the organization in its endeavors, the board generously renamed the event The Saratoga Palio: Melanie Merola O'Donnell Memorial Race," Mr. Myers says. "The race captures the spirit of Melanie and the spirit of

Saratoga Springs. The characteristics and compassion demonstrated by Melanie are ones that hold the promise of an exceptional mental health practitioner. These are the characteristics that we hope the scholarship recognizes and fosters and the reason we run in her honor to help her legacy lives on."

For Mr. Myers, there is an enormous sense of pride in taking part in the event.

"Keeping her spirit alive and continuing works that she would have supported make me feel great on many levels," he says.

**Champion:** Mike Myers, President, Palio, an *inVentiv Health* company, is a pharmaceutical marketing and advertising company. For more information, visit [palio.com](http://palio.com).

**Cause:** The Saratoga Palio Race is fast becoming a regional favorite, thanks to its beautiful course through the heart of Saratoga Springs and the great cause it supports. And with a 5K run/walk, a children's run, and a half marathon, the Palio is appropriate for families and serious runners. To learn more about the Melanie Merola O'Donnell Memorial Scholarship Fund and Race, visit [thesaratogapalio.com](http://thesaratogapalio.com).



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## Acknowledging Everyday Heroes

*Jim Kremidas, Quintiles, and Beth Harper, Clinical Performance Partners*



*CISCRP President Roni Thayer and Jim Kremidas, Quintiles, attend a grassroots program called AWARE for ALL, which seeks to educate the public about clinical trials.*

**T**he discovery of a new medicine or therapy begins with a spark from a scientist, which leads to a series of actions. While many professionals are involved along the way, the end product wouldn't be possible without the volunteers who participate in clinical trials to ensure the safety and efficacy of the new treatment.

Showing appreciation for these non-medical professionals who are at the center of all new discoveries is what drives Jim Kremidas, global VP of patient recruitment, global access to patients, at Quintiles. To that end he donates to the Center for Information and Study on Clinical Research Participation (CISCRP).

Mr. Kremidas started his career in healthcare with Eli Lilly 24 years ago as a sales representative and had the opportunity to introduce several new products to physicians.

Later, as he progressed through the organization, it became clear that a major bottleneck in the development of new medicines was finding volunteers to participate in clinical trials.

"As I researched the problem, it became clear that there was a negative image of volunteering for trials; people who participated were seen as 'guinea pigs' by the general public," he says. "I felt it was critical that we change that



*Of all the worthy causes to support, Beth Harper says she can't think of a better one that brings true value to the clinical research industry than CISCRP.*

patient recruitment for many years, Ms. Harper is deeply aware of the important work CISCRP does in educating and informing the public about the role and importance of clinical research.

In addition to making an annual donation to the organization, Ms. Harper also makes donations in honor of her clients in lieu of holiday gifts or gift baskets.

And she goes even further by working with CISCRP to expand its Heroes campaign by helping to develop new buttons and stickers.

"The buttons can be worn by clinical research professionals on their lab coats or jackets to help prompt a dialogue with patients and prospective research volunteers on what clinical research is," Ms. Harper says. "Similar to the stickers that individuals receive after donating blood, the stickers can be issued to the research participants after each study visit as a way of thanking them and acknowledging their contribution to research."

Volunteering is Ms. Harper's way of giving back and honoring those who have invested in her and supported her career.

"When I can't contribute my time, I like to contribute financially to important organizations that help to make the world a better place," she says. "Of all the worthy causes to support, I can't think of a better one that brings true value to the clinical research industry than CISCRP."

**Champion:** *Jim Kremidas, Global VP of Patient Recruitment, Global Access to Patients, Quintiles Transnational Corp., which provides a broad range of professional services, information, and partnering solutions to the pharmaceutical, biotechnology, and healthcare industries. For more information, visit [qtrn.com](http://qtrn.com).*

**Champion:** *Beth Harper, President, Clinical Performance Partners Inc., a consulting firm dedicated to designing and implementing innovative and practical solutions for improving site performance*

misperception and recognize these folks for their contributions to the advancement of medical knowledge."

Several years later, CISCRP was formed, and over the years Mr. Kremidas has been strongly involved with the organization. He assisted CISCRP in developing the

"Heroes" campaign.

CISCRP and Mr. Kremidas, together with Fast4wdOgilvy, conducted several input sessions with constituents from the clinical research enterprise: CROs, sponsors, NIH, IRBs, patient advocacy groups, FDA, academia, etc.

"We consolidated the information to develop messages that were then taken to focus groups," he says. "As a result, the Heroes campaign emerged. We have shown that when used in conjunction with advertising for a clinical trial, it can dramatically increase the number of volunteers willing to participate in a study."

Mr. Kremidas finds this work extremely rewarding.

"I am fortunate that it relates to my career as a specialist in patient recruitment because I firmly believe that without volunteers for clinical trials, we would never have advancements in healthcare technology," he says. "These people are at the center of all we do in medical research, and we owe them our deep gratitude as a society."

The important work done by CISCRP is also a central focus for Beth Harper, president of Clinical Performance Partners.

As a clinical research professional and consultant who has specialized in the area of

and accelerating clinical trials results for the life-sciences industry. For more information, visit [clinicalperformancepartners.com](http://clinicalperformancepartners.com).

**Cause:** The mission of the Center for Information and Study on Clinical Research Participation

(CISCRP), a first-of-its-kind nonprofit organization founded in 2003, is to educate, inform, and empower patients, the public, medical and research professionals, the media, and policymakers about clinical research participation and what it means to be an active participant in the process; promote greater

awareness, and understanding participation and the role that it plays in public health; facilitate more effective collaboration among all members of the clinical research enterprise; and provide resources for the research community to better understand the study volunteer. To learn more about CISCRP, visit [cisgrp.org](http://cisgrp.org).



## A Tale of Hope

Ross Thomson, Vox Medica



Melissa Levy, executive director for PAWS, and Ross Thomson of Vox Medica share the limelight with one of the stars of the show.

**A**n encounter with a stray cat led Ross Thomson, chief ideation officer at Vox Medica, to get involved with the Philadelphia Animal Welfare Society (PAWS).

“It started with a letter from my residence community association about a stray kitten roaming our neighborhood,” Mr. Thomson says. “During a neighborhood meeting, there was much discussion about what we should do with the black kitty. There were two options. We could call an animal shelter to come for it, or it could be adopted by one of the residents. I wondered what might become of the cat if the first option was pursued, so I decided to look around on the Web.”

After visiting [americanhumane.org](http://americanhumane.org), Mr. Thomson discovered that most sanctuaries

employ a policy of euthanasia. A national council survey of 1,000 shelters showed that of 4.3 million animals handled, 64% were euthanized — 2.7 million in just these shelters alone.

While waiting for a train, Mr. Thomson noticed a poster for animal welfare featuring the PAWS Philadelphia shelter’s logo.

“I Googled the organization and found out that it was dedicated to saving as many animals as possible,” he says. “This inspired me to write some advertisements on its behalf, and the Vox team did an amazing job of designing the creative. As the team progressed, excitement built across the organization, as everyone loves animals. It was determined that Vox Medica would provide funds in kind to support this campaign and promote this worthy cause.”

The team members who came together to work on PAWS did so initially on their own time as they worked to develop the ideas they wanted to share.

Ultimately, PAWS was selected as the inaugural Vox Medica Proactive Pro Bono recipient and Melissa Levy, the organization’s now executive director, was invited to the agency to hear about the employees’ efforts.

“During this presentation, we sold numerous calendars to benefit PAWS and set forth our donation drive for goods needed at the shelter,” Mr. Thomson says. “The post-event response continues to be positive, as we have ongoing calendar sales and goods being collected. Additionally, everyone is enjoying sharing animal stories in the hallway.”

To return to the beginning of the tale, the stray cat also enjoyed a happy ending; a couple in Mr. Thomson’s neighborhood adopted the kitty.

**Champion:** Ross Thomson, Chief Ideation Officer, Vox Medica Inc., an independent healthcare communications company. For more information, visit [voxmedica.com](http://voxmedica.com).

**Cause:** PAWS, the Philadelphia Animal Welfare Society, is a 501(c)3 nonprofit organization dedicated to saving the lives of Philadelphia’s homeless, abandoned, and unwanted animals. PAWS is working toward making Philadelphia a city in which every healthy and treatable pet is guaranteed a home. In 2009, PAWS began operating as an independent no-kill rescue organization solely dedicated to saving the most vulnerable animals in the city’s animal control shelter. Supporting PAWS helps fund lifesaving initiatives, including adoption and foster care programs, spay and neuter surgeries, low-cost vaccinations, and other community-based programming, all of which help reduce and will ultimately eliminate the unnecessary killing of Philadelphia’s animals. To learn more about PAWS, visit [phillypaws.org](http://phillypaws.org).



## Casting a Line to Help Kids

Jeff Leerink, Leerink Swann



Jeff Leerink and fishing tournament silver medalist Christian Berger.

**W**hile at college, Jeff Leerink, chairman and CEO of Leerink Swann, began his involvement with Big Brothers Big Sisters and was

brothers, it's the first time they've either been on a boat or out in the ocean, so it's a great day all around. I happen to be a passionate fisherman, so I get a great deal of personal pleasure

inspired by the impact the organization had on many kids.

"Some years later, one of our Leerink Swann board members was also on the board of Big Brothers Big Sisters of Massachusetts Bay, and after I mentioned my previous experience with the organization, he urged me to get involved on both a corporate and personal level," Mr. Leerink says. "It's been a great and rewarding relationship that's evolved over the past several years."

Eager to find a way to give more to the kids, Mr. Leerink initiated his company's annual fishing event.

"For the past five years, we have held the Leerink Swann Big Brothers Big Sisters Fishing Tournament for the kids in the program," Mr. Leerink says.

"For many of the little

out of sharing this with the kids and seeing the excitement in their faces throughout the day."

In 2008, a golf tournament was introduced along with the fishing. This event quickly sold out and helped to raise funds for the event and for the organization.

"To date, we've raised more than \$1.2 million for the organization, and the event continues to grow every year," Mr. Leerink says.

It's these types of activities that Mr. Leerink says enhance the experience as well as the working relationship for everyone involved.

"Plus, I don't think you can discount the simple fact that it just feels good to help people," he says.

**Champion:** Jeff Leerink, Chairman and CEO, Leerink Swann, is a healthcare-focused investment banking firm that provides equity research, corporate finance, strategic advisory, and asset management services for institutional, life sciences, and high-net-worth clients. For more information, visit [leerink.com](http://leerink.com).

**Cause:** Big Brothers Big Sisters is the oldest, largest, and most effective youth mentoring organization in the United States. It has been the leader in one-to-one youth service for more than a century, developing positive relationships that have a direct and lasting impact on the lives of young people. Big Brothers Big Sisters mentors children ages 6 through 18, in communities across the country. To learn more about the Big Brothers Big Sisters, visit [bbbs.org](http://bbbs.org).



## Helping Hand in a Crisis

Sabrina Taylor Blackwell, Novartis Pharmaceuticals Corp.

**H**elping women and children in crisis is enormously important to Sabrina Taylor Blackwell, associate director, regional account projects, at Novartis Pharmaceuticals.

For the past four years, she has been actively involved with a nonprofit organization called Palos Verdes Junior Women's Club (PV Junior). Based in Palos Verdes, Calif., PV Junior selects seven to nine philanthropies each year to support women and children in crisis.

"I am involved because my time and contributions go directly to my local and neighboring communities," Ms. Blackwell says. "We provide families with a second chance at life, a safe environment, and new opportunities."

The organization, which was established in 1958, places its focus on charities that have critical yet overlooked needs. Contributions provide assistance to philanthropies that are categorized as follows: crisis — support immediate life-threatening or critical needs;

intervention — provide long-term needs of a critical nature; prevention — prevent crisis situations from happening; support — provide assistance through positive encouragement; and service — provide assistance to the general public.

In her first year of volunteering, Ms. Blackwell was called an affiliate, participating in several hands-on projects to become familiar with the local charities PV Junior supports.

"Affiliates organize small projects that provide immediate relief to those in need," she

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*Sabrina Blackwell, fourth from left in the back row, joins PV Junior members and their children (Heart Prints) holding the Build-A-Bears they have made for children leaving abusive environments.*

says. "My affiliate group created spa bags for distribution, gathering toiletry samples such as lotions, shampoos, mouthwashes, etc. This may not sound like much, but to women leaving their clothes and possessions behind to find protection and a new beginning, those spa bags were invaluable."

In her second year, Ms. Blackwell was auction chair and was responsible for leading and motivating members to donate items for silent and live auctions for the holiday and spring fundraisers.

"My third year I volunteered as the spring fundraiser chair, and this year, I am publicity chair," she says.

Some of the activities members of PV Junior and their children, known as Heart Prints, get involved with include making Build-A-Bears for children leaving abusive environments. The local police give each child leaving their family a bear for comfort. And

each Heart Prints child makes a special wish before the bear is sewn closed.

Ms. Blackwell has had a great deal of support acquiring items for auction from her colleagues throughout the Novartis organization.

"One colleague in Chicago had a contact at the Oprah Winfrey show, and after a year of perseverance, I acquired two tickets and PV Junior raised \$3,000 in a live auction," she says.

Volunteering is paramount for Ms. Blackwell, who believes that every successful person has a responsibility to touch a community, a family, or a person in a helping way.

"When efforts and resources are shared, we improve our society," she says. "We help people believe in mankind through our actions. If every person helps someone in the smallest way, imagine as a collective how many people we touch. I feel humility and gratitude when I help others. It's truly my way of saying,

"Thank you for all that has been given to me."

**Champion:** *Sabrina Taylor Blackwell, Associate Director, Regional Account Projects, Novartis Pharmaceuticals Corp., which researches, develops, and markets patent-protected prescription drugs for important health needs. For more information, visit [pharma.us.novartis.com](http://pharma.us.novartis.com).*

**Cause:** *The goal of the Palos Verdes Junior Women's Club is to promote the social welfare of the greater South Bay community through financial assistance and hands-on support. Established in 1958 as a nonprofit public benefit corporation, the Palos Verdes Junior Women's Club is designated a 501(c)(3) charitable organization. Membership is by invitation to women over 21 who reside on the Palos Verdes Peninsula. To learn more about the Palos Verdes Junior Women's Club, visit [pvjuniors.org](http://pvjuniors.org).*



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## Two Hearts Build Cheer

*Cindy Stone and Geri Vena-Shores, AbelsonTaylor*



*Geri Vena-Shores (left), account director, and Cindy Stone, VP, account director, co-chairs of AbelsonTaylor's Hearts AT Work corporate social responsibility program.*

**F**or two women from Abelson-Taylor, a confluence of events and personally held beliefs about making a difference inspired them to take action and establish an official Committee for Social Responsibility to

**coordinate activities benefiting the community at large.**

"The impetus was the daily news about all of the social, economic, and political upheaval changing our lives and marginalizing an increasing number of people; it was the heartfelt thanks from clients for our annual gifts in their names to Heifer International; and it was a chance question by a job applicant on what AbelsonTaylor does to give back to the community," says Cindy Stone, VP, account director.

The journey for Ms. Stone and Geri Vena-Shores, account director, began with helping a colleague whose sister died, leaving behind two teenage sons.

"Employees throughout the agency contributed to a fund established in trust for the future needs of the boys," Ms. Vena-Shores says. "Based on this outpouring of generosity, Cindy and I met with the agency's executive committee and got approval to establish an official Com-

mittee for Social Responsibility to coordinate activities benefiting the community at large."

The committee recruited members from all departments within the agency, and the program was named Hearts AT Work. Ms. Stone and Ms. Vena-Shores are co-chairs of program.

The primary focus of the effort became children's health and well-being, although activities also frequently benefit parents and other adults.

"Our biggest activity has been this past December's Winterfest, which was really four concurrent activities designed to bring warmth and cheer to hundreds of children," Ms. Stone says.

"The success of Winterfest, and the sense of satisfaction we gained by truly giving of ourselves for the benefit of others, has galvanized staff commitment to Hearts AT Work," Ms. Vena-Shores says.

**Champions:** *Cindy Stone, VP, Account Director, and Geri Vena-Shores, Account Director, Abelson-Taylor, an independently owned, full-service health-care advertising agency. For more information, visit [abelsontaylor.com](http://abelsontaylor.com).*

**Cause:** *Hearts AT Work is AbelsonTaylor's corporate social responsibility (CSR) program that organizes activities benefiting the health and well-being of children and young adults.*



## Keeping the Dream Alive

*Rodney Malchow, Associate Director, Regulatory Affairs, J&JPRD*

**C**ontinuing the dream of their daughter, Lisa, Rodney Malchow and his wife Nancy are actively committed to Lisa's Heart, which was established to help raise funds to support pediatric cancer research and have kids be active in all parts of the nonprofit organization.

The two started working with their daughter from the organization's inception and they remain strongly involved with Lisa's Heart, even after her tragic passing at the age of 19.

"Having watched my daughter and many of her hospital friends go through such incredible pain, suffering, heartaches, and death or severe

permanent disabilities as a result of the disease and treatments, I cannot help but reach out to this group and look for cures," Mr. Malchow says. "I want to give back to the community that helped carry my family through this horrifying and life-changing event."

The organization's first fundraiser event was an art auction and wine tasting, at which Mr. Malchow, associate director, regulatory affairs, at J&J PRD, actively participated.

Lisa started her own nonprofit as a component fund with the Community Foundation of New Jersey two months before her death in 2004, with her high school economics teacher, doctors at Memorial Sloan-Kettering Cancer

Center and NIH, and with her mother as president.

Lisa's Heart continues to grow, and in 2007 it was incorporated as a 501(c)(3) organization with Mrs. Malchow as president and chairman of the newly formed board of directors.

The organization, which is entirely run by volunteers, has since had several annual gala events and fundraisers, and Mr. Malchow has spent hours working on the events.

After his wife decided to step down as president, Mr. Malchow was elected to the role.

"Needless to say, I will have a very full set of tasks moving forward in 2009," he says.

While there is no silver lining to what Mr.



The recipient of the 2008 Lisa's Heart grant, Dr. Neil Shukla, a pediatric oncologist at Memorial Sloan-Kettering Cancer Center, with the board of directors of Lisa's Heart at the 2008 gala event.

Malchow and his family have gone through, many experiences he has had have changed his perceptions of society and humanity and given him an understanding of others who are less fortunate.

"During my daughter's illness, her life and my family's well-being were carried by the larger 'village,'" he says.

Blood drives were organized to have ready needed blood for Lisa's next transfusion, and people stepped up by the hundreds to donate.

"There is no doubt that for every pint of blood donated, my family had one more week

of life with Lisa," he says. "Friends, neighbors, teachers, and school parents all stepped in to help care for our two sons during times when Lisa and Nancy were living in hospitals. The list of supporters and aid is truly endless."

"This 'village of caring' more than anything else made me understand the true human spirit to help others with no thought of anything in return," he says.

**Champion:** Rodney Malchow is Associate Director, Regulatory Affairs, J&JPRD, part of Johnson & Johnson, a broad-based producer of

healthcare products, which leverages drug discovery and drug development in a variety of therapeutic areas to address unmet medical needs worldwide. For more information, visit [jnjbpharmarnd.com](http://jnjbpharmarnd.com).

**Cause:** Lisa's Heart Kids' Cancer Research Fund is committed to the support of ongoing pediatric cancer research by raising awareness of pediatric cancers and pediatric cancer research, and empowering kids to help other kids by raising money for research. The fund honors the memory of Lisa Malchow, who died of a rare pediatric cancer in 2005; 98% of all proceeds raised go to pediatric cancer research. To learn more about Lisa's Heart, visit [lisasheart.org](http://lisasheart.org).



## Rallying Others in Relay for Life

Katie Russo and Vanessa Spinka, Octagon

**T**he tragic reality is that cancer has touched the lives of most people in the developed world. Some of those individuals affected are compelled to make a difference in some way.

For the past six years, Katie Russo, senior associate, regulatory affairs, and Vanessa Spin-

ka, senior specialist, regulatory operations, at Octagon, have participated in the American Cancer Society's Relay for Life (RFL).

"I was originally inspired by my sister's involvement in RFL and by the many family and friends who have been touched by cancer," Ms. Russo says. "Unfortunately, this list has

grown over the years, but this only solidifies my commitment to this event."

Ms. Spinka also has had many family members and friends of all ages affected by cancer.

"By participating in this event, we increase awareness of the disease and raise funds to aid



*Relay for Life volunteers, including Vanessa Spinka, left, and Katie Russo, right, show their commitment to helping the fight against cancer.*

the American Cancer Society in its efforts,” Ms. Spinka says.

Each year, a team of about 15 individuals from Octagon participate in the 24-hour Relay for Life event, which attracts around 50 teams each year. Ms. Russo and Ms. Spinka are the

team captains for

Octagon’s RFL team.

“We attend the organizational meetings for our relay, as well as coordinate and lead fundraising and awareness activities at Octagon,” Ms. Russo says. “Some of our fundraisers have included bake sales, soft pretzel sales, raffles, happy hour buffet events, lunchtime

cookouts, and silent auctions.” The women say the support they receive from Octagon employees through both fundraising and presence at the event demonstrates the commitment to fighting cancer.

“Altogether, we have raised more than

\$39,000 for this organization,” Ms. Spinka says.

**Champions:** *Katie Russo, Senior Associate, Regulatory Affairs, and Vanessa Spinka, Senior Specialist, Regulatory Operations, Octagon Research Solutions Inc., a provider of software and services to the life-sciences industry. For more information, visit [octagonresearch.com](http://octagonresearch.com).*

**Cause:** *Relay For Life is the American Cancer Society's signature activity. It offers everyone in a community an opportunity to participate in the fight against cancer. Teams of people camp out at a local high school, park, or fairground and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times during the event. Relays are an overnight event, up to 24 hours in length. To learn more about about the Relay for Life event, visit [relayforlife.org](http://relayforlife.org).*



### A Truly Communal Lesson

*Mike Devlin, The CementWorks*

**W**hen Joanna Breitstein, editor of *Pharmaceutical Executive*, conveyed the desperate and urgent need of the children in Uganda, Mike Devlin, senior VP, creative director, copy, at *The CementWorks*, decided it was time to get involved more seriously with a charity that focused on their needs. The International HUG Foundation, or i.HUG, co-founded by Ms. Breitstein, helps disadvantaged and orphaned children in Uganda by providing them with education, access to healthcare, and an environment that fosters their physical, social, and emotional development.

“The vision of helping one very specific community with severe needs resonated with my peasant Irish DNA,” Mr. Devlin says. “I also recognize that in today’s tumultuous economic environment, it’s usually the smaller charities that are likely to feel the most pain, and here the smallest efforts can have a great impact.”

Rather than just writing a check, i.HUG’s

vision is to cultivate self-sufficiency, which resonates with Mr. Devlin. One look at the photos of the kids, and he was hooked.

The plan devised was to develop a school-to-school program.

“Our original concept was to connect a local community (my hometown school in New Jersey) with the school that i.HUG has established in Kabalagala, Uganda,” Mr. Devlin says. “We have since generated interest from many other people, including other groups that have had success with school-to-school initiatives. Right now, we’re determining the best way to connect those who want to help and to use education, art, music, geography, and culture as a basis for supporting the children in Kabalagala.”

Mr. Devlin says like many others, he understands how lucky he is and how the hard work of his parents and their parents before them has given him tremendous opportunities.



*i.HUG co-founder Jane Dicker helps children with their studies at the school in Kabalagala, Uganda.*

“I am determined to ramp up my involvement with i.HUG and to set an example for my children, and the school-to-school initiative is a perfect vehicle for me to do both,” he says. “My son and daughter need to be exposed to others who are less fortunate. When I see the kids in this town outside the capital of Ugan-



Mike Devlin is inspired by the children from the school established by i.HUG in Kabalagala, Uganda.

da, I quickly see that my family is wanting for absolutely nothing. Getting my children involved and making it fun is a tangible way I can instill a legacy of volunteering and helping those in need.”

At this stage, Mr. Devlin says The Cement-

Works is not connected with i.HUG.

“But I intend to get this cause onto the radar of our 175-plus cement, stone, iron, and bond workers for sure,” he says.

It helps that pro bono and community work is ingrained in the agency culture.

“It was inspirational to learn about all of the programs the company supports, and employees are encouraged to bring causes to the fore and to get others involved,” Mr. Devlin says.

**Champion:** Mike Devlin, Senior VP, creative director, copy, The CementWorks, the founding business within The CementBloc Inc., a community of independent healthcare agencies. For more information, visit [thecementbloc.com](http://thecementbloc.com).

**Cause:** The International HUG Foundation (i.HUG) is a nonprofit organization whose mission is to reach out to disadvantaged and orphaned children in Uganda. The foundation seeks to provide them with education, access to healthcare, and an environment that fosters their physical, social, and emotional development. The organization’s use of local resources will ensure the sustainability of the mission and will enable i.HUG to leverage successes to benefit the entire community. To learn more about i.HUG, visit [ihugfoundation.org](http://ihugfoundation.org).



## Investing in a Cure for Seizures

Warren Lammert, Granite Point Capital

**A**t just 8 months of age, Warren Lammert’s daughter Sylvie had her first seizure. Mr. Lammert, founder of investment firm Granite Point Capital, was 1,000 miles from home at a conference in Los Angeles when he got the call from his wife Kathy. He rushed back to Denver and arrived at the hospital to find Sylvie had had a status seizure, which lasted 30 minutes.

“As the staff sought reasons for the sudden unexplained onset of seizures, Kathy and I had the experience of taking our sedated Sylvie to have an MRI scan, and I later held Sylvie as physicians performed a lumbar puncture to rule out encephalitis,” Mr. Lammert says.

Sylvie was seizure-free for a month and then the seizures returned, often in clusters that lasted 30 to 45 minutes when the little girl awoke. Eventually, the family took Sylvie to specialists in New York. But despite two new medications to improve seizure control, Sylvie’s seizures have continued.

In 2000, seeking to learn more about epilepsy, Mr. Lammert helped co-found [epilepsy.com](http://epilepsy.com) together with Sylvie’s doctor, Orrin Devinsky, and others, including Joyce Cramer, president of Epilepsy Therapy Project (ETP).

In his research Mr. Lammert made a stark discovery; of the 3 million people in the Unit-

ed States living with epilepsy, about one-third live with active seizures despite all available therapies, and many more achieve control with medications that have unacceptable side effects.

In 2002, amid discussions with Dr. Devinsky and two other fathers of young girls living with severe epilepsy (including Hank Chesbrough, professor at UC Berkeley Haas School of Business and author of several books on innovation) about supporting the development of new therapies, the ETP was formed. In addition to his busy work schedule, Mr. Lammert founded and acts as chairman of ETP.

ETP provides financial support as well as scientific and business direction for promising new therapy projects directly and through its Epilepsy Research Foundation partnership.

ETP continues to support [epilepsy.com](http://epilepsy.com) and [epilepsy.com/professionals](http://epilepsy.com/professionals) in its efforts to provide in-depth information on epilepsy and available therapies and community to patients, families, caregivers, and professionals living and working with epilepsy.

“We also supported the creation of the Epilepsy Study Consortium ([epilepsyconsortium.org](http://epilepsyconsortium.org)) to take time and costs out of the clin-



Warren Lammert with his two daughters, 11-year-old Sylvie and her younger sister Sarah, at a national walk where the ETP team raised the third-highest donation, a total of \$15,000.

ical-trial process, and we provide ongoing support for the two major international meetings on the development of new therapies for epilep-

sy,” Mr. Lammert says. “We are working diligently to make a difference, but only support from a wide community will enable us to provide the significant funding needed to make new therapies for those with epilepsy a reality.”

ETP embarked on its first conference — Epilepsy Pipeline: Portal Into CNS — held in San Francisco on March 13, 2008. The goal of this conference was to bring together scientists, emerging companies, investors, and business development people to see opportunities in epilepsy.

“We were successful in engaging the inter-

est of many investors to hear about the wide potential for medications and devices developed for epilepsy,” Mr. Lammert says.

Now 11, Sylvie still battles seizures, but she has an indomitable spirit.

“For me, epilepsy is a burden and an enemy that confronts a little girl that I love,” Mr. Lammert says. “But Sylvie is a happy and tenacious child who rises above her challenges and is a delight in our lives. I want to add that the challenge of working to make a difference for Sylvie and for all those living with epilepsy is an experience that itself is filled with rewards

for me, and not least is the exceptional, wonderful people I have been blessed to know and work with in this journey.”

**Champion:** Warren Lammert, Founder, Principal and Chief Investment Officer, Granite Point Capital, an investment firm. For more information, visit [granitepoint.com](http://granitepoint.com).

**Cause:** The Epilepsy Therapy Project is a non-profit organization advancing new therapies for people living with epilepsy. To learn more about the Epilepsy Therapy Project, visit [epilepsy.com](http://epilepsy.com).



## Rallying for the Troops

Claire Wynters, Marketing and Advertising Associate, Criterium



Eryn Schnel, Founder of Till You Come Home, shows one of the military children how the camera works.

**A strong connection to the military and the Marine Corps, in particular, drew Claire Wynters, marketing and advertising associate at Criterium, to the Till You Come Home Foundation.** The foundation is somewhat of a family affair at Criterium. It was established by Eryn

Schnel, daughter of Ronny Schnel, executive director, business development and client services, at Criterium, to ensure and enhance the morale and emotional well-being of deployed U.S. combat forces and their families.

“Supporters help keep the troops connected with home via professionally created photo albums that include pictures of their kids and families,” Ms. Wynters says. “It’s a huge morale booster and has had great acceptance by the military staff and the troops themselves.”

Giving back and finding a cause to relate to is important for Ms. Wynters.

“Often, we do not feel like the world’s problems are solvable by any one individual, but in a group, like with any team effort, the many far outreach their numbers is the value and impact they can create,” she says.

Equally, reaching out to people in the workspace to join a cause is part of networking and interrelating.

“When you share your passions about important issues with the people you spend the majority of your waking hours with, you have a good chance of firing up their passions — if not for your own cause, then for a cause that moves them,” she says. “Giving back is empowering personally and to the world in general. The Chinese have a terrific saying about this: ‘It’s the giver who is grateful.’”

**Champion:** Claire Wynters, Marketing and Advertising Associate, Criterium Inc., a global, full-service, and technology-driven clinical research organization. For more information, visit [criteriumusa.com](http://criteriumusa.com).

**Cause:** Till You Come Home is a nonprofit foundation that provides memory books with photographs of kids and family members, which are sent to deployed U.S. service members. To learn more about Till You Come Home, visit [tillyoucomehomefoundation.org](http://tillyoucomehomefoundation.org).



## A Tough Test

Chris Connor, Phoenix Data Systems

**When Chris Connor’s tenacious dad, Jon Connor, was diagnosed with pancreatic cancer in the spring of 2005, he began a journey of self-discovery. At the time of his diagnosis, it seemed almost impossible to all who knew Jon Connor that he wouldn’t beat it.**

A tough fighter from South Boston and at the same time a caring, humble man, Jon Connor sadly succumbed to the disease 10 months after his diagnosis.

“The cancer cells that eventually consumed

his body were made of the same tenacious stuff that made my dad so tough,” Mr. Connor says. “In the end, he lost a fight with the only thing that could ever beat him: himself.”

Throughout his father’s illness, Mr. Connor had been by his side. As a healthcare proxy, he had access to his father’s medical records, and as a colleague of several of the doctors treating the senior Connor, he was also given an escorted institutional “hall-pass” and got to see firsthand the back office of the clinical research enterprise at a major academic medical center.

“I sat side-by-side with the radiologists as they read my dad’s CT scans,” Mr. Connor says. “I shadowed the study coordinators as they went back and forth from the pharmacy. I watched as they printed the labels for his sample vials. I visited the lab. I visited the infusion unit. And I visited the hospital’s chapel.”

On several occasions the elder Mr. Connor expressed concern that his son was spending too much time at the hospital. The younger Connor tried to explain to him that he really was working. His father would respond: “Well if you’re



Chris Connor and his three kids after he completed the Pan-Mass Challenge in his father's memory.

working, then you should get back to your office." To which the son retorted that if he was so concerned about his career, then he should

just get better and then he could go back to sitting behind his desk.

"I'd grimace and say 'you know dad, I really don't need your help,'" Mr. Connor says. "I'm smart enough to do my job on my own.' But he never took me up on my offer. Ultimately, my dad succumbed to his disease, and I was forced to graduate from my ethnographic research project. But I've never forgotten what I learned. It motivates me; it has become my vocation."

Today he is actively involved in helping to find a viable treatment for pancreatic cancer and is raising funds for the Dana-Farber Cancer Institute (DFCI) by cycling in the Pan-Massachusetts Challenge. In 2007, he raised \$4,000 and every penny went directly to the institute.

It is a fitting way to honor and remember a man who was himself fit and active. Jon Connor was a keen runner and cyclist who particularly liked highly challenging courses.

"For my dad, there was no easy button; 'hills are your friends', he would say, much to the chagrin of his teammates in the Parkway Running

Club before setting out on the infamous Dover run," Mr. Connor says.

When Mr. Connor rode in this year's Pan-Massachusetts Challenge he did so on his father's favorite bike: an old Italian road bike.

**Champion:** *Chris Connor, Director, Product Development, Phoenix Data Systems, a subsidiary of Bio-Imaging Technologies, that delivers EDC services. For more information, visit [phoenixdatasystems.net](http://phoenixdatasystems.net).*

**Cause:** *The Pan-Massachusetts Challenge draws more than 5,000 cyclists, who hail from 36 states and eight countries. Now in its 30th year, the PMC hopes to increase its gift (\$35 million in 2008) from the efforts put forth by PMC cyclists on Aug. 1 and 2, 2009. It is the largest single contributor to the Jimmy Fund, bringing in almost 50% of its annual revenue. The Jimmy Fund supports cancer research and care at the Dana-Farber Cancer Institute. To learn more about the Pan-Massachusetts Challenge, visit [pmc.org](http://pmc.org). To learn more about the Dana-Farber Cancer Institute, visit [dana-farber.org](http://dana-farber.org).*



## Creating Awareness

John Ryan, Advantage Management Solutions

In a short period of time, John Ryan, president of Advantage Management Solutions, watched his once fit, healthy father become bedridden as a result of idiopathic pulmonary fibrosis (IPF), a disease that scars the lungs. The shock of the diagnosis prompted Mr. Ryan to begin researching the disease and discussing it with friends, family, and colleagues.

"Dad never smoked or drank and routinely walked three miles a day," Mr. Ryan says. "Watching him decline from perfect health to a bedridden status drove me to take action."

Around 200,000 individuals in the United States have IPF and it kills about 40,000 people per year, yet it remains relatively unknown, even in the medical profession. Misdiagnosis may mean the numbers may be even higher.

Mr. Ryan started his educational quest by first contacting the Pulmonary Fibrosis Foundation and he is now working to bring greater attention to the disease through two projects.

The first initiative is the First Annual IPF Clinical Conference, otherwise known as Breathe 2009. The meeting, targeted for September 2009, will be held in Chicago in cooperation with the University of Chicago Medical Center and will focus on disease edu-

cation and key clinical findings to date. Around 150 key opinion leaders are expected to participate and the meeting and breakout sessions will be videotaped. This tape will be made available for free to physicians worldwide.

"It is my hope that we can attract a pharmaceutical partner or partners who are active in IPF to join our cause and provide financial support for the conference," Mr. Ryan says.

The second initiative Mr. Ryan has planned is a Run for Research, or R2, which is an endurance sports training program for runners and walkers of all capabilities.

The pilot event is scheduled to take place in Philadelphia as three separate races: the Broad Street 10 Miler in May 2009; the Philadelphia Distance Run half marathon in September 2009; and the Philadelphia Marathon in November 2009.

Participants agree to fundraising targets of \$500 for one race, \$1,000 for two races, and \$1,500 for all three races. In return, participants are being offered professional coaching and organized group runs in various locations throughout the area by Kevin Kelly, a former Mid-Atlantic middle distance champion.

As this issue was going to press, Mr. Ryan relayed the sad news that his father passed away in January.

**Champion:** *John Ryan, President, Advantage Management Solutions Inc., an outsource partner to the healthcare industry that specializes in strategic consulting, information technologies, decision support tools, and business solutions. For more information, visit [advantagemgmt.com](http://advantagemgmt.com).*

**Cause:** *The Pulmonary Fibrosis Foundation is dedicated to finding a cure for and raising awareness of pulmonary fibrosis, an often-fatal lung disease. The foundation is devoted to improving the quality of life for those afflicted with this illness through funding and supporting new research; providing educational materials to the medical and lay communities; obtaining Congressional support to increase funding of the NIH to find a cure; convincing the drug companies to initiate additional studies to find an effective treatment; raising funds so that medical and scientific researchers can devote their time exclusively to finding a cure; and providing support groups with information and reassurance. To learn more about the Pulmonary Fibrosis Foundation, visit [pulmonaryfibrosis.org](http://pulmonaryfibrosis.org).* ♦

PharmaVOICE welcomes comments about this article. E-mail us at [feedback@pharmavoices.com](mailto:feedback@pharmavoices.com).

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## Finding therapy in nature

Patty Hill, Sanofi-Aventis (continued)

**T**wo years after Patty Hill and her Sanofi-Aventis colleagues took on the loving challenge of sprucing up the grounds of the JFK Hartwyck at Oak Tree, a rehabilitation hospital in Edison, N.J., for brain injury, they remain actively involved with Hartwyck, returning every spring and autumn. In that time, they have completed a pond, laid a nature path walkway, built a pergola at the end of the walkway, and landscaped the grounds.

Ms. Hill's passion and commitment have affected others beyond Sanofi-Aventis. Among them is her late son's special education teacher, who brought her students from Carteret High School, Carteret, N.J., to volunteer at Hartwyck. The group they represent is an Interact Club called H.O.P.E (Helping Other People Everywhere). Interact is a subsidiary of the Rotary Club.

"In the spring they came and planted flowers and trees around the entire building," Ms. Hill says. "It was so special for everyone, especially Aaron, who had an opportunity to be outside and enjoy some one-on-one time with the students and teachers. They came back at Christmas and decorated the second floor of the rehab unit for the staff and patients."

More recently, Ms. Hill and her Sanofi-Aventis colleagues have turned their attention to the internal space. They began by completing the third floor geriatric unit, painting and putting up murals for the staff and patients to enjoy. And in spring 2008, they completed the second floor where Aaron had resided.

"I had to come back because I know he would have wanted me to finish what I started," Ms. Hill says. "As difficult as it is at times, it is very rewarding to know that what we do has impacted other people and that I can truly make a difference."

**Cause:** JFK Hartwyck at Oak Tree is one of a number of facilities offering innovative, highly skilled, and specialized sub-acute rehabilitation, long-term care, and care for patients with brain injuries. For more information about JFK Hartwyck at Oak Tree, visit [jfkhartwyck.org](http://jfkhartwyck.org).



*The Sanofi-Aventis team took to the halls of the Oak Tree facility to paint and add murals to the second floor, where Patty Hill's son Aaron resided.*



*A tree grows in Edison. Sanofi-Aventis volunteers give their time to plant new trees, shrubs, and plants to enhance the grounds of the rehabilitation center.*



## A Trilogy of Participation

*Glenda Harrison, Chelcy Sherman, and Moira Packer, S&R Communications*

**F**or the past three years Glenda Harrison, accounts payable supervisor, of S&R Communications has been involved in the Durham Back to School (Durham, N.C.) program.

“The Durham Police Department took over the program a few years ago and I got involved through a friend of mine who works there,” Ms. Harrison says. “The Durham Back to School program collects school supplies and book bags for children struggling to afford these things on their own. This is a cause I have become very passionate about. There should be no excuse for children not to have everything they need in order to learn. Education is so important and I feel compelled to do everything I can to provide children with the basic necessities for school. I am extremely grateful to work for a company that is just as compassionate as I am when it comes to a child’s education.”

Ms. Harrison is extremely thankful for her co-workers, who have been so generous over the years.

“I know the kids really appreciate everything,” she says. “Each year we have exceeded what we had collected the previous year. This year I actually got to meet some of the kids and see their great big smiles. It makes it all worthwhile to know that you are doing something positive for the community. Children are our future and we must do everything we can to help them achieve.”

Giving back is a widespread belief at the agency. Chelcy Sherman’s labor of love is the SPCA of Wake County.

“Being an art director comes with its advantages like a cool title, awesome office knick-knacks, and the fantastic group of other creatives I am privileged to work with,” she says. “Another perk is that I can lend my artistic ability to the Society for the Prevention of Cruelty to Animals (SPCA) of Wake County. Don’t get me wrong; I pick up poop at the shelter with the best of ‘em. But I really love using my design talent to give the SPCA another level of sophistication for its annual black tie gala. The Fur Ball. The Fur Ball is the biggest night of the year for homeless pets in Wake County. On this particular night there is a live and silent auction that raises enough money to run the shelter for four to six months.”

For the past three years, Ms. Sherman has created all of the collateral for The Fur Ball —

everything from the invitations, event posters, table tents, and program to the actual décor of the event. One particularly proud moment, of many, for her was in 2006.

“I had created large-scale black-and-white posters of the shelter animals to hang around the event,” she says. “This was strictly to remind everyone why we were there — for the animals. But attendees wanted to purchase the posters, so we cut them down and put them in the live auction. It was wonderfully exciting and the posters raised \$20,000 in good-hearted competitive bidding alone. I worked closely with the PR director at the shelter for the photographs and managed to get printing donated by a vendor. It was truly a team effort, and a successful one at that.”

Ms. Sherman derives her motivation from the animals themselves, which she believe are inherently good.

“They add so much joy to life and I think it is only fair they be treated humanely,” she says. “One can only know the joy of being a part of this charity by seeing it firsthand. To see a discarded dog shyly warm up to an equally shy child in a wheelchair, or to sit with a dog peacefully asleep in your lap who has been bred for fighting, well, it is indescribable. Animals offer unconditional love and a lifetime of amusing antics. I am amazed by the animals that are abused, thrown out, or have never had a loving home because they still wag their tails or sit in your lap and purr.”

For Moira Packer, internal auditor and tax compliance manager, there is no one specific cause. Rather she is drawn to the overall act of giving.

“I wish I could tell you that I have some noble reason behind doing the charity work that I do, but I don’t,” she says. “I am not motivated by political beliefs or scientific research but rather because there is always someone in need and there is always a way to help someone. I’ve done it since I was in high school and it’s something I’m hoping to instill in the next generation. My daughters have brought home ideas for us to do as a family and I always encourage them to be a part of what we are doing.”

S&R Communications has lent its support to overseas military troops, sometimes in the form of specific supplies or a donation of Girl Scout cookies.

“Since I had both a brother-in-law and foster son in the Marines, I am aware of how much a care package from home can mean,” Ms. Packer says.

S&R Communications also “adopted” several families during last year’s holiday season and made sure there were presents under the trees for the children as well as the parents.

Recently, she says a co-worker pointed out that she was a ripple.

“Meaning, one person can start a ripple in the water and because he or she starts it, it causes another person to do something and then another, so at the end a wave might have been created,” Ms. Packer says. “You don’t have to be rich to start something, you just need to be wealthy in friends and co-workers. I believe people do what they can. I might start the idea or help organize a part of it — but without my friends and coworkers it wouldn’t turn into the wave. Some people are waiting for that ripple — they want to help, they just don’t know how. And if one particular cause isn’t what they want to help with, don’t worry, another ripple will come.”

**Champions:** *Glenda Harrison, Accounts Payable Supervisor; Chelcy Sherman, Art Director; and Moira Packer, Internal Auditor and Tax Compliance Manager, S&R Communications Group, a full-service healthcare communications company. For more information, visit [srcomgroup.com](http://srcomgroup.com).*

**Cause:** *The Back to School Supply Drive helps underprivileged children in Durham County, N.C., get ready for school by providing them with new, much-needed school supplies. The objective of the BTSSD is to ensure that disadvantaged clients of Durham County will have school supplies, backpacks, notebooks, paper, pencils, and other supplies necessary to begin school and to help in their efforts to succeed in school. To learn more about the Back To School Drive, call 919-688-8977, ext. 25.*

**Cause:** *Founded in Raleigh in 1967, the Society for the Prevention of Cruelty to Animals (SPCA) of Wake County is dedicated to creating a more humane community where every adoptable animal has a home. Each year the SPCA re-homes more than 3,000 animals through its innovative adoption programs and lost-and-found efforts, including The Fur Ball. To learn more about the SPCA, visit [spcawake.org](http://spcawake.org).*



## Running to Remember

Mike Myers, Palio (continued)



Hundreds of runners take to the streets of Saratoga Springs, N.Y., as part of the Saratoga Palio: Melanie Merola O'Donnell Memorial Race.

**T**he Melanie Merola O'Donnell Memorial Scholarship Fund has attracted huge support from Palio employees; in the past year more than 60 Palio employees, friends, and family participated in the memorial race. There were also many non-running volunteers made up of friends and family.

Mike Myers, president of the agency, says it is his hope that as the race grows Palio will be able to broaden the scope of the organizations that benefit from the fund established in Ms. O'Donnell's name.

"We plan to always fund the scholarship first, but we also foresee a time, hopefully as early as 2009, when we can start to give to other charities in the capital region of New York in Melanie's name," he says.

Mr. Myers says life is too short to take anything for granted.

"Giving back — be it time, money, or whatever — enables people to grow, learn, and generally feel good from the intrinsic afterglow that comes from assisting others," he says. "Many people think that it's a great

'self-sacrifice' to give up time or resources to help with philanthropic endeavors, like our race. Far from it — in many ways, helping others is very selfish because I grow, learn, and feel good about myself through doing it."

Everyone at Palio is encouraged to follow his or her passions, with philanthropy and volunteerism being part of Palio's culture.

"Today's employees are passionate about investing in their communities, and we've seen more and more companies today embrace this spirit," Mr. Myers says. "This passion at Palio is a reflection of our commitment to our core values that we worked with all employees to develop about five years ago."

Civic responsibility is a priority and as the agency has grown, so too has its depth of giving.

Among Palio's philanthropic initiatives are:

- In 2000, an annual Palio tradition was born. In lieu of sending corporate gifts to clients and vendors, each holiday season Palio works with nonprofit organizations in Saratoga County to sponsor local chil-

dren to ensure that they receive presents and needed items during the holidays. In addition, employees also choose to sponsor children individually. Since 2000, Palio has helped ensure more than 500 children are not forgotten during the holiday season.

- Since 2001, Palio employees have contributed to the internal annual GRACE (Giving Relief and Care to the Elderly) Campaign that benefits seniors in the Capital Region. Each year, employees raise roughly \$10,000, which goes to local charities. In 2008, the company's \$10,000 donation went to the oncology center at the Saratoga Hospital.

- For several years, Palio has made donations and done all of the marketing/advertising for the local Hole in the Wall Camp — the Double H Ranch. Founded by Paul

Newman and Charles Wood, the mission of the Double H Ranch is to provide specialized camping and year-round support for children and their families dealing with life-threatening illnesses.

- Palio recently starting doing pro bono work for Medical Missions for Children, and the company also provides donations. Medical Missions for Children seeks to provide quality surgical and dental services to poor and underprivileged children and young adults in various countries throughout the world as well as facilitate the transfer of education, knowledge, and recent innovations to the local medical communities.

There are numerous other organizations the company supports, from many health-based charities, to educational initiatives, social initiatives, and the arts.

"Our people are volunteering on local boards, coaching their kids' little league teams, walking for AIDS and the American Heart Association, running and playing volleyball to raise money for local organizations,

just to name a few of their endeavors,” Mr. Myers says.

Giving back pays dividends to those who give, Mr. Myers believes, since it brings together the feeling of satisfaction that comes from helping others and causes with the actual help that a group of individuals can provide.

In addition, philanthropy exposes staff to a broad range of people and needs, which is hugely beneficial for personal development,

helping to refine skills and communication effectiveness.

“It also fosters empathy and broader understanding of others — something all too forgotten by many people in today’s society,” Mr. Myers says. “In addition, the philanthropic work that we undertake with in-kind efforts of work allows our staff to broaden their focus beyond pharma and medical-device companies. We believe that thinking outside the confines of the FDA is very bene-

ficial to our staff, and actually pays dividends to our paying clients.”

**Cause:** *The Saratoga Palio Race is becoming a regional favorite, thanks to its beautiful course through the heart of Saratoga Springs and for the cause it supports. And with a 5K run/walk, a children’s run, and a half marathon, the race is appropriate for families and serious runners. For more information about the Melanie Merola O’Donnell Memorial Scholarship Fund and Race, visit [thesaratogapalio.com](http://thesaratogapalio.com).*



## A Tale of Hope

Ross Thomson, Vox Medica (continued)

**V**ox Medica has adopted the Philadelphia Animal Welfare Society (PAWS) as one of its philanthropic causes. The agency created two ads for PAWS and placed them in two local weekly Philadelphia papers, as well as facilitated the donation of printing of posters for use at area coffee shops, community centers, and events.

“We also have created an interactive banner ad for use on [philadelphiaweekly.com](http://philadelphiaweekly.com), which is prominently featured with a link to the PAWS Website,” says Ross Thomson, chief ideation officer at Vox Medica. “The donation of our time and costs associated with media placement were in lieu of traditional holiday gifts to clients, as we felt these dollars could make a significant impact in raising awareness of PAWS’ efforts, and that others would feel equally passionate about the cause.”

Involvement has spread beyond the agency, with many clients and contacts who received the gift announcement from Vox Medica staff replying with their appreciation of the gift itself, the effort of the team, the creativity of the work, and their love of animals.

For the staff at Vox Medica, corporate philanthropy is a way to support the interest employees have in helping others.

“By doing so, we are fostering corporate good will on a more personal level,” Mr. Thomson says.

“Our Proactive Pro Bono initiative was



*Melissa Levy, executive director for PAWS, presents the organization’s mission to members of the Vox Medica team.*

formalized so we can gather insights from the entire organization and find appropriate and meaningful ways to support those who are actively engaged in the community, while exemplifying good citizenship to all,” says George Glatcz, president and chief branding officer. “We truly feel it’s the personal involvement with nonprofits that we need to cultivate as we believe these efforts are not only necessary to the community, but very personally fulfilling.”

The inspiration for the Vox Medica Proactive Pro Bono initiative was the involvement

of the company’s staff in so many organizations.

“From charitable pie sales, bike rides, walks, and blood drives to nonprofit board participation, black tie events, and marketing service support, the ongoing actions of our staff in the greater community are shared and supported within the Vox Medica community,” Mr. Glatcz says. “The culture of sharing often inspires others to support their peers or to share their own efforts within the company. Within the framework of this new initiative, we will continue to encourage these activities and offer support in other ways, as determined by the staff.”

**Cause:** *PAWS, the Philadelphia Animal Welfare Society, is a 501(c)(3) nonprofit organization dedicated to saving the lives of Philadelphia’s homeless, abandoned, and unwanted animals. PAWS is*

*working toward making Philadelphia a city in which every healthy and treatable pet is guaranteed a home. In 2009, PAWS will begin operating as an independent rescue organization solely dedicated to saving the most vulnerable animals in the city’s animal control shelter. Supporting PAWS helps fund lifesaving initiatives including adoption and foster care programs, spay and neuter surgeries, low-cost vaccinations, and other community-based programming, all of which help reduce and will ultimately eliminate the unnecessary killing of Philadelphia’s animals. For more information, visit [pbillypaws.org](http://pbillypaws.org).*



## Creating Awareness

John Ryan, Advantage Management Solutions (continued)

Support has been forthcoming from John Ryan's colleagues at Advantage Management Solutions in his pursuit to bring attention to idiopathic pulmonary fibrosis (IPF). Advantage Management Solutions manages a national database of healthcare providers and their activity in disease states based on diagnosing data.

"Without even asking, my team pulled together all active providers on IPF and are now building an influence map based on several metrics," Mr. Ryan says. "This influence map will be used for recruiting Providers to Breathe 2009 as well as for ongoing disease news and clinical findings after the meeting."

Beyond a keen desire to find a treatment for

IPF, volunteering is important to Mr. Ryan for many reasons.

"I believe great things can happen from grassroots efforts," he says. "I have been blessed with good health and I feel it is my duty to utilize my professional skills to help others not so fortunate. Volunteering certainly fits well with the healthcare industry, since we are all committed to improving patient outcomes and volunteering, to me, is a natural extension of my professional efforts. Finally, volunteering is a way for me to demonstrate positive compassionate action to my children."

**Cause:** The Pulmonary Fibrosis Foundation is the primary organization dedicated to finding a cure for

and raising awareness of pulmonary fibrosis, an often-fatal lung disease. The foundation is also devoted to improving the quality of life for those afflicted with this illness through: funding and supporting new research; providing educational materials to the medical and lay communities; obtaining Congressional support to increase funding of the NIH to find a cure for pulmonary fibrosis; convincing the drug companies to initiate additional studies to find an effective treatment; raising funds so that medical and scientific researchers can devote their time exclusively to finding a cure and not have to be diverted from these tasks to seek financial support; and providing support groups with information and reassurance. For more information about the Pulmonary Fibrosis Foundation, visit [pulmonaryfibrosis.org](http://pulmonaryfibrosis.org).



## Casting a Line to Help Kids

Jeff Leerink, Leerink Swann (continued)



Jeff Leerink, center back row, joins kids from Big Brothers Big Sisters after the 2008 fishing tournament.

tirelessly to put together the annual fishing and golf tournament. Our team does everything from contacting donors and securing participants to managing the on-site logistics and volunteering at both tournaments. It takes a great deal of work and is truly a collective effort."

Mr. Leerink says everyone involved not only gets satisfaction from the event itself but enjoys the time they spend getting to know each other in a non-workplace environment.

**Cause:** Big Brothers Big Sisters is the oldest, largest, and most effective youth mentoring organization in the United States. It has been the leader in one-to-one youth service for more than a century, developing positive relationships that have a direct and lasting impact on the lives of young people. Big Brothers Big Sisters mentors children, ages 6 through 18, in communities across the country. For more information, visit [bbbs.org](http://bbbs.org).

Employees at Leerink Swann are encouraged to give back to the community in a variety of ways and through whatever means they choose.

"As a firm, we support a number of chari-

table organizations and we give our employees opportunities to participate throughout the year," says Jeff Leerink, chairman and CEO, Leerink Swann. "For our Big Brothers event, many people throughout the firm work



## Keeping the Dream Alive

Rodney Malchow, Associate Director, Regulatory Affairs, J&JPRD (continued)

**W**hen it came to reaching out to colleagues regarding his involvement with Lisa's Heart, Rodney Malchow, associate director, regulatory affairs, J&JPRD, said to start with he could not bring himself to discuss the organization or his daughter Lisa's illness with work colleagues.

"Work was a place to escape this seemingly never-ending nightmare," he says. "Slowly, I have gained a better emotional balance and have reached out to several colleagues to volunteer time for Lisa's Heart."

Initially, Mr. Malchow encouraged colleagues to attend a fundraiser or a gala event. As Lisa's Heart has grown, he is increasingly grateful for the time colleagues volunteer.

"Natasha Rogozenski, a close work colleague, volunteered to chaperone one of the children's fundraisers that we ran last year," he says. "She has since stepped up and is serving

as one of the board directors for Lisa's Heart. I have also asked a few others for their support and advice with accounting, Web pages, raffle sales, and other tasks."

These days, Mr. Malchow regularly looks for volunteers to help out.

"I found this experience has truly brought me closer to my work colleagues who have gotten involved," he says. "Once you open up to others about your background, they are much more willing to share their personal experiences with you. Developing this personal relationship with work colleagues certainly has carried over to a team mentality to assist each other in the work environment."

His experiences at home and at work have made Mr. Malchow appreciate the company's credo and the passage: "We must be good citizens — support good works and charities..."

"Clearly, any single company cannot cure the world of its many illnesses, but it is nice to

know we can support causes that are not directly related to our bottom line and J&J supports these type of activities," he says. "The rarity of most childhood cancers, the difficulty in conducting pediatric oncology clinical studies, and limited resources will likely prevent J&J and most companies from pursuing cures for these diseases. But I can appreciate how the many professional skills I have developed can be used to support a variety of related activities like Lisa's Heart. Clearly, as I grow my professional skills, I also grow support for my village."

**Cause:** *Lisa's Heart Kids' Cancer Research Fund is committed to the support of ongoing pediatric cancer research by raising funds for pediatric cancer research, and empowering kids to have an active role in every aspects of the nonprofit organization. The fund honors the memory of Lisa Malchow, who died of a rare pediatric cancer in 2005. To learn more about Lisa's Heart, visit [lisasheart.org](http://lisasheart.org).*



## Helping Hand in a Crisis

Sabrina Taylor Blackwell, Novartis Pharmaceuticals Corp. (continued)

**S**abrina Taylor Blackwell, associate director, regional account projects, at Novartis Pharmaceuticals, believes volunteering is a great way to develop new skills and improve upon existing ones in a nonthreatening environment. Each of the roles she has played with Palos Verdes Junior Women's Club (PV Junior) has required specific skills.

"My performance, confidence, and skills have been enhanced through public speaking; training, understanding, and motivating others to sell; leading without direct power; budgets and finance; negotiating; and socializing," she says.

She strives to maintain membership and commitment for PV Juniors.

"Members leave PV Junior due to personal circumstances," Ms. Blackwell says. "An effective leader demonstrates understanding and patience through these challenges. When members observe PV Junior leadership supporting its members through personal challenges, members know and believe this organization extends compas-

sion, support, and understanding to everyone."

Volunteerism has also helped to enhance relationships with customers and colleagues.

During meetings and business gatherings, Ms. Blackwell and her colleagues will share their volunteerism activities and in meetings with customers, her extracurricula activities often surface.

**Cause:** *The goal of the Palos Verdes Junior Women's Club is to promote the social welfare of the greater South Bay community through financial assistance and hands-on support. Established in 1958 as a nonprofit public benefit corporation, the Palos Verdes Junior Women's Club is designated a 501(c)(3) charitable organization. Membership is by invitation to women over 21 who reside on the Palos Verdes Peninsula. For more information about the Junior Women's Club, visit [pvjuniors.org](http://pvjuniors.org).*



PV Junior volunteers Mona Mroue, Colleen Post, Sabrina Blackwell, Gigi Wade, and Michele Ford.



## Rallying Others in Relay for Life

Katie Russo and Vanessa Spinka, Octagon (continued)

**B**oth Katie Russo, senior associate, regulatory affairs, and Vanessa Spinka, senior specialist, regulatory operations, at Octagon, say the company's culture of giving back and doing community service is one of the many reasons they enjoy working at the company.

"We participate in charity and community service events because we enjoy helping others and realize how much one person can affect the lives of many," Ms. Spinka says.

They also actively encourage other employees to get involved in events.

"Participating in the Relay for Life event has definitely made us more 'visible' as leaders in a growing company," Ms. Russo says. "Additionally, we have been able to get to know many people who we may not have had the chance to work with otherwise. In addition, our success with RFL has led to us becoming the co-chairs of the charity committee at Octagon."

**Cause:** *Relay For Life is the American Cancer Society's signature activity. It offers everyone in a community an opportunity to participate in the fight against cancer. Teams of people camp out at a local high school, park, or fairground and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times during the event. Relays are an overnight event, up to 24 hours in length. To learn more about the Relay for Life event, visit [relayforlife.org](http://relayforlife.org).*



## A Hand Across the Ocean

Anshul Purohit, Purohit Navigation

**A**nshul Purohit, VP, strategy and new business, at Purohit Navigation, maintains that people who work in the healthcare industry are generally — and genuinely — committed to helping others.

"That's the way it should be," she says. "We are familiar with disease states and know the challenges that physicians and other healthcare providers face. What's more, we're acutely aware of the pain, suffering, and complexities patients have to deal with. We're also in an excellent position to help provide vital information and education that helps eliminate the very treatable conditions of ignorance, misinformation, or fear. If we can take steps to positively impact the lives of others, then we are compelled to act and do what we can."

Ms. Purohit believes that philanthropy is about more than merely donating money, it is a genuine commitment to helping others in need.

"Philanthropy is a great reminder that there is more we can do in this world than be concerned with our own lives," she says. Charity causes are personal choices. Donating and volunteering should come from the heart, and our team has a huge heart."

What has amazed Ms. Purohit is the number of people at Purohit Navigation who have stepped forward to help.

"Getting behind a cause like this brings an organization closer together and helps join hearts and hands in a way that few other



*The ability to help turn women's lives around with a simple procedure can make volunteer work worthwhile.*

things can," she says. "Ahnal and I are honored to work with associates who care so much about people."

**Cause:** *The West Africa Fistula Foundation (WAFF) was founded to bring value back to the*

*lives of the women of Sierra Leone by providing them with access to education and resources to help reduce the number of new fistulas and to surgically remedy those that already exist. To learn more about the West Africa Fistula Foundation, visit [westafricafistulafoundation.org](http://westafricafistulafoundation.org).*



## Rallying for the Troops

Claire Wynters, Marketing and Advertising Associate, Criterium (continued)

**T**o encourage others at Criterium to join the cause Claire Wynters, marketing and advertising associate at Criterium, began by sharing information about the Till You Come Home foundation, pointing people to the Website and asking them to consider taking time to contribute.

“Many people do not have a sense of what they are passionate about, and by sharing your own involvement, they may find a cause that they can really get behind,” she says. “It could end up being your favorite foundation, and you never know what talents people have hidden until you ask them to share them with you and your organization.”

Others at Criterium have been equally committed to the cause. John Hudak, CEO and founder, was the first to donate financial support and time to this effort. His initial support has created a wave of other personal and monetary contributions.

“I feel a strong connection to the work this group is doing,” Mr. Hudak says. “Like any global organization, we know how to reach out; this cause fits with our business philosophy and our need to give back in a most universal way.”

Criterium’s Director of Programming Greg Bailey was instrumental in creating a secure online Web-based database for registering and tracking these families from start

to finish to ensure that everyone receives these books.

“The troops are out there risking their lives whether you support the war or not,” Ms. Wynters says. “The military is the backbone of this country’s freedoms, and these people are doing the hardest job on the globe.”

**Cause:** *Till You Come Home is a nonprofit foundation whose sole mission is to ensure and enhance the morale and emotional well-being of U.S. deployed combat forces and their families. The organization provides memory books with photographs of family members, which are sent to deployed service members. To learn more about Till You Come Home, visit [tillyoucomehomefoundation.org](http://tillyoucomehomefoundation.org).*



## Lance and Friends

Andrew Watson, Wockhardt USA (continued)



*The 2007 PharmaPeloton Team takes to the streets to raise money for The Lance Armstrong Foundation.*

year, helping to raise millions to fund research and patient services.

“I started a team — PharmaPeloton — comprised of cyclists from the pharmaceutical industry to raise money for LAF,” Mr. Watson says. “We would love to have additional riders for the 2009 event.”

Mr. Watson says the team is comprised of riders of all abilities who can complete 10 miles, 45 miles, 70 miles, or the full century, 100 miles.

“As champions of The Lance Armstrong Foundation’s mission and ambassadors of the pharmaceutical industry, I encourage everyone

to be a champion of the pharmaceutical industry’s ability to make a real difference in the lives of patients. It is my desire to continue to participate in events like the Livestrong Challenge to help raise money to find cures and to represent the pharmaceutical industry in a positive light.”

**A**ndrew Watson, director of marketing at Wockhardt USA, is a big fan of The Lance Armstrong Foundation’s (LAF) Livestrong Challenge programs.

“I’ve been raising money to fight cancer for either the Leukemia & Lymphoma Society or

more recently Livestrong for the past 15 years,” he says. “The Livestrong Challenge is the LAF’s signature fundraising event. Whether you walk, run, ride, volunteer, or donate, participation is one more powerful weapon in the fight against cancer.”

More than 17,000 people participated last

**Champion:** Andrew J. Watson, Director of Marketing, Wockhardt USA LLC, is a global pharmaceutical and biotechnology major with an innovative research and development program with global footprints in the United Kingdom, France,

Germany, Ireland, and the United States. For more information, visit [wockhardtusa.com](http://wockhardtusa.com).

**Cause:** The Livestrong Challenge is the LAF's signature fundraising event. Whether you walk, run,

ride, volunteer or donate, your participation is one more powerful weapon in the fight against cancer. To learn more about the Livestrong Challenge, visit [livestrongchallenge.org](http://livestrongchallenge.org). To join Andrew Watson's team, visit [pbilly09.livestrong.org/pharmapeloton](http://pbilly09.livestrong.org/pharmapeloton).



## Two Hearts Build Cheer

Cindy Stone and Geri Vena-Shores, AbelsonTaylor (continued)

Through its Winterfest activities, AbelsonTaylor employees, along with national and local partners, bought more than 600 gifts for local children who wrote letters to Santa through the U.S. Postal Service program; collected 160 coats plus gloves, scarves, and sweaters for local distribution through the nonprofit group One Warm Coat; and presented more than 140 gifts to Chicago students representing an Illinois agency called Youth Outreach Services. Additionally, members of "Knit Wits," an AbelsonTaylor knitting circle, made more than 50 hats and other items of winter clothing for distribution through Warm Woolies, a group serving children on U.S. tribal reservations and in Asian and Eastern European orphanages.

"It's amazing how Hearts AT Work and Winterfest are resonating within the agency," says Geri Vena-Shores, account director, at AbelsonTaylor and co-chair of the program.

"More than a fifth of all employees have served on Hearts AT Work committees or subcommittees. Everyone's asking what they can do."

Cindy Stone, VP, account director, and the program's other co-chair, says the programs have created great camaraderie at work.

"Giving and sharing from the strong desire to help another human being creates incredibly powerful emotional bonds between people," Ms. Vena-Shores says. "But there's also a practical aspect of working together across job titles, account responsibilities and areas of expertise in pursuit of a common goal. An employee who worked on the Winterfest gifts-from-Santa project noted that it was a great team-building exercise because he got to work with people he otherwise knew only as faces in the hall."

For the past six years the agency has made contributions in clients' names to Heifer International in lieu of holiday gifts, helping disadvantaged families around the world gain

greater self-sufficiency through sustainable agriculture.

The agency also makes regular contributions to the Chicago Food Depository through a weekly company-sponsored "Free Friday Lunches" program, although employee donations also make up a significant portion of the contributions.

"As Dale Taylor, our president and CEO, made clear when we announced our Winterfest activities, a distinctive feature of Hearts AT Work is that it grew from the compassion and initiative of agency staff rather than as a corporate program passed down through the ranks," Ms. Stone says. "It's a grassroots, employee-driven initiative rooted in volunteerism, which fits with AbelsonTaylor's corporate culture."

**Cause:** Hearts AT Work is AbelsonTaylor's corporate social responsibility program that organizes activities benefiting the health and well-being of children and young adults.



## A Tough Test

Chris Connor, Phoenix Data Systems (continued)

Chris Connor, director, product development, at Phoenix Data Systems, was joined by a team of colleagues during last year's Pan-Massachusetts Challenge, a fundraising bike-a-thon.

The charity closest to his heart is the Dana-Farber Cancer Institute. And he rides to honor his father, who passed away after a 10-month battle with pancreatic cancer.

Mr. Connor says his experiences with his father's illness as well as the 5,000-plus cyclist event gave him insights into the value and importance of working in the life sciences.

"During my PMC ride last year there was a moment when I was riding totally alone," Mr. Connor recalls. "My legs were burning as

I considered an attempt to catch up with a pack of riders about 200 yards ahead of me. I remember feeling very, very tired. Then, as I crested a small hill I saw a huge banner strung between two large pine trees. The banner had a picture of a young boy named Matthew on it, and across the top of the banner were the words, 'Thank You for Saving My Life.' There sitting on the grass in front of the banner was Matthew. He seemed so small. As I rode closer, I saw someone who must have been his mother standing nearby the boy. She pointed at me and yelled, 'It's because of you that my son is alive!' Matthew looked up and waved at me. I pumped my fist. The next thing I knew, I was passing that pack of riders."

Even more touching is an additional per-

sonal connection — Mr. Connor's son's name is Matthew, too.

**Cause:** From its modest beginnings, the Pan-Massachusetts Challenge now draws more than 5,000 cyclists, who hail from 36 states and eight countries. Now in its 30th year, the PMC hopes to increase its gift (\$35 million in 2008) from the efforts put forth by PMC cyclists on August 1 and 2, 2009. To date, the PMC has raised more than \$239 million that has been used to improve the lives of those suffering with cancer. It is the largest single contributor to the Jimmy Fund, bringing in nearly 50% of its annual revenue. The Jimmy Fund supports cancer research and care at Boston's world-renowned Dana-Farber Cancer Institute. For more information about the Pan-Massachusetts Challenge, visit [pmc.org](http://pmc.org).



## Taking it to the Bank

Lars Merck, Product Director, McNeil Pediatrics

**O**ne of the most underappreciated activities in healthcare is blood donation. While a fairly simple activity, it is crucial for saving lives. For the past 20 years, Lars Merck, product director at McNeil Pediatrics, a division of Ortho-McNeil Janssen Pharmaceuticals, has been a committed whole-blood donor and volunteer to the American Red Cross.

"I have been donating blood since I was 17; I saw at a young age that this was a very easy way to give back to the community on a regular basis," Mr. Merck says.

On Dec. 4, 2008, he reached a major milestone — he donated his 100th pint of whole blood. The accomplishment makes him one of the youngest 100-pint donors ever.

"While many people donate this much blood during the course their lives, it is rare that someone as 'young' as I am to reach this milestone, due to the need to wait eight weeks between donations," he says.

But Mr. Merck wanted to achieve more and he set about trying to raise 10,000 additional pints of blood between Thanksgiving 2008 and New Year's Day, which is often the time of year when nationwide blood supplies run low.

"My colleagues at Johnson & Johnson

across the globe are very dedicated blood donors and the company hosts regular blood drives at many of our facilities, which made it easy for many of my co-workers to donate," he says.

Eager to reach a wider audience, Mr. Merck took his campaign to Facebook.

"Many social media sites offer the power to reach a lot of people in a very targeted manner," he says. "Facebook is no exception and in addition to reaching out to my 'friends' network, I was able to reach other Facebook users by creating an event and personally paying for ads that were displayed to appropriate Facebook users. My ad campaign ended up reaching more than 2.25 million people and had a very respectable click-through rate."

While Mr. Merck didn't quite reach his goal of having 10,000 people donate over the holidays, he remains committed to the goal and eager to encourage others in the industry to donate.

In addition to his dedication to donating blood, Mr. Merck volunteers for the American Red Cross and has served on the board of directors of his local chapter where he was able to bring his business leadership skills to help out on a more macro level.

To Mr. Merck, volunteering is part and parcel of the business he is in.

"Each of us who makes the time to help, whether it is donating blood, raising money, or lending our time, has moved from talking about what we know is the right thing to do, to actually doing something," he says.

**Champion:** *Lars Merck, Product Director, McNeil Pediatrics, a Division of Ortho-McNeil Janssen Pharmaceuticals Inc., focuses on the development of therapies specifically formulated for children. For more information, visit [mneilpediatrics.net](http://mneilpediatrics.net).*

**Cause:** *Since its founding in 1881 by visionary leader Clara Barton, the American Red Cross has been the nation's premier emergency response organization. As part of a worldwide movement that offers neutral humanitarian care to the victims of war, the American Red Cross distinguishes itself by also aiding victims of devastating natural disasters. Over the years, the organization has expanded its services, always with the aim of preventing and relieving suffering. Every minute of every day, someone needs blood. That blood can only come from a volunteer donor; a person like you who makes the choice to donate. There is no substitute for your donation. To learn more about donating blood, visit [redcross.org/donate/give/](http://redcross.org/donate/give/).*



## HoVal CAN (Change Attitudes Now)

**C**AN (Change Attitudes Now) was developed in 1998 by Deborah White, a science teacher at the Cody High School in Wyoming.

She created a program to combat the use of illegal drugs and alcohol, and the misuse of prescription drugs. Two years after the CAN program was initiated, drug use at the Cody high school dropped from about 27% to 7%. This level of success was remarkable and significant enough to put Mrs. White and her students on Good Morning America in October of 2000. Instead of ignoring problems with drugs and alcohol, CAN offered an alternative.

At the end of the 2008 school year, the CAN program was started by Hopewell Valley High School students with the assistance of interested parents and the Hopewell Valley

Municipal Alliance (HOVAL) in an effort to duplicate the success of the Cody program. The plan is to bring the program to other Hopewell area schools, including Timberlane Middle School and the four Hopewell district elementary school fourth and fifth grades.

The purpose of CAN is to offer a valued program to students who make good choices. Students sign a pledge promising not to use drugs or alcohol. They then receive an ID that enables them to receive discounts provided by local retail business and gain entry to HOVAL CAN events. Events throughout the community also provide a place for students to come together. Additionally, CAN also promotes student volunteerism in the community. Student volunteers receive additional benefits offered by the program.

The HOVAL program had a tremendous start last year: almost two-thirds of the high school population signed up within the first couple of weeks. It has been growing ever since.

A program such as this relies on fundraising and the generous donations of residents and businesses in the area. With the help of the community HOVAL CAN hopes to continue expanding, encouraging healthy choices, and providing opportunities to Hopewell's youth.

**Cause:** *HOVAL CAN is a unique antidrug and alcohol initiative that has been developed in Hopewell Valley after seeing the positive response to a similar program in Cody, Wyoming. For more information about HOVAL CAN, contact Heidi Kabme, Chair, Hopewell Valley Municipal Alliance, at [hvma@hopewellvup.org](mailto:hvma@hopewellvup.org) or [hovalcan.com](http://hovalcan.com).*



## Back to School

*Julie Kampf, President and Founder, JBK Associates Inc.*

**G**iving back has been a lifelong pursuit for Julie Kampf, president of JBK Associates Inc.

Since she was 8 years old, Ms. Kampf has been involved with various philanthropic causes and charities. As a child she volunteered at nursing homes, where she sang with her mother to entertain residents. By the time she was 11, she was a candy striper at White Plains Hospital.

As an adult, Ms. Kampf has spent a great deal of time raising money for charities, but her No. 1 focus is helping young people develop their business acumen and entrepreneurial skills.

“My passion is based upon personal experience with gender discrimination in the corporate world,” Ms. Kampf says.

This desire to mentor future leaders led her to respond immediately when Howard Uni-

versity’s John H. Johnson School of Communication asked her to join its board of visitors and co-chair its entrepreneur initiative.

Howard University is chartered by Congress and was approved by President Andrew Johnson on March 2, 1867, as “a University for the education of youth in the liberal arts and sciences.” The charter was amended in 1928 to authorize an annual federal appropriation for construction, development, improvement, and maintenance of the University.

“Volunteering for the program is my opportunity to help students who may prefer to sidestep the corporate route and create their own businesses,” Ms. Kampf says. “The program I co-chair helps them understand the challenges they will face as entrepreneurs, and a planned Entrepreneur’s Center will equip them with the resources they need to develop busi-

ness plans as well as understand and find financing, staff, and suppliers. Students also learn how to network, identify, and work with mentors to help guide them through the good and bad times. By putting the full resources of my own business behind this important program, I feel I have transcended my own professional life.”

**Champion:** *Julie Kampf is President and Founder of JBK Associates Inc., certified as a women-owned business, is an executive search firm. For more information, visit [jbkassociates.net](http://jbkassociates.net).*

**Cause:** *The John H. Johnson School of Communications, part of Howard University, is among an elite few communications schools at universities with direct access to both a radio and television station. For more information about the John H. Johnson School of Communications, visit [howard.edu/schoolcommunication.edu](http://howard.edu/schoolcommunication.edu). ♦*

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