

**PUBLISHER** Lisa Banket

**EDITOR** Taren Grom

**CREATIVE DIRECTOR** Marah Walsh

**MANAGING EDITOR**

Denise Myshko

**SENIOR EDITOR**

Robin Robinson

**FEATURES EDITOR**

Kim Ribbink

**CONTRIBUTING EDITORS**

Cynthia Borda

Carolyn Gretton

**DESIGN ASSOCIATE**

Cathy Liszewski

**NATIONAL ACCOUNT MANAGER**

Cathy Tracy

**CIRCULATION ASSISTANT**

Robert Harrison

Copyright 2008  
by PharmaLinx LLC, Titusville, NJ  
Printed in the U.S.A.  
Volume Eight, Number Five

**PharmaVOICE** (ISSN: 1932961X) is published monthly except August and December, by PharmaLinx LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

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

**PharmaVOICE Coverage and Distribution:**

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

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

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

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

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

## Letters

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



Taren Grom

Join me in congratulating the HBA's 95 Rising Stars on being recognized by their companies for their outstanding leadership.

Every month our goal is to feature thought leaders who have the ability to change the course of the industry. This month we exceeded this goal in spades. We are pleased to pay homage to the HBA's 95 Rising Stars, some of the industry's brightest and most talented individuals.

These executive women are paving the way for generations to come. They outline the characteristics they believe make for stellar leadership, they honor those who have provided mentorship and guidance, and they provide their best practices for career development, for both men and women.

A true constellation of talent, they represent every facet of the life-sciences industry and embody the mission of the Healthcare Businesswomen's Association (HBA), which is celebrating its 30th anniversary. The HBA is dedicated to being the premier catalyst for the professional development and leadership for women in the healthcare industry. (For more information, about the HBA and its mission and goals, please visit hbanet.org.)

Having had the pleasure of working with most of these outstanding women for this special annual feature, I hope you enjoy meeting them in the pages of this issue as much as I did. And, please, don't hesitate to reach out and extend your well wishes to them; chances are you have a Rising Star in your organization. (Please turn to page 36.)

This month we also are excited to showcase the companies that are making a difference in the world. As the pharmaceutical industry comes under increasing scrutiny and criticism from politicians and the general public, the value these companies offer to society often goes unnoticed or is viewed as being part of a "hidden agenda."

And while, yes, pharmaceutical companies are for-profit organizations, they also make huge donations and contributions that include providing much-needed drugs in many developing nations to selling drugs at cost in poorer nations to patient assistance programs abroad and in the United States. And their efforts extend well beyond these programs into areas not necessarily related to their products or even healthcare.

These companies sponsor community events, build playgrounds, provide grants to implement educational programs, sponsor toy drives for underprivileged children, and much more. But what is most inspiring are

the individuals who volunteer to implement the goodwill of their companies and help improve the lives of thousands. Kim Ribbink had the opportunity to delve into the programs these companies are vesting in, so please turn to page 60 to read who's doing what.

If your company has a corporate volunteer or philanthropic initiative, please be sure to e-mail me at tgrom@pharmavoiced.com. And do watch for the next installment of this inspiring series in the June issue of PharmaVOICE.

Also please check out the feature article on mobile marketing on page 28. Robin Robinson is dialed to discuss who's texting on behalf of some of the industry's top pharmaceutical brands.

But before brands get to be, well, brands they have to be discovered. Pharmaceutical R&D productivity in the United States is in a state of decline. According to the Tufts Center for the Study of Drug Development (CSDD), although U.S. approvals of new molecular entities increased 29% from 2001 to 2004, large pharma's share of these products dropped by more than half — from 67% of total approvals to 29%. Denise Myshko delves into how pharma companies are teaming up with biotech companies, launching their own biotech divisions, investing in genetics, and acquiring other companies, in an attempt to leverage innovation by adopting a business incubator strategy. See article on page 20.

Rounding out this issue is our industry Forum, page 10, that discusses how the physician-patient dialogue can be improved. Our experts provide their take on the tools, processes, and strategies that need to be implemented to overcome this ever-widening gap.

Taren Grom  
Editor

Goodwill and fellowship