

# The Patient Advocates

**PATIENT-CENTRIC IS AN UNDERSTATEMENT WHEN DESCRIBING THESE INDUSTRY LEADERS. THEY TAKE THEIR RESPONSIBILITIES IN ENSURING PATIENT RIGHTS VERY SERIOUSLY AND WANT TO ENSURE THE PATIENT EXPERIENCE IS IMPROVED AND PATIENT COMMUNICATIONS ARE CLEAR AND EFFECTIVE.** For them, the patient is the all-important component in the healthcare continuum.

## Quietly Changing the World of Patient Recruitment

### Jon BUTKO

**NAME:** Jon Butko

**TITLE:** Executive Director of Strategy and Innovation

**COMPANY:** MediciGlobal

**EDUCATION:** Studies in Graphic Design, Digital Media, and Marketing, University of the Arts, Philadelphia

**PLACE OF BIRTH:** Princeton, N.J.

**ON HIS READING LIST:** *Tigers at Twilight*, by Mary Pope Osborne; *A Princess Primer*, by Stephanie True Peters; *One Duck Stuck*, by Phyllis Root and Jane Chapman; *Letters of Fyodor Michailovitch Dostoevsky to His Family and Friends*, translated by Ethel Colburn Mayne

**FAMILY:** Wife, Carolynn; son, Aidan 5, daughters, Brynn 3, and Maeve, 1

**FIRST JOB:** Graphic designer at a medical equipment trade magazine in his junior year of high school (essentially, he's been in the life-science related marketing industry since he was 16)

**HOBBIES:** Photography, drawing, artistic electro-etching, ice carving, building Legos, and playing Barbies

**INNOVATIVE.**

**HUMBLE.**

Jon Butko may be quiet and humble, but his creativity is certainly not. He has an extraordinary knack for finding the connection between seemingly disparate concepts and forging them into reality.

Mr. Butko is regarded by his peers as a brilliant generator of ideas, who consistently finds new and better ways to satisfy his clients' objectives. The images he creates reflect the pride he takes in his work, and his desire for ensuring the outcome is perfect is evident in the time he commits to planning recruitment and retention programs as well as designing materials. No matter how good a job has been done, Mr. Butko believes it can always be done better.

In 2006, Mr. Butko took on a significant professional challenge. The explosion of global studies and the concomitant reduction in timelines meant that literature needed to be designed quickly and for many countries, and therefore the materials needed to be culturally appropriate. Mr. Butko recognized what was needed was a system that offered more flexibility and efficiency, and one that could quickly customize

Designer Jon Butko is transforming patient recruitment and retention for clinical trials around the world.

patient literature to the languages, customs, and legal regulations of countries throughout the world. To solve these challenges, Mr. Butko created ADapt, a Web-based database publishing and design technology that simultaneously customizes and deploys patient materials to any number of countries or study sites. To ensure materials were culturally appropriate, Mr. Butko brought in third-party translation companies, study sites, and country project leaders.

In developing materials that are user-friendly, compassionate, and informative, Mr. Butko has led his team to try new things, and sponsors in turn are able to appreciate that not all marketing materials are created equal.

To build patient trust, he is working with clients to help them understand the need to connect with potential patients on their terms through targeted channels of communication. Mr. Butko welcomes the opportunities to move away from broad-reaching generalizations to highly targeted conversations thanks to the eruption of online media and social networking/community-based technologies. As he points out, patients are connecting globally not only through their association with an illness or disease but through their common interests in all aspects of their lives. This enables those in the industry to target messages and study branding in a way that speaks to patients' core motivations for wanting to participate in a study. Companies can now quickly focus on these motivations and develop strategies that cut through the clutter of competing clinical trials as well as marketing programs for already-approved therapies.

With a real passion for the work, Mr. Butko likes the chance to educate patients about the importance of clinical research studies. But perhaps most surprisingly for a designer, he revels in the metrics and patient focus group data available to him at MediciGlobal.

If there's ever a dearth of ideas, Mr. Butko likes to get things kick-started again — literally. He's been known to break out the kickball for a short game with his design team to get the neurons firing.

Though he is often the generator of ideas, he insists he is only as good as the team members who support him, and he will not take direct credit for initiatives that were brought to life by the collaborative contributions and work of others. He is thrilled by the innovative, collaborative, determined, creative, and competitive natures of those around him, and he applauds those who have the confidence to take educated risks and who find fulfillment in deriving positive results from the zaniest of ideas. By understanding the team and drawing on their experiences and concepts and encouraging open dialogue, Mr. Butko is able to make productive collaborations flourish.

**GETTING PERSONAL** Jonathan Butko is Executive Director of Strategy and Innovation at MediciGlobal ([mediciglobal.com](http://mediciglobal.com)), King of Prussia, Pa., directing the strategy and creative execution of all advertising and study presentation materials for patient recruitment, retention, and corporate projects. Before joining MediciGlobal, Mr. Butko served as Creative Services Director with AdMed Inc., designing and developing interactive e-learning modules, training manuals, and customized training workshops for major pharmaceutical clients such as Glaxo-SmithKline, Pfizer, Bristol-Myers Squibb, and The Medicines Company. While Owner and Creative Director of LucidCircus Inc., Mr. Butko gained experience working with other diverse clients such as MTV/VH1, Levi's, TBWA/Chiat/Day, Grey Global, Bell Labs/Lucent Technologies, Safeguard International, The Mills Corp., The National Adoption Center, The Archdiocese of Philadelphia, and the City of Philadelphia. He has been recognized for excellence in his field through various awards, including numerous Philly Gold Awards.



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**Few people get as excited about data analysis for patient recruitment as Jaime Cohen. For her, this is the key that unlocks successful patient enrollment, and that's her professional raison d'être.**

Ms. Cohen sees what sponsors often miss: a gold mine of data that many companies just don't know how to leverage. By working with clients to slice and dice the information, she helps them turn information into something that can bolster patient recruitment. And she does this in a seamless and efficient way.

More than one sponsor's data management team has gained a newfound appreciation for the value of all the "ones and zeros" in their databases — something that they couldn't perceive before Ms. Cohen came along.

But it's not just an ability to manipulate data that makes Ms. Cohen an inspiration to colleagues and clients. What sets her apart is the combination of professional expertise and exceptional people skills, seasoned with unmitigated enthusiasm for what she does and a determination to make a difference. An optimist, Ms. Cohen is always looking to solve the problem and believes there's nothing that can't be figured out or overcome given the right resources and resolve. Her conscientious approach to her work is infectious as she commits 100% to every

## THE DATA DIVA

A combination of professional expertise and exceptional people skills, seasoned with unmitigated enthusiasm for making clinical trials successful, set Jaime Cohen apart.

task, always seeing projects through to their conclusion.

Her colleagues agree that it would be difficult to find a more articulate, engaging, and down-right likeable "numbers cruncher."

During her career in the clinical field, she has worked on hundreds of trials and helped clients achieve patient recruitment success. She got her professional start 22 years ago, with the charge to recruit 220 women who'd given birth in Philadelphia's inner city and suburban hospitals within the previous 24 hours. To achieve her target, Ms. Cohen approached more than 800 women, gathered preliminary demographic data, and sent the information to the data coordination center. The following week, she received a stratified list telling her who to call back. Her hit rate was extraordinary, with just 250 calls to net 220 study participants.

Ms. Cohen describes the growing discipline of patient recruitment as marketing meets clinical research, applied protocol by protocol. One of the biggest problems with clinical trials, Ms. Cohen maintains, has to do with site readiness. Site activation, she says, is the fundamental currency of patient recruitment; the number of operational site months is a critical success factor for any study. All too often, however, contracting and ethics committee approvals are conducted in isolation by each site, and clinical teams feel locked out of the process. Her experience has taught her that with good planning and an understanding of all players' business objectives, needs, and priorities, sites can be activated simultaneously as opposed to a staggered fashion, which can make a huge difference in successful patient enrollment.

She is also an accomplished and dynamic trainer, having led dozens of seminars that focus on problem solving, maximizing resources, team

building, and reinvigorating stalled recruitment programs. She has experience speaking to all members of the study community, including investigators, sponsors, monitors, site personnel, and patients.

Her love of science dates back to the 7th grade, when she learned about the scientific method, and was further cemented in her senior year at college when she took a research methods class. Ms. Cohen was studying clinical psychology at the time and was trying to decide between existentialism and research. Thanks to a professor who was able to put data and probability into perspective, Ms. Cohen was hooked. Research and data analysis won the day.

**GETTING PERSONAL** *Jaime Rightmyer Cohen is Team Leader, Data Management and Analysis, at TCN e-Systems LLC (tcnesystems.com), Newton, Mass., a software company providing a first comprehensive patient recruitment management system for the clinical-trial market. TCN was spun out of BBK Worldwide, where Ms. Cohen had worked for five years. Before joining BBK, she led program management for the schizophrenia research group at Massachusetts General Hospital, and she gained field, data, and systems management experience at New England Research Institutes.*

**NAME:** Jaime Cohen

**TITLE:** Team Leader, Data Management and Analysis

**COMPANY:** TCN e-Systems LLC

**EDUCATION:** B.S., Clinical Psychology, Tufts University

**DATE AND PLACE OF BIRTH:** April 5, 1966; Philadelphia

**ON HER READING LIST:** *Keeper of Dreams*, by Orson Scott Card; *Set This House in Order*, by Matt Ruff; *The Glass Castle*, by Jeannette Walls

**THE QUALITIES IN OTHERS THAT INSPIRE HER:** The ability to think quickly on one's feet and to do a 180-degree shift in perspective to see situations from the other side and to find a new direction, a nuance that allows one to make a quantum leap versus an incremental difference

**CONSCIENTIOUS.**

OPTIMISTIC.

JAI ME COHEN

"Our analytics guys vetted it and the **ROI was excellent.**"

"**Innovative**, integrates easily, and really delivers value."

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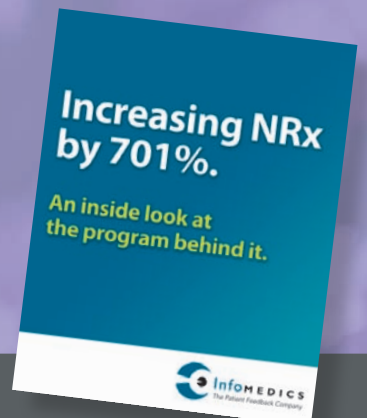
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**Meg WALSH**

## TRENDSETTER FOR PATIENTS

Meg Walsh pushes to a deeper level of understanding to help improve health and healthcare and at the same time creates compelling programs that satisfy patient needs.

**Changing a company's culture is no easy thing, but thanks to her larger-than-life presence and unique vision Meg Walsh has helped to bring a fresh perspective, high standards for intellectual and creative thinking, and unwavering enthusiasm for implementing a new vision to CommonHealth.**

A consummate spokesperson for new ideas and fearless in advocating positive change, Ms. Walsh has proven her mettle at bringing about significant change for patient communications. She has had major influences on the dot-com healthcare revolution, especially with regard to the degree of insight and understanding of patient and consumer psychology.

Ms. Walsh is both resolved and effective in achieving her vision for a new approach to the healthcare dialogue. This vision included a complete overhaul and assimilation of two agencies within the CommonHealth

organization. This re-organization was driven by her unwavering belief that healthcare marketers are in the unique position, and have the responsibility, to push for the reinvention of healthcare for consumers and to empower them to make better healthcare choices.

Ms. Walsh has long focused on improving the dialogue around the diagnosis and treatment of disease. She and her team developed the concept of "motivational efficacy" — approaching prescription adherence not as problem of behavior, but rather one of motivation — and made this the core philosophy of their work. Led by her insights, marketers at both the agency and clients have been forced to reexamine how consumers receive information about their health concerns and how decisions are ultimately made about their treatments.

Ms. Walsh brings experience, enthusiasm, and an uncanny ability to foresee the marketing trends in the life-sciences industry before they happen, and then, with passion and vision, she pushes her team to meet those changes. Ms. Walsh will do whatever it takes to get the job done and does it with class, humor, and intelligence.

In addition to leading innovation within the agency, she has maintained a strong commitment to the community. She sits on the boards of the National Coalition of Cancer Survivorship (NCCS) and the Family Equality Council and also serves as an advisor to both the JED Foundation and Rider University President's Council. Furthermore, she regularly addresses groups of athletes all with a view to empowering individuals to advocate for solutions that meet their goals.

As important to her as work and civic achievements is family. She names her mother as her greatest influence and considers the most important thing on her list of goals to achieve is to be a great mom.

**GETTING PERSONAL** *Meg Walsh is Managing Partner, President, of CommonHealth Consumer Group (commonhealth.com), Parsippany, N.J. Her achievements include being Founder and CEO of three large Internet companies, including oncology.com, which was sold to the American Society of Clinical Oncology (ASCO), and CBS HealthWatch. She also was the Founder and CEO of HealthTech Digital Communications, which was bought by Interpublic Group. Ms. Walsh sits on numerous boards, including the National Coalition of Cancer Survivorship (NCCS).*

## A Safer Track



**NAME:** Joseph Tonning, M.D., M.P.H., R.Ph.  
**TITLE:** Medical Officer, Office of Surveillance and Epidemiology  
**COMPANY:** Food and Drug Administration  
**EDUCATION:** B.S., Pharmacy, University of Georgia College of Pharmacy; M.D., Medical College of Georgia; M.P.H., Johns Hopkins University  
**DATE AND PLACE OF BIRTH:** Oct. 6, 1962; Waycross, Ga.  
**FIRST JOB:** Counselor at a YMCA Summer Camp for disadvantaged children  
**HOBBIES:** Learning foreign languages, hiking, playing guitar  
**NEXT ON HIS LIST TO ACCOMPLISH:** To become more proficient in Spanish

OPTIMISTIC.

## DETAIL-ORIENTED.

**With an optimistic attitude that encourages him to seek solutions to problems, Dr. Joe Tonning communicated to the private sector — industry and academia — the importance of a new data mining system capable of identifying potential safety signals of medical products.**

For many years, the FDA has needed to efficiently evaluate its database of more than 3.5 million spontaneous reports of adverse events associated with drugs and biological products. This database, referred to as the Adverse Event Reporting System or AERS, was created in 1968. This database has grown significantly since its

PASSIONATE.  
DRIVEN.

**NAME:** Meg Walsh  
**TITLE:** Managing Partner and President, Consumer and e-Business  
**COMPANY:** CommonHealth  
**EDUCATION:** B.A., Business and Communications, Rider University; Post-Baccalaureate Pre-Med, Columbia University  
**DATE AND PLACE OF BIRTH:** March 29, 1963; Elizabeth, N.J.  
**FAMILY:** Twins, Brennan and Patricia, 4 years old; mother, Pat Anderson; dad, Bobby Brennan; sisters, Nicole, Carlin, and Cara  
**THE QUALITIES IN OTHERS THAT INSPIRE HER:** Confidence, strength, determination, drive, optimism, depth, and curiosity

# DR. JOE TONNING

Joseph Tonning, MD., served as the FDA representative of a working group composed of scientists from the FDA, other federal agencies, academia, and the pharma industry to discuss the emerging field of drug safety data mining.

inception and increases in size each year by more than 300,000 reports, or about 1,000 new reports each day. The enormous size and complexity of this database present formidable challenges for analytical and data management strategies.

As a medical officer at the Food and Drug Administration, Dr. Tonning served as the FDA representative for the Safety Evaluation Tools Working Group, consisting of representatives from the FDA, other federal agencies, academia, and the pharmaceutical industry. This role required a great deal of patience and perseverance in working with many different personality styles from a variety of disciplines. A high degree of leadership was required to create an environment in which researchers from various organizations could openly express their opinions regarding this emerging science. Additionally, communicating the strengths and limitations of this new data mining system required a great deal of skill to properly place potential safety issues identified in context.

His training as both a physician and pharmacist and his detail-oriented approach meant Dr. Tonning was ideally suited to managing this difficult task. Dr. Tonning's peers are inspired by how thoroughly he helped implement this new systematic procedure and are quick to praise how he integrated the ideas of a variety of thought leaders into the process.

Dr. Tonning admires those who strive to accomplish something they believe in, even when they are faced with seemingly insurmountable obstacles — something he has demonstrated he is very capable of doing.

In addition to the role that he plays at the FDA, Dr. Tonning also has conducted data and policy research on injuries and fatalities in motor vehicle crashes nationwide, submitting several reports to Congress and the President. In September 2005, he deployed with the Public Health Service (PHS) to southern Louisiana and worked with the Red Cross in the wake of Hurricane Katrina.

**GETTING PERSONAL** Joseph M. Tonning, M.D., M.P.H., R.Ph., is a Commissioned Officer in the U.S. Public Health Service (PHS), currently in the Division of Adverse Event Analysis I, Office of Surveillance and Epidemiology, at the U.S. Food and Drug Administration ([fda.gov](http://fda.gov)), Rockville, Md. Since 2003, he has worked to implement a drug safety data mining system at the FDA. Dr. Tonning began his career as a Medical Officer in the PHS in 1995 and has served in a variety of roles since that time. Dr. Tonning has practiced medicine in clinics operated by the U.S. Coast Guard, U.S. Navy, and U.S. Capitol Police.

## HIGH ESTEEM

Linda Kitlinski has an unparalleled reputation in scientific and medical education circles.

Outside of Endo Pharmaceuticals, Linda Kitlinski is often viewed as the face of the company; inside, she is its heart.

In her 10 years with Endo, Ms. Kitlinski has grown the clinical affairs department from a unit consisting of one employee — herself — to a field-based medical group of 25 dedicated healthcare professionals who fulfill the company's commitment to quality medical education.

An insightful, caring manager, Ms. Kitlinski believes good patient communications for improved outcomes can be attributed to two things: people's willingness to focus their skills, time, energy, and attention on the opportunity at hand; and maintaining a positive attitude.

One of the most highly regarded individuals in the field of pain education, Ms. Kitlinski is not only held in the highest esteem by her pharmaceutical industry colleagues but also by most of the medical leaders in the field. Almost any conversation involving pain experts or medical education professionals is peppered with comments such as, "I just love Linda." Ms. Kitlinski's tireless efforts have not only contributed to significant educational advancements in the field, but have resulted in the improvement of patient care for those who suffer from pain every day.

She remains a strong advocate for industry-supported medical education but is concerned that the recent storm of controversy in this area may obscure the substantive contributions that industry-based medical education professionals have made over the years. Her hope is that the debate that this issue has sparked will foster continuous improvement to CME practices so that all involved stakeholders can recognize the value of scientifically balanced, industry-supported education to improve patient care and clinical outcomes.

**GETTING PERSONAL** Linda Kitlinski is Senior Director, Clinical Affairs, at Endo Pharmaceuticals ([endo.com](http://endo.com)), Chadds Ford, Pa., where she oversees a team of 25 people in the areas of medical affairs, clinical affairs, and continuing education. She joined Endo Pharmaceuticals in 1998 to start the company's clinical liaison team. Previously, she was at DuPont Pharmaceutical, initially as a hospital representative and field trainer, and subsequently in the clinical development and education department (CD&E) as a clinical liaison. In DuPont's CD&E department, she served as Clinical Liaison, Senior Clinical Liaison, Clinical Liaison Manager, and then Associate Director of Clinical Education.



LINDA KITLINSKI

**NAME:** Linda Kitlinski

**TITLE:** Senior Director, Clinical Affairs

**COMPANY:** Endo Pharmaceuticals

**HOBBIES:** Travel, cooking, food/wine, reading, gardening, and maintaining her property in the Nature Conservancy Program

**TOUGHEST TASK:** Balancing work/life priorities and interests (Sophie Kinsella's book, *The Undomesticated Goddess*, says it all)

DILIGENT.

ENTHUSIASTIC.

# Ahead of Her Time

**NAME:** Dorothy Smith, Pharm.D.

**TITLE:** President

**COMPANY:** Consumer Health Information Corp.

**EDUCATION:** B.S., Pharmacy (Great Distinction), University of Saskatchewan, Canada, 1968; Residency in Hospital Pharmacy, 1969; Doctor of Pharmacy, University of Cincinnati, 1972

**PLACE OF BIRTH:** Regina, Saskatchewan, Canada

**ON HER READING LIST:** Always the Young Strangers, by Carl Sandburg; Then Sings My Soul, by Robert J. Morgan; Five Star Mind, by Tom Wujec; Balsamico, by Pamela Sheldon Johns (another 200 books on the bookshelf)

**FIRST JOB:** Typing hail insurance policies

**HOBBIES:** Athletics of all types, cooking, china painting, sewing and dress design, photography, floral arranging, and music, which stems from her training in piano and the organ

## COMMON SENSE.

**In a complex field such as healthcare it can be hard to determine trees from the forest. But Dr. Dorothy Smith has an extraordinary knack for being able to see both.**

A visionary who has been described as being 25 years ahead of her time, Dr. Smith brings equal parts creativity and common sense when tackling a problem or responding to a patient need.

Dr. Smith has been a tireless pioneer in developing patient adherence programs and materials for patients and consumers, giving them the information and motivation they need to make informed decisions about their healthcare and medication use. She was one of the first healthcare professionals to provide patient counseling in pharmacy, one of the first to write a book providing medication information (with 23 books in several languages to follow), and was one of the first to establish a company to bridge the communications gap between health professionals, pharmaceutical companies, and consumers.

In 1983, when she was asked to write a paperback for consumers on how to take medications correctly, she underwent a life-changing discovery. She wanted a career in patient education and patient compliance but there were no such positions available. So Dr. Smith made a leap in faith and created her own position and founded Consumer Health Information Corp. (CHIC) with the mission to help patients and caregivers learn how to take their medications safely and wisely. She used the term "consumer" in the company name, recog-

# Dr. Dorothy SMITH

nizing that in the future the consumer would be the recognized power-holder in everything related to prescription drugs.

Dr. Smith also is a pioneer in counseling patients about their medications. When she graduated from pharmacy school, pharmacists were not trained to answer questions that patients might have about their medications. Thanks to two mentors during her residency, she was allowed into the hospital wards to take drug histories and counsel patients on their medications before being discharged. To be as effective as possible, she had to teach herself and read every book she could find on how to counsel patients.

Over the years, inspired and propelled by her experiences in healthcare, Dr. Smith has overseen many breakthroughs in the industry. Yet, she says, there is much that still needs to be done to change the medication adherence paradigm because patients hold the power and can make or break the success of a product. First, Dr. Smith would like to see decision makers in the pharmaceutical industry take more effective steps to increase patient adherence/compliance and recover lost sales, saying dropout rates in the first few months of treatment are currently as high as 85% with some drugs. She challenges those in the industry to recognize that patient education does work if done correctly and should always lead to an increased ROI.

Second, Dr. Smith is concerned that patients in clinical trials need better education and must be able to understand informed con-

sent documents and medication instructions. They also the need to provide honest feedback to the study investigators, noting that 30% of patients in some trials do not take their medications correctly.

Going forward, Dr. Smith is eager to develop a line of publications to help people manage their medications and treatments safely and wisely.

A role model to students, Dr. Smith has given many people an opportunity to do an elective rotation at CHIC, taking the time to teach and impart her knowledge about how to develop patient education programs.

An eternal optimist, she inspires by pushing people to recognize how much they can contribute to whatever they are doing. Kindness is paramount to Dr. Smith, and she puts those around her at ease with a welcoming smile and ongoing encouragement.

**GETTING PERSONAL** Dorothy L. Smith, Pharm.D., is Founder and President of Consumer Health Information Corp. (CHIC) (consumer-health.com), McLean, Va., a full-service patient education and patient adherence company formed in 1983. Dr. Smith is an internationally recognized author, patient advocate, and expert in patient compliance. Dr. Smith developed one of the first ambulatory patient counseling programs. She has published 130 papers and is the author of 23 books that provide consumers with clinically accurate, easy-to-understand advice on how to use their medications effectively. Dr. Smith developed the Medication Guide for Patient Counseling, which became a required textbook in many schools of pharmacy and medicine in the United States and Canada. In addition, Dr. Smith has held academic appointments in schools of pharmacy and medicine throughout her career.

**Dr. Dorothy Smith has dedicated her career to helping patients make informed decisions about their healthcare and medication use by giving them the information they need in a language they can understand.**







**NAME:** Kristin Patton  
**TITLE:** President  
**COMPANY:** HealthEd Group  
**EDUCATION:** B.A., Honors Communications, Magna Cum Laude, Muhlenberg College  
**DATE AND PLACE OF BIRTH:** Feb. 10, 1970, Ft. Belvoir, Va. (Lived in Virginia until age 8; has been a Jersey girl ever since)  
**ON HER READING LIST:** Ten Thousand Horses, by John Stahl-Wert and Ken Jennings; the latest issue of Real Simple Magazine; and her son's copy of If You Take a Mouse to School, by Laura Numeroff  
**FIRST JOB:** Traffic coordinator on the Warner-Lambert business at Thomas Ferguson Associates.

**ACCOUNTABLE.****DEDICATED.**

## Patient Growth

KRISTIN PATTON INSPIRES HER TEAM MEMBERS TO PUSH THEMSELVES TO DO MORE THAN THEY THINK THEY CAN. SHE ALSO SETS HIGH STANDARDS FOR HERSELF AND STRONGLY BELIEVES IN ACCOUNTABILITY FOR THE RESPONSIBILITIES SHE TAKES ON.

**"Whatever you are, be a good one." That Abraham Lincoln quote has been a guiding light for Kristin Patton throughout her 16-year career.**

Ms. Patton has been a channel for the incredible growth of HealthEd through her steadfast adherence to the belief that patient-centered educational marketing programs are critical to the effective and responsible marketing of pharmaceutical brands.

It's this belief, and a true commitment to bettering the lives of patients, that has guided and transformed the company from a smaller boutique agency to a leader in the industry.

In the past year, through Ms. Patton's exceptional leadership skills, the company has grown from one agency to two, with the launch of HealthEd Encore, as well as the introduction of an independent interactive division.

Most importantly, Ms. Patton has managed this growth smartly, keeping the company focused on its small-company culture and core competency of developing patient-centric communications.

Recognizing that a company's talent is its greatest asset, Ms. Patton fosters a culture of excellence and compassion. She inspires her staff to push themselves to do more than they think they can. She also sets high standards for herself

and holds herself accountable for the responsibilities she takes on. In demonstrating objectivity and fairness while providing support and constructive feedback, she helps brand teams push through short-term obstacles for long-term success.

Her dedication to the industry runs deep as does her concern for the negative perceptions it has been facing. Urging the industry to fight back a little more, she believes that as long as therapies are marketed responsibly, that access to medicine is given to those who need it most, and that there is strong support for practitioners, those in the industry should take pride in their jobs. And she contends that because their business is about saving lives and enhancing the quality of life of patients, there is nothing to apologize for.

Ms. Patton contends that the biggest compliment she ever received was being referred to as a "sponge." This ability to absorb everything around her and apply it somewhere else has been an asset to her throughout her career.

She credits many industry veterans for influencing her career and inspiring her through the years. Among these individuals are: Anne Devereux, now CEO of LyonHeart, TBWA; Bill Donlin, executive VP, director of strategic planning, at EuroRSCG; Betsy Berman, formerly of DVC Worldwide; and Roy Broadfoot, founder and CEO of HealthEd Group.

On the personal side, Ms. Patton says she would be nowhere without the daily support of her husband, Bob, her kids, her sisters, and her parents, who constantly encourage her with their actions, words, and unfailing sense of humor.

**GETTING PERSONAL** *Kristin B. Patton is President of HealthEd Group (healthed.com), Clark, N.J., a specialized healthcare marketing agency, where she oversees 100 people across three agencies. Before her promotion in January 2008, Ms. Patton was Senior VP, Strategic Services and Business Development, at the agency. She joined HealthEd in 2005 from DVC Worldwide, where she was VP, Strategic Planner.*

# Kristin PATTON



Jeanne Zucker is blessed with a tremendous amount of energy and enthusiasm for life, her work, and her friends.

## IMPROVING PHYSICIAN-PATIENT COMMUNICATIONS

**Jeanne Zucker is a powerhouse. Her enthusiasm for what she does, her compassion for others, and her sincere desire to improve the patient condition are evident immediately upon meeting her.**

Her dynamic personality and commitment to the greater good are contagious, inciting peers, colleagues, and friends to do more, to do better, and to go further. Generous with her time — professionally and personally — she is a true inspiration to all she meets as well as to those who are already fortunate enough to be part of her vast network.

People respond to loss in a variety of ways. For Ms. Zucker, losing a close friend and mentor to cancer has been a driving force behind her passion to give patients an active voice in their healthcare and treatment experiences. She is committed to helping the industry overcome one of its biggest challenges: closing the loop in the relationships and communications between pharmaceutical brands, physicians, and patients. It was her friend's lack of an effective channel of communication with her physician that contributed to her untimely death from what began as a common cold.

An original member of the InfoMedics management team, Ms. Zucker has been front and central in commercializing the company's products designed to develop patient feedback systems to improve patient-physician communications, document medication satisfaction and outcomes, and enhance brand success.

Top of mind for Ms. Zucker is for the industry to pay greater heed to the need for real-time, point-of-care information that helps to support patients and physi-

# JEANNE ZUCKER

## DEDICATED.

**NAME:** Jeanne Zucker

**TITLE:** Senior VP, Strategic Business Development

**COMPANY:** InfoMedics Inc.

**EDUCATION:** B.A. Psychobiology/Neurobiology, Wellesley College

**PLACE OF BIRTH:** Chicago

**ON HER READING LIST:** Audition, by Barbara Walters; Blue Ocean Strategy, by W. Chan Kim and Renée Mauborgne; Eat, Pray, Love, by Elizabeth Gilbert; The Tipping Point, by Malcolm Gladwell

**NEXT ON HER LIST TO ACCOMPLISH:** To document her recent experiences in Poland, which brought her father back to his hometown and reunited him with the immediate and extended family responsible for hiding him and protecting him during World War II; and, second, to attend the 105th Year Anniversary of Harley Davidson in Milwaukee this summer — she is an avid Harley Davidson motorcycle enthusiast

ENERGETIC.

cians in making informed medical decisions. To further advance this goal, Ms. Zucker and her colleagues are focusing on important new areas, such as treatment adherence and patient social networking and the impact patient feedback can have to improve patient outcomes.

She credits InfoMedics President and CEO Gene Guselli as being a constant source of inspiration and a true mentor, as he leads by example and brings out the best in his employees.

Her tremendous energy and enthusiasm for life, work, and friends, not to mention her optimism, pervade all that she does, helping to inspire and motivate others. That energy is equally evident in her volunteer efforts in industry-related organizations, including the Healthcare Businesswomen's Association (HBA).

Ms. Zucker says the HBA has been a tremendous resource for professional networking and information about the healthcare industry. The HBA, in turn, has received a tremendous resource, as Ms. Zucker continues to take on demanding volunteer leadership roles for the Boston Chapter and the organization's annual leadership conferences. Ms. Zucker embraces these rewarding opportunities and has created important working relationships for her and many of her colleagues, often opening the door to new opportunities for those around her.

**GETTING PERSONAL** Jeanne Zucker is Senior VP, Strategic Business Development, and a member of the founding management team at InfoMedics Inc. (infomedics.com), Woburn, Mass. She is responsible for strategic business development and identifying new markets and partners for the company's service offering. She also is responsible for working with InfoMedics clients on enterprisewide offerings, which allow pharmaceutical manufacturers to leverage patient-physician communications and link their investments in professional and consumer marketing. Before InfoMedics, Ms. Zucker spent nine years at Private Healthcare Systems, and before that she worked at The Health Data Institute. Ms. Zucker is active in the Healthcare Businesswomen's Association (HBA). She has served on several HBA committees and will be participating as one of the event cochairs for the 2008 Leadership Conference in Chicago.

## Giving Patients Back Control

**Driven by an intense dedication to help people with diabetes as well as their loved ones, Dr. Steven Edelman founded the nonprofit organization Taking Control of Your Diabetes (TCOYD) in 1995.**

Having been diagnosed with diabetes at the age of 15, Dr. Edelman wanted to put the control of diabetes back in the hands of people living with the disease and arm them with information they need to talk with their doctors. He does this in an honest, realistic way using real stories and self-disclosure. Dr. Edelman has the courage to push the boundaries of diabetes care, using his medical expertise and knowledge of the daily trials of living with diabetes to promote healthy living.

TCOYD has grown from a local grassroots organization to a national nonprofit entity promoting its mission via large conferences, a TV show, an award-winning newsletter, book, Website, and a professional education program called Making The Connection. This program helps to enlighten the caregivers in the United States on the day-to-day barriers that people with diabetes face. To further propel the goal of improving the management of diabetes, Dr. Edelman is seeking to develop an institute to educate the educator on how to effectively reach people with diabetes in a way that promotes change instead of a nonproductive doctor-patient relationship.

Dr. Edelman advocates for patients across all population groups. TCOYD now reaches out to the Native American and Latino populations with free programs in their geographic areas and languages.

An inspiration to many, Dr. Edelman always maintains his sense of humor and has an honest and straightforward approach to all

aspects of his professional and personal life. Compassion is a central part of what makes Dr. Edelman tick and is the reason behind his decision to become a doctor and patient advocate.

Dr. Edelman's greatest hope for change in the healthcare system is for the removal of the conflicts of interest physicians sometimes face when treating and caring for patients. He would like to see a

change in how healthcare is managed so that caregivers can treat every patient with the best tools they have and not according to the way dictated by a nonmedical administrator.

**GETTING PERSONAL** Steven V. Edelman, M.D., is Founder and Director of the nonprofit organization Taking Control of Your Diabetes (TCOYD) (tcoyd.org), Del Mar, Calif., which promotes patient education, motivation, and self-advocacy via a number of information portals. Dr. Edelman is also a Professor of Medicine, Division of Endocrinology, Diabetes and Metabolism, University of California, San Diego, and the U.S. Department of Veterans Affairs medical center. He has written more than 200 articles and five books.



Dr. Steven Edelman has the courage to push the boundaries of diabetes care, using his medical expertise and knowledge of the daily trials of living with diabetes to promote healthy living.

## PASSIONATE.

COMPASSIONATE.

**NAME:** Steven V. Edelman, M.D.

**TITLE:** Founder and Director

**COMPANY:** Taking Control of Your Diabetes

**EDUCATION:** B.S., Biology, University of California at Los Angeles, 1977; M.S., Biology, University of Southern California, 1978; M.D., University of California at Davis, 1982

**DATE AND PLACE OF BIRTH:** Sept. 6, 1955; Hollywood, Calif.

**FAMILY:** Wife, Ingrid, a podiatrist specializing in high-risk diabetic foot disease; two daughters, Talia, 19, a junior at UCLA; and Carina, 16, a junior in high school

# Dr. STEVE Edelman