

# Patient **ADVOCATES**

Patients come first for these industry leaders. Their goals are to make sure that clinical trials are efficient, patients' rights are protected, and communications are clear. For these healthcare leaders, patients are the No. 1 component in the continuum of care.

## GOING THE DISTANCE FOR OTHERS

**WORKING TO SAVE LIVES AND CREATING A NURTURING WORK ENVIRONMENT ARE CENTRAL ELEMENTS FOR PEG CONNELLY. MS. CONNELLY VIEWS HER MISSION AS TWOFOLD: TO IMPROVE THE EFFICIENCY OF CLINICAL TRIALS SO THAT PATIENTS HAVE ACCESS TO LIFE-SAVING DRUGS SOONER, AND TO BUILD A COMPANY CULTURE THAT EMBODIES TRUST, RESPECT, AND RECOGNITION FOR ALL.**

As VP of Clinical Operations at Kforce Clinical Research, Peg Connelly's goal is to revolutionize drug development operations across all areas of clinical research services to improve outcomes for patients.

### Focused · Passionate

**NAME:** Peg Connelly

**CURRENT POSITION:** VP, Clinical Operations, Kforce Clinical Research Inc.

**EDUCATION:** B.S., Human Services, New Hampshire College; R.N., Associate Degree, Nursing, Honors Graduate, Quinnipiac College; Executive MBA Program – 24 graduate credits completed, Sacred Heart University

**DATE AND PLACE OF BIRTH:** Jan. 14, Hartford, Conn.

**FIRST JOB:** Nursing Assistant

**FIRST INDUSTRY-RELATED JOB:** Clinical Scientist at Bristol-Myers Squibb

**DREAM JOB:** Jazz singer

**PROFESSIONAL MENTORS:** Dr. Bernie Siegal, David Mixner, Nancy Hudson, Karen Ferrante, and Randy Kehrmeyer

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Live life to the fullest and teach more by doing than by saying; everything we do and everything we don't do matters

#### DID YOU KNOW?

Peg Connelly completed two half triathlons.

The potential to make a difference in people's lives is compelling. Ms. Connelly recalls a defining moment during her time as the oncology therapeutic area head of operations at Pfizer. They were visited by a melanoma patient who had been treated successfully by one of Pfizer's new oncology compounds. Prior to the treatment, he had endured many rounds of radiation and chemotherapy, and the diagnosis was not good; he had reached a point where he and his four children and wife were told that he was probably not going to survive. It was at this point that he learned about a new clinical trial for melanoma. Despite not knowing whether the drug would help him or not, he signed up; his only wish at the time was to survive a bit longer in order to spend more time with his young family. Ms. Connelly happened to hear he was visiting Pfizer to say thank you to some of the employees who had worked on this drug. She stopped by the conference area and was so touched by the gentleman's story that she was brought to tears. His story also brought back memories of all of the melanoma patients she had come to know who didn't survive when she was an oncology nurse at Yale-New Haven Hospital and the important lesson they taught her, which was how to put life's challenges into proper perspective.

Ms. Connelly felt very proud that day of the work that was being done to improve treatments for melanoma patients and, more importantly, the small part she played that allowed the gentleman to remain a father to his children. It was a great reminder for her and others about how far research had come and how much more needs to be done. It reignited the passion and urgency she feels for her work.

Ms. Connelly says her goal is to improve drug development operations across all areas of clinical research services. To achieve this lofty goal, she stays focused on the bigger strategic picture and draws on her passion to help drive her energy and determination.

A thoughtful leader, Ms. Connelly nurtures people's best qualities while respecting differences. She employs a whole-brained approach to management, enlisting her analytical side to evaluate the big-picture business decisions, while evoking her emotional side as a compassionate person so she never loses sight of the human element. She mentors and guides many, helping managers to connect and communicate with their teams.

It is from her relationship with her mother that she draws her strength of character. Ms. Connelly's mother suffered a stroke that left her quadriplegic and aphasic. Determined to find a way to communicate with her six children, she began painting while holding the paint brush with her mouth. Having never painted before, she met the challenge with the utmost determination, even though it took six months to complete one project. When Ms. Connelly looks at her mother's painting in her living room, it reminds her that anything can be accomplished by breaking down the larger task into tiny processes and by never giving up.

This can-do attitude is reflected in her work and career; she is making great strides in breaking down the processes involved in the clinical-trial cycle to make sure each study is done with the utmost efficiency, quality, and care for patients. While it's a long and painstaking process, Ms. Connelly has the stamina to see it through. As a former triathlete, she says she runs for the distance not the speed. ♦

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## PATIENT PERSPECTIVE

**PAULA GARRETT IS THE EPITOME OF A CONSUMER CHAMPION. SHE WORKS TIRELESSLY TO PARTNER WITH INDUSTRY LEADERS TO FIND WAYS TO IMPROVE OUTCOMES.**

Meticulous in her approach to consumer marketing, as consumer marketing director at Lilly, Ms. Garrett makes sure the process starts by uncovering consumer insights. She strives to ensure that everything her team produces is grounded in data and then measured over and over until it rings true.

When working with her team, Ms. Garrett constantly stresses the importance of putting consumers first and listening to what they have to say, then building programs that meet their needs. Her steadfastness and passion inspire her team.

A stellar moment in her career was the launch of the erectile dysfunction product, Cialis. She recalls clearly that when the team was kicking off the positioning work, her boss said it would likely be the best time in their careers, and to some degree, she says, he was right. What made the experience so exciting was that the campaign brought together a terrific, talented team that had a common vision as to how to tackle a big marketing challenge.

Along with other team members who comprised representatives from legal, regulatory, medical, market research, and agency partners, Ms. Garrett spent a lot of time listening to consumers, debating the learnings, and refining strategies and plans.

The Cialis launch in 2004 culminated three years of planning with a global platform, "Freedom to Choose the Moment for You and Your Partner," which leveraged the unique benefits of Cialis to differentiate the brand from its competitors and address the unmet needs of men and their partners that were identified in market research.

Because of her direction, the TV commercials for Cialis, as well as another Lilly brand, Cymbalta for the treatment of fibromyalgia, were three of the top four most-recalled pharmaceutical ads in 2008.

Additionally, she has proven the importance of the consumer in the healthcare transaction process and gained the full support of Lilly's senior management in marketing efforts to this extremely important customer base.

Building an appreciation for marketing and the consumer perspective in an industry that in the past has not considered this necessary for success has been a huge challenge, and she has broken through barriers to ensure meaningful consumer representation for all Lilly brands.

Her goal is to ensure her team's efforts lead consumers to take a more proactive role in their treatment, as well as find ways to measure this progress.

Those who work alongside her say she creates an environment of support by fueling the passions of her colleagues and celebrating their strengths and successes. Her magnetic and upbeat personality only adds to the smarts she brings to the table. Optimistic and passionate, Ms. Garrett says that's just how she's wired.

She in turn draws inspiration from her management team, saying each member is passionate, dedicated, smart, and forthright, and cares deeply about the consumer populations they serve, as well as the teams they lead.

Helping others is second nature to Ms. Garrett. Beyond Lilly, she works with the Evans Scholars Foundation, a group that provides college scholarships to exceptional young men and women who otherwise could not afford higher education. ♦



Paula Garrett, Consumer Marketing Director at Eli Lilly, is a champion for the consumer in the healthcare equation; she never wavers in her conviction to always do what is best for consumers.

### DID YOU KNOW?

Paula Garrett was named as a Top 25 DTC Marketer for 2004-2005 and 2007.

Optimistic • Passionate

**NAME:** Paula Garrett

**CURRENT POSITION:** Consumer Marketing Director, Eli Lilly & Co.

**EDUCATION:** MBA, Indiana University Kelley School of Business; B.A., Political Science, and BFA, Journalism, Southern Methodist University

**DATE AND PLACE OF BIRTH:** Nov. 1963, Warsaw, Ind.

**FIRST JOB:** Puffs Brand Assistant, Procter & Gamble

**FIRST INDUSTRY-RELATED JOB:** Marketing Team, Cialis

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Laugh often and never miss an opportunity to give or receive a hug

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**Mary Stefanzick**  
Director, Data Operations

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**Driven • Compassionate****NAME:** Kathy Giusti**CURRENT POSITION:** Founder and CEO, Multiple Myeloma Research Foundation and Multiple Myeloma Research Consortium**EDUCATION:** MBA, Concentration in Marketing, Harvard Business School; B.S., Magna Cum Laude, Biology, University of Vermont**DATE AND PLACE OF BIRTH:** Nov. 17, 1958, Chestnut Hill, Pa.**FIRST INDUSTRY-RELATED JOB:** Sales Representative, Merck**DREAM JOB:** Physician**PROFESSIONAL MENTORS:** Al Heller, Searle; Dana LaForge, Chairman of MMRF Board of Directors; Marianne Pesce and Veronica Lewis, Gillette**CONNECTED VIA:** Facebook, LinkedIn, Plaxo, Twitter**WORDS TO LIVE BY:** Plan for the worst and live for each day

# KATHY GIUSTI

## BREAKING DOWN BARRIERS

**BEING DIAGNOSED WITH AN INCURABLE AND LIFE-THREATENING ILLNESS IS ENOUGH TO MAKE MOST PEOPLE PANIC AND RETREAT. NOT KATHY GIUSTI. A POWERHOUSE, MS. GIUSTI BELIEVES THAT NEXT-GENERATION TREATMENTS SHOULDN'T TAKE A GENERATION TO GET TO THE PATIENTS WHO NEED THEM.**

When she was diagnosed in the prime of her life with multiple myeloma, instead of reconciling herself to what was a bleak prognosis, she powered up and collaborated with like-minded professionals from academia and the life-sciences industry to embark on the unique mission to found what today is the Multiple Myeloma Research Foundation (MMRF).

Ms. Giusti has set the organization on a path to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure.

She drew on her broad pharma background to propel the organization. Having come from a scientific background, with a degree in biological science, Ms. Giusti was also in a stronger position than most patients since she knew how to research new compounds in the pipeline, how to do literature searches, and how to reach out to key opinion leaders in the field of myeloma.

As such, MMRF has focused on research and building collaborations as much as on advocacy from the outset. The first major medical breakthrough for multiple myeloma patients came with Celgene's Thalomid; the compound completely transformed the treatment landscape and changed the way researchers looked at drug development.

The subsequent availability of Millennium Pharmaceuticals' Velcade and Celgene's Revlimid was also very significant because they provided additional options that patients

urgently needed and allowed the exploration of combination therapies.

Eager to take her vision a step further, Ms. Giusti, alongside her collaborators, established the premier model of an accelerated drug development enterprise: the Multiple Myeloma Research Consortium (MMRC).

This sister organization to MMRF champions collaboration with and integration across academia and industry and focuses on speed and innovation to bring the most promising multiple myeloma treatments to patients faster. In four years, the consortium has

advanced 19 trials. The most recent trials have been activated 40% faster than the industry standard.

Other achievements to date include the creation of a shared tissue bank to advance correlative science and biomarker identification studies and the launch of the MMRC Multiple Myeloma Genomics Initiative, the first comprehensive myeloma genome-mapping initiative in 250 patients, an incredible first step toward personalized medicine in multiple myeloma. All data are placed in a public portal in near-real time to rapidly identify new therapeutic targets and biomarkers.

Ms. Giusti believes one of the industry's greatest challenges is overcoming the lack of incentives for drug development. She is committed to changing the way disease-specific research is conducted and transforming the drug development process from one that produces results in decades to one that produces results in just a few short years.

Her next mission is to bring multiple myeloma patients the next generation of treatments and to continue to evolve the MMRC. Ms. Giusti says because the industry continues to change and the needs of cancer patients change, it is important to make sure the consortium also evolves.

Ms. Giusti pays tribute to several mentors through her career and life who have helped her achieve so much success in her pursuit of her goals. She says Al Heller, her boss at Searle, had wonderful leadership skills and an uncanny ability to push his team to its professional limits and that when she was diagnosed with myeloma, he showed a great deal of compassion. She credits Dana LaForge, chairman of the

MMRF board of directors, for his unbelievable strength in pushing strategic skills and keeping the group focused on innovation. She also taps Marianne Pesce and Veronica Lewis, who taught her how to be a marketer when she was with Gillette.

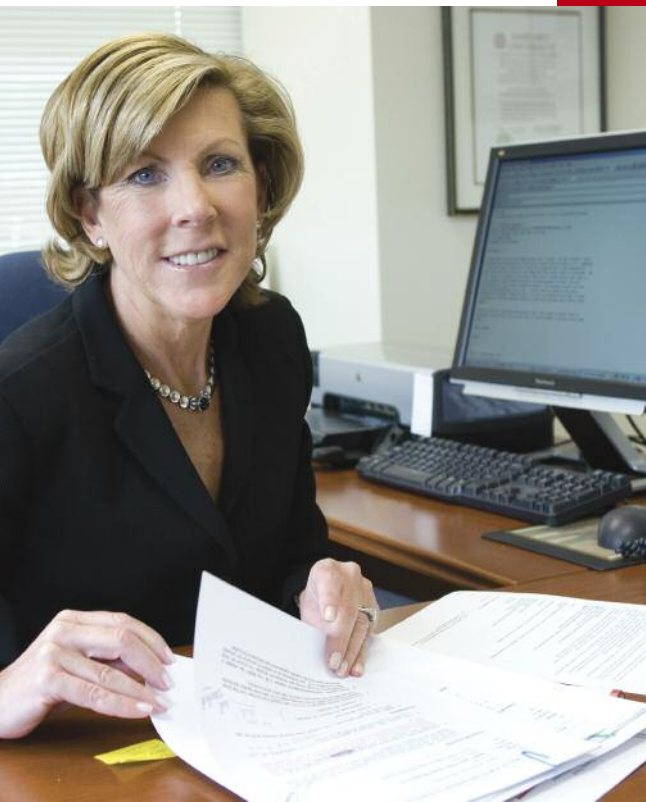
Ms. Giusti also derives inspiration from her family, and she says her tenacity comes from her will to continue seeing milestones in her children's lives and the support she receives from her husband.

Ms. Giusti, not daunted by the challenges involved with overcoming the many obstacles and work it takes to run two major associations, was however, "thrown" by another major association: Major League Baseball. She was invited to throw out the first pitch a game during the N.Y. Mets-Yankees Subway Series. She says having no baseball skills whatsoever, she had to figure out what she was going to do to make it happen, which resulted in her practicing day and night. On game day, she threw a strike, and she could not have been more proud to stand between baseball legends and fellow myeloma patients Mel Stottlemyre and Don Baylor.

This experience taught her a very important lesson: to succeed, one must step out of one's comfort zone and take chances. ♦

**DID YOU KNOW?**

Kathy Giusti also launched the Multiple Myeloma Genomics Initiative.



From tissue banking to genomics, from thought leadership to knowledge transfer, Kathy Giusti, Founder and CEO of the Multiple Myeloma Research Foundation, continues to have unparalleled impact on the life-sciences industry and patients affected by the disease.

Anyone  
could be  
a study  
participant



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## ADHERING TO A BETTER PLAN

**SETTING OUT TO WIN THE BATTLE TO IMPROVE PATIENT COMPLIANCE IS STANLEY WULF, M.D., VP AND CHIEF MEDICAL OFFICER OF INFOMEDICS.**

With insights gained from his experience as an obstetrician and gynecologist, Dr. Wulf brings a first-hand physician perspective to the development and execution of InfoMedics' programs. It is because of this well-rounded perspective that he is able to help connect the three audiences vital to the success of any brand: pharma, patients, and physicians.

In his role as chief medical officer, he is taking the lead in applying the company's core expertise in patient feedback to help pharma solve one of its historically biggest issues: how to help patients consistently follow their physicians' prescribed course of treatment and, in turn, positively impact treatment outcomes.

Improving the healthcare dialogue has long been a priority for Dr. Wulf. He counts as one of the highlights of his career scripting his first interactive dialogue that helped patients understand their treatment plan more fully and communicate with their doctor more effectively. The other big career highlight, given Dr. Wulf's OB/GYN background is understandably the delivery of his first baby in private practice.

Perhaps industry leaders could take a page out of Dr. Wulf's book and follow his motto in life: dig

**DID YOU KNOW?**

Dr. Stanley Wulf is president of his synagogue and a leader of community rebuilding projects.

deep, push forward, and remember that change comes with pain. He says the industry needs to spend more time

**Determined • Self-Motivated**

**NAME:** Stanley S. Wulf, M.D., F.A.C.O.G.

**CURRENT POSITION:** VP, Chief Medical Officer, InfoMedics Inc.

**EDUCATION:** M.D., F.A.C.O.G., University of Cape Town (Medical School); Residency, University of Southern California

**DATE AND PLACE OF BIRTH:** June 1952, Cape Town, South Africa

**FIRST JOB:** Private OB/GYN practice

**FIRST INDUSTRY-RELATED JOB:** Medical Director, Private Healthcare Systems

**DREAM JOBS:** Arbitration and teaching

**WORDS TO LIVE BY:** Listen more, speak less

Dr. Stanley Wulf, VP and Chief Medical Officer of InfoMedics, is a true standard-bearer for addressing the issue of medication nonadherence, a challenge that has been a thorn in the side of pharma and a well-documented patient safety issue.



trying to understand, and address, why it has such a poor reputation in the eyes of those it should be helping most — patients.

In addition to leading the charge for InfoMedics and its clients, Dr. Wulf works tirelessly to align the entire industry to address the problem of non-adherence. Over the past year, he has shared his perspectives and offered his advice through numerous interviews, and he has been a frequent speaker at industry conferences on the topic.

Dr. Wulf gives back not only to the healthcare community by sharing his insights; he is a community leader as well. In addition to serving as president of his synagogue, he is leading the charge toward community rebuilding projects, including a preschool. The reasons he gives back are two-fold: to help sustain the next generation and to bring greater meaning to his life. He staunchly believes financial success largely reflects society's values, while success in community service more clearly reflects one's own values.

Dr. Wulf also sees the funnier side of work and life. During one business trip he arrived at a hotel late at night, and when he threw open the floor-length curtains the next morning to ascertain the weather before getting dressed, to his surprise he found people lined up at the outdoor breakfast buffet just a few inches from his ground-floor window.

Dr. Wulf describes himself as a determined, thorough, self-motivated, perfectionist problem-solver, traits he says were needed for survival by his ancestors; his task has been to channel them for good in his own world. ♦

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**IT'S ALL ABOUT PEOPLE LIVING WITH CHRONIC ILLNESS FOR LYNDI HIRSCH, GROUP PRODUCT MANAGER, PATIENT AND NURSE PROMOTIONS, ANTI-CD20, AT GENENTECH. A CHAMPION OF THE PATIENT PERSPECTIVE, MS. HIRSCH'S WORK HAS PUT HER ON THE CUTTING EDGE OF DIRECT-TO-PATIENT (DTP) MARKETING IN THE INDUSTRY.**

## AMBASSADOR FOR PATIENTS

As Group Product Manager, Patient and Nurse Promotions, anti-CD20, Genentech USA, Lyndi Hirsch's work has put her on the cutting edge of patient marketing efforts.

She has pioneered innovative campaigns for leading biotechnology and pharmaceutical companies and brands, all of which featured real patients sharing their experiences to increase the reach and effectiveness of DTP marketing.

Whether it's ensuring materials developed for rheumatoid arthritis patients are ergonomically friendly or testing strategies and creative concepts with patients, caregivers, and healthcare providers, Ms. Hirsch always brings everything she does back to patients' needs.

She was among the first in the industry to develop and integrate the patient ambassador model of patient educational programs, and that program is now garnering attention across the industry.

She created the MS LifeLines Patient Ambassador program at Serono in 2002, and upon joining Genentech in 2005 she implemented the RISE Patient Ambassador program for Rituxan for RA. Her efforts were recognized with the 2006 and 2007 Genentech Marketing Excellence Award for Best Branding Campaign.

## A PIONEER IN GLOBAL PATIENT RECRUITMENT

**A TIRELESS PIONEER IN HELPING TO SHAPE PATIENT RECRUITMENT AND RETENTION PRACTICES AND PATIENT OUTREACH AND EDUCATIONAL PROGRAMS WORLDWIDE, EMMA SERGEANT'S VISION AND EXCEPTIONAL CLIENT MANAGEMENT SKILLS HAVE BEEN INSTRUMENTAL IN INSPIRING COMPANIES AND INDIVIDUALS TO BREAK NEW GROUND.**

Her colleagues and peers say without people such as Ms. Sergeant to step up and encourage patients to understand the value of their participation in a clinical trial, there would be no new drugs.

Emma Sergeant, Group Managing Director UK, Fast4wD Ogilvy, has been one of the pioneering advocates for implementing truly global subject recruitment and retention campaigns.

In early 2000, Ms. Sergeant started to build the Fast4wD Ogilvy offering out of 4D Communications while she was still based in Oxford, U.K. Clients were asking for help in the rest of world, as there was no global communications agency set up at that time specializing in patient recruitment. Tapping into her nursing and PR background, Ms. Sergeant was able to build a team of scientists and marketers to produce communications campaigns for patients and sites to support global clinical-trial recruitment and retention.

In 2004, she brought the Fast4wD Ogilvy offering to the United States, making it one of the only truly global patient recruitment agencies, with international hubs in both the United Kingdom and the United States. Aside from the culture shock, it was a challenging assignment, she says, as she was starting with a blank sheet and there were commercial expectations. She didn't have to worry for long — she and her team achieved some remarkable results, winning seven pitches in a row in the new venture's first 18 months.

Always one to bring in new ideas from other parts of the business, Ms. Sergeant has worked with other members within the Ogilvy network — for example, the Amex and Barbie teams — to look at their CRM campaigns and how

these models can be applied to patient retention and compliance.

What truly sets Ms. Sergeant apart is the ability to masterfully balance the need for new biomedical therapeutics with sensitivity for the developing and redeveloping world.

Those who have worked with Ms. Sergeant describe her as a dedicated, gifted representative devoted to the larger mission of conducting safe and effective international clinical trials.

Ms. Sergeant has worked tirelessly to promote the principles and responsibilities of clinical trials through her pro bono work with the nonprofit organization, CISCPR, which is devoted to creating public awareness of the importance of clinical-trial participation. She works with the organization to help it build its brand and have a strong voice in today's market. One of the initiatives she worked on for CISCPR was the Medical Heroes campaign, helping to develop the creative execution of the ads.

In addition, she works pro bono for the World Economic Forum, and this year facilitated the forum's public-private workshop at the annual conference in Rio de Janeiro. She is also a member of the Stop TB Partnership Private Partner Constituency Working Group, which raises global awareness of TB, a disease that kills almost 2 million people every year despite having been treatable and preventable for more than half a century. Alongside this, she is closely involved in the World Health Organization World Alliance for Patient Safety, working on the Safe Surgery and Clean Hands campaigns with Ogilvy Healthworld.

All of this makes Ms. Sergeant an inspiration and a leader in the field of drug development. ♦

### DID YOU KNOW?

Emma Sergeant's first job was a pediatric intensive care nurse.

### DID YOU KNOW?

Lyndi Hirsch toured the U.S. with Teri Garr to raise awareness about and support those living with MS.

The opportunity to drive the Rituxan RA campaign as senior product manager, patient promotions, was a high point for Ms. Hirsch, but it was not without sacrifice, leaving her family and closest friends to move across the country to launch Rituxan in RA for Genentech.

Across the industry, she believes one of the big challenges is to responsibly provide patient education in a highly regulated environment where physicians are increasingly leaving therapy decisions up to their patients who are living with chronic illnesses, but who may not have the resources or support to make these decisions. This has led to a huge education gap, with patients needing more access to credible information inside and outside of their doctor's offices.

She believes there is a need for more guidance on communicating with patients, and notes that a defining moment for the industry were the 2005 FDA/DDMAC hearings on the use of DTC/DTP advertising and education and the integration of medication guides. While this three-day event

provided a perspective that had not been offered previously, there is now a need to update the guidelines and redefine the DTC/DTP environment, especially in light of PhRMA guideline changes and more strenuous web regulations.

Even in her personal life, patient well-being is a priority. Ms. Hirsch commits time to the Nancy Davis Foundation for Multiple Sclerosis and has been a chair for the foundation's fundraising event, Race to Erase MS, since 1999. Her commitment to MS began early on, having spent 10 years of her biotech career working to support people living with MS. Ms. Hirsch says she deeply respects Ms. Davis' visionary development of the Center Without Walls for MS research.

Ms. Hirsch also is committed to the Richard Bosco Memorial Scholarship Fund, a tribute to the brother of a close high school friend who was lost in the World Trade Center attack in 2001. She supports the Bosco

## Passionate · Spirited

**NAME:** Lyndi Marjorie Hirsch

**CURRENT POSITION:** Group Product Manager, Patient and Nurse Promotions, anti-CD20, Genentech USA

**EDUCATION:** B.A., Human Communications, Minor in Public Relations, University of Northern Colorado

**DATE AND PLACE OF BIRTH:** Nov. 1968, Rockland County, N.Y.

**FIRST JOB:** Working at a family camp her father managed

**FIRST INDUSTRY-RELATED JOB:** Marketing team support for launch of Avonex, Biogen

**DREAM JOB:** Archeologist

**PROFESSIONAL MENTORS:** Lauren Ackley-Fawell, Biogen; Jessica Mozeico, Genentech USA

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Seize the moment

family in their efforts to raise funds that provide scholarships to scholar athletes in his honor. ♦

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EMMA SERGEANT

**MORE** PEG CONNELLY TECHNOLOGY FOR COLLABORATION

**ACCORDING TO PEG CONNELLY, VP OF CLINICAL OPERATIONS AT KFORCE CLINICAL RESEARCH INC., ONE OF THE THINGS THAT THE INDUSTRY WILL NEED TO DO TO DELIVER IMPROVED MEDICINES TO**

**PATIENTS IS DEVELOP NEW OPERATIONAL MODELS THAT DRIVE LEANER PRACTICES. IN HER ROLE, WHERE SHE LEADS CLINICAL TRIAL MANAGEMENT FUNCTIONS AND PROVIDES STRATEGIC LEADERSHIP ACROSS THE ORGANIZATION, SHE BELIEVES THERE ARE TWO KEY FACTORS TO ACHIEVING THIS GOAL: RETAINING AND MOTIVATING TOP TALENT TO DELIVER QUALITY AS AN END PRODUCT.**

To be successful, Ms. Connelly says metrics are essential as a way to measure data quality, enrollment, and key performance indicators in order to mitigate risks and improve process execution.

In her current position, Ms. Connelly says her goal is to revolutionize drug development operations across all areas of clinical research services.

In her previous role with Kforce, she was Pfizer FSP Director and was accountable for direct management of the Pfizer Regional Site Management Team.

One of her biggest career highlights to date coincided with this role: winning the Strategic Supplier Award from Pfizer earlier this year.

Ms. Connelly joined Kforce from Pfizer in 2007, where she had been director and CSDM Group Lead, CV/MED and Oncology.

Previously, she was director, therapeutic area head of operations, oncology, at Pfizer.

Her career highlights at Pfizer are numerous, including regional monitoring site head, development operations, Pfizer Global Research & Development (PGRD); senior northeast regional head, development operations, PGRD; and northeast regional team leader, clinical research, PGRD.

Ms. Connelly spent a year at Serono Laboratories as a medical research associate, metabolism, world wide research and development.

She started her industry career at Bristol-Myers Squibb as a clinical scientist, infectious diseases clinical research, rising to the position of senior clinical scientist.

Other clinical experience included working for Yale University as a research associate, internal medicine department, and for Yale New Haven Hospital as a clinical research trial coordinator and, previously, as a nurse manager. She started her career as a hospital oncology research staff nurse.

Her passion and patient advocacy are just two of the traits that make Ms. Connelly an industry standout.

Ms. Connelly's colleagues sing her praises and note that she works tirelessly to bring out the strengths in her staff and help each person reach his or her full potential.

Ms. Connelly's ability to be authentic in the corporate setting is a characteristic that others seek to emulate.

Her compassion extends beyond the clinical setting. Ms. Connelly supports local fundrais-

**GETTING PERSONAL WITH PEG CONNELLY**

**FAMILY:** Husband, Stan Nasznic; daughter, Carly Nasznic, 10

**HOBBIES:** Biking, running, yoga, rollerblading, swimming, and working in her rose garden

**GIVING BACK:** Local community youth chorus; Girl Scouts; and local epilepsy and breast cancer fundraising 5K running events

**BUCKET LIST:** Travel to Paris, Italy, Ireland, and Hawaii; play piano again; become a certified yoga instructor; run another half marathon; take watercolor painting lessons; and learn how to play great golf

**INSPIRATION:** Mother, daughter, colleagues

**TOP IPOD DOWNLOADS:** Reggae, New Country, Carrie Underwood, Kenny Chesney, Taylor Swift, and Keith Urban

**SCREENSAVER:** Daughter winning her first gymnastics medal

**MOST UNUSUAL PLACE VISITED:** Milan, Italy

**LIFE LESSONS:** Always treat others the way you would want to be treated yourself

**A LITTLE-KNOWN FACT:** Completed two half triathlons and was hypnotized by a physician friend both times to help her relax and prevent injury during the events (she still remembers running around the last cone in the road on the final stretch of the run; her entire body felt relaxed and it was the best part of the triathlon)

**UNDER THE CLOAK OF INVISIBILITY:** Spend the day next to Tiger Woods at the Masters, to witness firsthand his incredible physical and mental game of golf

ing events, believing it's critical to give something back through volunteering and an important lesson to be shared with her daughter Carly. ♦

**MORE** DR. STANLEY WULF A MAN WITH A PLAN

**STANLEY WULF, M.D., UNDERSTANDS FULL WELL THAT NEW SOLUTIONS ARE NEEDED TO TACKLE THE SEEMINGLY INSOLVABLE PROBLEM OF POOR MEDICATION ADHERENCE. TO**

**THAT END, AS VP AND CHIEF MEDICAL OFFICER OF INFOMEDICS, HE HELPED TO DEVELOP A COMPREHENSIVE PROGRAM WITH PROVEN EFFECTIVENESS — ONE**

**THAT WOULD BE EASILY ENGAGED AND SIMPLE TO COMPLETE AND THAT RESULTS IN INCREASED COMMUNICATION BETWEEN PATIENTS AND THEIR DOCTORS AND, OF COURSE, A POSITIVE ROI.**

The relationship with the patient is central, and Dr. Wulf says the industry needs to spend more time trying to understand and address why it has such a poor reputation in the eyes of those it should be helping most: patients.

To address this challenge, he is developing

original content for all medication evaluations, adherence programs, disease state support programs, and health risk assessments for automated applications primarily via IVR (interactive voice response) and the Web.

Before joining InfoMedics, he was the medical director at Private Healthcare Systems, and before that he was a physician consultant and team medical director at Professional Risk Management.

Dr. Wulf spent five years in private practice as a specialist physician in obstetrics, gynecology, and infertility. In addition, Dr. Wulf founded a community outreach pro-

**MORE** **KATHY GIUSTI** MISSION CRITICAL: IMPROVING CANCER RESEARCH

**A SCIENTIFIC BACKGROUND, ACCEPTANCE TO MEDICAL SCHOOL, EXPERIENCE NAVIGATING THE PHARMACEUTICAL ARENA AS AN ACCOMPLISHED MARKETER, AND INSIGHTS INTO PHYSICIAN**

**THINKING LEARNED FROM CALLING ON KOLS AS A SALES REP PROVIDE KATHY GIUSTI WITH THE SKILLS NECESSARY TO RUN A HIGHLY SUCCESSFUL AND MOTIVATED NONPROFIT ORGANIZATION.**

Unfortunately, the impetus that led to the foundation of the Multiple Myeloma Research Foundation (MMRF) and later the Multiple Myeloma Research Consortium (MMRC) was Ms. Giusti's diagnosis with multiple myeloma.

Not at all deterred by her condition, Ms. Giusti, who also acts as CEO of MMRF and MMRC, is driven to find a cure and exudes compassion for those who struggle with a cancer diagnosis.

Founding MMRF was for Ms. Giusti a critical first step in improving how cancer research and drug development is conducted so that patients are brought new treatments as soon as possible. She recognized that it would also serve as a model for other groups conducting disease-specific research.

Metrics provide researchers with a great deal of data about what's working and where there are opportunities for improvement and growth, and Ms. Giusti is looking to take advantage of this information as she and her colleagues take MMRC to the next level.

gram to educate prospective parents called Prepared Pregnancy Institute. He also provided backup and support for Westside Women's Services, the first independent nurse practitioners' private practice in the Los Angeles area, and for the expanded network Caring Women Medical Group.

He was a clinical assistant professor of obstetrics and gynecology at University of Southern California, and he has served on the Obstetrics and Gynecology Committee and the Perinatal Committee of Valley Presbyterian Hospital in Van Nuys, Calif.

Over the past year, he has shared his perspective on many topics, particularly on that of patient adherence, and he has offered his advice through interviews and

**GETTING PERSONAL WITH KATHY GIUSTI**

**FAMILY:** Husband, Paul; daughter Nicole, 15; son David, 12

**HOBBIES:** Skiing, golfing, and yoga

**BUCKET LIST:** Write a book; share knowledge and key learnings in accelerating drug development with other organizations and disease groups; see her children off to college

**INSPIRATION:** Family

**TOP IPOD DOWNLOADS:** Taylor Swift, Coldplay, Colbie Caillat

A dynamic communicator, Ms. Giusti built strong alliances and partnerships within the industry as well as with academic institutions. She has helped to break down barriers that slow biomedical research into this fatal orphan disease and to bring patients the treatments they urgently need. Her achievements are highly tangible, having helped to bring three new drugs to market: Celgene's Thalomid and Revlimid and Millennium Pharmaceuticals' Velcade.

Having been diagnosed with a fatal disease, Ms. Giusti plans for the worst and lives for each day. She plans a lot of things as far as her medical care is concerned and to make sure her family is safe. Ms. Giusti also does her best to live in the moment and to be present with her family and friends because, as she says, she truly does not know what tomorrow will bring. According to Mr. Giusti, the ability to cherish each day is one of the greatest gifts cancer has given her.

Her positive attitude is rewarded every day. She took particular joy in traveling to Italy's Amalfi Coast, her first trip after recovering from a stem cell transplant procedure. She says

articles in the media, including MSN, Boston Globe, Boston Herald, and numerous industry trade publications, including PharmaVOICE.

He is also a frequent speaker on the topic of adherence at industry conferences, such as the EyeForPharma Patient Adherence Summit, where his sharp intelligence and insights were well-received.

Dr. Wulf also recently penned an adherence whitepaper, with contributions from the Executive Director of NCPIE (National Council on Patient Information and Education) Ray Bullman. The whitepaper is available at [www.informedics.com/\\_docs/WP\\_2008\\_1014.pdf](http://www.informedics.com/_docs/WP_2008_1014.pdf). ♦

**SCREENSAVER:** Photos of her children

**MOST UNUSUAL PLACE VISITED:** Italy's Amalfi coast, particularly the Blue Grotto

**BEST ADVICE EVER RECEIVED:** Plan for the worst and live for each day

**LIFE LESSONS:** Know what your dream is and go after it

**A LITTLE-KNOWN FACT:** She was a pom-pom girl in high school; she loves slalom water skiing

she will never forget going to the Blue Grotto — a magical place — with her children. She notes that the experience was not only special because it was such a beautiful place, but that she was healthy enough to share it with her children and show them that there are truly spectacular places in the world.

Before her diagnosis with multiple myeloma and her decision to establish MMRF, Ms. Giusti was with G.D. Searle/Monsanto, where she rose through the ranks from senior product manager to product director to executive director, worldwide marketing, rheumatology.

Before joining Searle, she was marketing director at E. J. Brach Corp. and before that she was product management, Personal Care Division, at The Gillette Co.

She began her career at Merck, first as a sales representative, then rising to marketing assistant, cardiovascular/infectious disease products.

In addition to her work with MMRF and MMRC, Ms. Giusti advocates for cancer patients through her work on the National Cancer Advisory Board and is on the advisory board of Stand Up to Cancer. ♦

**GETTING PERSONAL WITH DR. STANLEY WULF**

**FAMILY:** Wife, Linda; Sons Ami, 16, and Yoni, 13

**INSPIRATION:** Barack Obama, Bill Clinton

**SCREENSAVER:** Views from a beach house in Santa Cruz, Calif.

**MOST UNUSUAL PLACE VISITED:** Elephant orphanage in Sri Lanka

**A LITTLE-KNOWN FACT:** Dr. Wulf won minigolf and yo-yo championships when he was a teenager and he played a mean game of pinball during medical school

**UNDER THE CLOAK OF INVISIBILITY:** Visit the Oval Office



The **ENTREPRENEURS****MORE** **LYNDI HIRSCH** POWER TO THE PATIENTS

**AS GROUP PRODUCT MANAGER, PATIENT AND NURSE PROMOTIONS FOR RITUXAN IMMUNOLOGY, AT GENENTECH LYNDI HIRSCH IS SEEKING TO BE A LEADER IN THE EVOLUTION OF DIRECT-TO-PATIENT (DTP)**

**MARKETING EFFORTS FOR THE GENENTECH IMMUNOLOGY AND OPHTHALMOLOGY BUSINESS UNITS.**

Her bold approach to DTP has helped build goodwill for the brands and companies she has represented, but more than that, it has been a crucial vehicle for empowering patients.

Passionate and spirited, Ms. Hirsch immerses herself fully into all she does, both professionally and personally, while approaching life with vigor and constantly seeking out the fun and the humor in every situation.

For example, just a few days before she was due to give a presentation of a company's innovative new programming at the national sales meeting, she developed a cold and lost her voice. She asked a colleague to help out with the majority of the presentation, but decided to head up on stage herself for part of the time and presented with enormous flash cards. The presentation was a total hit, she says; everyone got a kick out of the cards and laughed with her and her team's different approaches to presenting.

Ms. Hirsch is also generous in giving credit where credit is due. She touts several individuals as being instrumental in her career success and personal development.

Lauren Ackley-Fawell, her first manager in the industry, developed the original support services at Biogen for the launch of Avonex. She says Ms. Ackley-Fawell was the person who taught her that there is so much more to professional achievements than just reaching or exceeding one's own goals. Ms. Ackley-Fawell also taught her that they had the unique opportunity to use their resources to positively impact people living with chronic illnesses. Ms. Hirsch says having the ability to enable empowerment through education and support is a fantastic opportunity.

She credits Jessica Mozeico as being the most effective and motivational mentor in her career. She says Ms. Mozeico, who was her second manager at Genentech, truly brought out the absolute best in her. She found Ms. Mozeico's professionalism and work ethic to be inspirational and her belief in her employees and support of their development to be unmatched — she was committed to putting people first, without compromise.

Ms. Hirsch took these valuable lessons to heart and learned that candor could be accomplished with respect and honesty, even with oneself, which is imperative for individual growth and team cohesiveness.

She joined Genentech in 2005 as senior product manager from Serono Inc., where she also held the position of senior product manager, having previously been product manager.

Ms. Hirsch started her biotechnology career with Biogen Inc. (now Biogen Idec), initially as a customer support specialist, ultimately rising to the position of communications specialist.

Ms. Hirsch also derives inspiration from those in her personal life, her mother, for one, who postponed her education to marry her father and soon after raise a family. Mrs. Hirsch went back to school at night while raising two children and working because she was determined to be an educated, self-sufficient woman who contributed to their home. Ms. Hirsch says her parents have been her biggest fans, supporting and encouraging her regardless of whether they agreed with her choices, and they taught her to embrace the opportunities in front of her today, so as not to look back tomorrow regretting what she might have missed.

Ms. Hirsch also derives inspiration from Carin Rosa, her college roommate, who has committed her life to helping those who otherwise would not be able to help themselves. Ms. Rosa is a social worker for the state of Colorado specializing in children's care and services.

Each decision Ms. Rosa has made personally or professionally has been selfless, Ms. Hirsch says, adding that she puts others' well-being first without compromise. Diagnosed with breast cancer at 30 and in remission by 31, Ms. Rosa dedicates much of her personal time to help others through their own diagnosis and treatment.

Ms. Hirsch says she draws inspiration as well from people with whom she has worked over the years who have been diagnosed with a chronic illness and who have shared their personal life stories and experiences to help motivate others, for maybe even just one person, to take an active role in their own healthcare.

Of particular note is Academy Award Nominee Teri Garr, who Ms. Hirsch worked with for three years as she toured the United States to raise awareness about and support those living with MS. Ms. Garr herself had gone misdiagnosed for many years and, once diagnosed, committed her life to helping others.

According to Ms. Hirsch, Ms. Garr's can-do mindset and approach to life through humor motivated and inspired her every day and certainly kept life in perspective.

**GETTING PERSONAL WITH LYNDI HIRSCH**

**FAMILY:** Father, Richard; mother, Raelyn; brother, Ted; sister-in-law, Sonia; nephews, Jace, 7, and Jet, 3; and niece, Kessler, 1

**HOBBIES:** Scuba diving, skiing, tennis, horseback riding, wine

**GIVING BACK:** Nancy Davis Foundation for Multiple Sclerosis; and Richard Bosco Memorial Scholarship Fund

**BUCKET LIST:** Have a baby; restore an old farmhouse; climb to base camp on Everest; take her mother to Italy; dive a reef with both of her nephews; participate in The Relief Riders, a program that delivers medical supplies via horseback and provides education in hard-to-reach areas of India

**TOP IPOD DOWNLOADS:** Beast of Burden, The Rolling Stones with Bette Midler; Into the Mystic, Van Morrison; Chasing Cars, Snowpatrol; September, Earth Wind and Fire; Leather and Lace, Stevie Nicks and Don Henley; Southern Cross, Crosby, Stills and Nash; Mockingbird, James Taylor and Carly Simon; and December 1963, Frankie Valli and the Four Seasons

**SCREENSAVER:** An underwater photo while diving off the coast of Kona

**MOST UNUSUAL PLACE VISITED:** Underwater volcano off the coast of Kona

**LIFE LESSONS:** Don't let your ego get in the way

**A LITTLE-KNOWN FACT:** Ms. Hirsch won a lip sync contest her freshman year in college dressed as the lead singer of Poison, Brett Michaels, singing "Talk Dirty to Me"

**UNDER THE CLOAK OF INVISIBILITY:** Go upstairs in Graceland

She says these individuals are the reason she loves what she does.

Ms. Hirsch's passion for improving the lives of others extends beyond her mastery of patient communications. She devotes what free time she has to programs such as Habit for Humanity, where she and a group of friends are building houses in New Orleans' 9th Ward. She believes that Hurricane Katrina relief is one of the most embarrassing examples of disaster response in U.S. history. With an incredible love of New Orleans, Katrina relief is an issue near and dear to her heart.

Before entering the biotech industry, Ms. Hirsch was an adjunct professor in the physical education department at State University of New York at Rockland. She began her professional career as REO lead technician at Westfall and Company Marketing and Management. ♦

**MORE** **EMMA SERGEANT** GOING GLOBAL WITH PATIENT COMMUNICATIONS

**EMMA SERGEANT SAYS THE BEST ADVICE SHE EVER RECEIVED WAS TO LISTEN. AND BY LISTENING TO CLIENT NEEDS, SHE HAS BEEN ABLE TO BUILD A PATIENT RECRUITMENT COMPANY THAT TRULY UNDERSTANDS GLOBAL PATIENT COMMUNICATIONS.**

Ms. Sergeant built a solid world offering from the United Kingdom and has subsequently opened a second hub in the United States, through which she and her team have partnered with many U.S. patient recruitment agencies to help them with their rest-of-world campaigns.

Ms. Sergeant is challenging the industry to rethink its marketing approach by moving beyond brand delivery and toward health service delivery, which would justify and support a healthcare management model. Her goal is to be in a position to truly influence the health policy in a country or region.

Her position as group managing director of Ogilvy Healthworld UK — a key international hub office for the Ogilvy Healthworld network for which she oversees the clinical trial, medical education, advertising, public relations, and consulting disciplines — puts

her in good stead to achieve such a lofty outcome.

At the same time, she continues to challenge the Fast4wD Ogilvy teams to provide new services and offerings to clients and new technologies, including bringing online pre-screening to rest-of-world markets.

She joined Ogilvy Healthworld in 2000 to head the U.K. medical education agency. After three years, she expanded the company to develop the clinical trial specialist offshoot, Fast4wD Ogilvy, to maximize the early pipeline development in clinical trial communications. As president of Fast4wD Ogilvy worldwide, Ms. Sergeant spent two years in the United States setting up an operational office in New York to strengthen the company's global offer. During this time, she gained experience across a plethora of therapeutic areas on a global basis, including cardiovascular, CNS, and oncology. With more than 25 years of experience in healthcare, Ms. Sergeant has spent time in the pharma industry in a variety of roles, including sales, postmarket surveillance, market development, media relations, corporate communications, and brand management.

She also has served as director of communications for a nonprofit organization responsible for strategy development, fundraising, pharmaceutical, and advocacy partnerships, including the WHO. While there she led research projects

**GETTING PERSONAL WITH EMMA SERGEANT**

**FAMILY:** Married, two daughters

**HOBBIES:** House renovation, skiing, crafts, reading

**GIVING BACK:** CISCRP and Stop TB Partnership Private Partner Constituency Working Group member

**BUCKET LIST:** Become fluent in French, travel across India by train, volunteer work abroad with children

**DEFINING INDUSTRY EVENT:** The first cancer vaccine

**INSPIRATION:** Leonardo da Vinci, who combined science, creativity, and art

**MOST UNUSUAL PLACE VISITED:** Fothergill Island in the middle of Lake Kariba, Zimbabwe

**LIFE LESSONS:** We are not unhinged — her family motto (she hopes to stay that way)

**A LITTLE-KNOWN FACT:** Ms. Sergeant was born in the caul

**UNDER THE CLOAK OF INVISIBILITY:** Visit Buckingham Palace

in patient management and healthcare processes and published widely. She became a respiratory care adviser to the pharma industry and also sat on U.K. government advisory boards. ♦

**MORE** **PAULA GARRETT** MARKETER TO THE MASSES

**PAULA GARRETT IS A MARKETING CHAMPION. AS CONSUMER MARKETING DIRECTOR AT ELI LILLY, SHE IS INTENT ON BUILDING THE RESPECT FOR MARKETING AS A DISCIPLINE AS WELL AS**

**BRINGING THE CONSUMER PERSPECTIVE TO THE FOREFRONT. HER EARLY EXPERIENCE WITH THE LAUNCH OF CIALIS GAVE HER A GREAT APPRECIATION FOR THE VALUE OF TEAMWORK AND HOW CONSUMER INSIGHTS CAN HELP TO DEFINE A STRATEGY.**

Ms. Garrett's marketing team's efforts are helping consumers' progress toward their treatment goals.

She has helped to turn a healthcare professional/business-to-business marketing-focused

organization into one that today is balanced between healthcare providers, business-to-business stakeholders, and consumers.

In fact, she has helped the entire organization understand the importance of incorporating consumer insights into marketing strategies, and this approach is now being rolled out to all groups within Lilly USA.

Before assuming her current role in June 2006, Ms. Garrett was consumer marketing manager, diabetes and family health, at Lilly. She joined the company in 2001 as a marketing associate. She was promoted to Cialis consumer manager in 2003.

In recognition of her considerable efforts, Ms. Garrett was named Top 25 DTC Marketer for 2004-2005 and 2007.

In conjunction with her first award in the spring of 2004, Ms. Garrett says she had the honor of addressing several hundred attendees at DTC National on the topic of lessons learned in the "ED Wars."

In her efforts to convey the seriousness of

**GETTING PERSONAL WITH PAULA GARRETT**

**FAMILY:** Husband, David Brinkworth; stepchildren, Kyle, 14, Shelbi, 12, and Spencer, 12

**HOBBIES:** Photography, travel, reading, food and wine, power walks

**SCREENSAVER:** Husband David and Maggie the dog

**MOST UNUSUAL PLACE VISITED:** Cape Town, South Africa

**UNDER THE CLOAK OF INVISIBILITY:** Visit the West Wing

the condition and the underlying physiological causes, she quipped offhand, "so it's not all in his head" to much surprise and laughter, including her own.

This is just one example of how her magnetic and upbeat personality inspire members of her team, who also consider her to be a consumer marketing rock star. ♦