

Contact: Donna K. Ramer
President, StrategCations, Inc.
212.777.5095
dramer@strategcations.com

FOR IMMEDIATE RELEASE

Photos Available

**BARBARA PRITCHARD ELECTED 2005 PRESIDENT OF
HEALTHCARE BUSINESSWOMEN'S ASSOCIATION**

Debra Newton Elected President-Elect

FAIRFIELD, NJ, December 2, 2004 – **Barbara Pritchard**, President, The Pritchard Group has been elected president of the Healthcare Businesswomen's Association (HBA), with **Debra Newton**, President & CEO, Newton Edge, elected president-elect. Rounding out the Executive Committee in 2005 will be: First Vice President **Patricia E. Pesanello**, Chief Knowledge Strategist for Pharmaceuticals & Health Sciences, BusinessEdge Solutions; Second Vice President **Elizabeth Mutisya**, Vice President, Medical Affairs, Cephalon, Inc.; Treasurer **Cathy Kerzner**, Vice President, Strategic Development, Cardinal Health – Medical Education Services; Secretary **Christine C. Zak**, Director of Customer Marketing, Roche Laboratories, Inc.; and Immediate Past President **Daria Blackwell**, President, Knowledge Clinic, Inc.

The election of officers and other board members was held during the HBA's Annual Business Meeting, November 18. The meeting, which attracted a standing-room-only crowd of more than 175 HBA members, was an important component of the two-day Annual Leadership Conference, held November 17-18 in Philadelphia, Penn.

According to Pritchard, "The HBA will continue to be a catalyst for change in the industry while serving as a powerful national voice for both our individual and corporate members." She added that "The HBA has seen extensive change and reorganization over the last two years, which has created a more structured and unified presence to allow more resources and flexibility for our chapters and affiliates."

In addition to the members of the Executive Committee, other newly elected board members are the following Directors-at-Large, each of whom will serve a two-year term (2005-2006):

- **Lisa Courtade**, Director, Global Marketing Analytics Metabolism, sanofi-aventis

- **Linda DaSilva**, Director, Pharmacy & Trade Relations, Eisai Inc.
- **Kimberly Farrell**, President, Unlimited Performance Training, Inc.
- **Ilyssa Levins**, Managing Partner, GCI/Brand Edge

In addition, the following Directors-at-Large will complete their two-year terms at the end of 2005:

- **Mary Cobb**, President & CEO, PACE Inc., a Lowe Healthcare Company, and a past president of the HBA
- **Tamar Howson**, Senior Vice President, Corporate and Business Development, Bristol-Myers Squibb Company, member of the 2003 HBA Advisory Board, and 1999 HBA Woman of the Year
- **Donna K. Ramer**, President, StrategCations, Inc.
- **Lynn O'Connor Vos**, CEO, Grey Healthcare Group, Inc.
- **Presidents of all HBA Chapters** – Atlanta, Boston, Chicago, Indiana, Metro, Mid-Atlantic and San Francisco/Bay Area – currently conducting regional elections.

The Healthcare Businesswomen's Association (HBA) is a national not-for profit organization dedicated to furthering the advancement of women in the healthcare industry. Headquartered in New Jersey with chapters and affiliates nationwide, the HBA provides educational opportunities for both women and men to develop cutting-edge industry knowledge and leadership skills; recognizes outstanding women in the industry; provides opportunities for networking; creates; greater visibility for women in the industry; fosters mentoring relationships, and serves as a conduit for research on career advancement issues. For more information, visit www.hbanet.org.

#