Celebrating Inspiration

When we first conceptualized this special issue 11 years ago, the idea was that it would be nice to showcase the people who are having a positive impact on the industry. We didn’t know then that this issue would come to mean so much more than a metaphoric high five. Over the years we have profiled some of the biggest names in the industry as well as the unsung heroes, each of whom are committed to making a difference to the lives of patients as well as their employees, colleagues, companies, and communities.

Each and every year, the inspirational stories of the PharmaVOICE 100 honorees, and now the recipients of our Red Jacket award, re-energize me and prompt me to imagine what’s possible. And as you will read in this special issue, the possibilities are awe-inspiring — new and enhanced business models with the patient as the nucleus, scientific breakthroughs being driven by research and development innovations and clinical process improvements, innovative communication and marketing messaging, enhanced talent development techniques, and much more. We hope you are likewise motivated to create your own spark to make a difference.

These dedicated company leaders, entrepreneurs, change agents, researchers and scientists, clinical experts, regulators, marketers and creatives, patient advocates, mentors, and technologists are dedicated to transforming and evolving the healthcare industry. They represent every aspect of the healthcare ecosystem united by a common bond: to make a difference.

Once again, we are showcasing these 100 individuals as identified by you, our readers, for being outstanding leaders in guiding their teams and companies to success. They are innovators creating new opportunities and visionary products and companies to address the future of healthcare, and philanthropists, who are giving back personally and through their companies to local, national, and global organizations that provide goods and services to those in need.

In addition to the thoughtful profiles showcasing each individual, we have compiled several informative articles that capture these industry leaders’ insights on the topics of innovation, challenges and opportunities, and mentoring, which can only be found online in our bonus content; so please log onto pharmavoice.com to read more from our PharmaVOICE 100 honorees.

With thousands of nominations to consider, we rely on the personal accounts from our readers that describe why these individuals are inspirational. So thanks to all of you who took time out of your busy schedules to nominate the individuals who have made, and continue to make, a difference to the industry, your careers, lives, and organizations. We also want to thank all of our PharmaVOICE 100 honorees for taking the time to share their personal stories with us. Please join us in extending warm congratulations to this esteemed group of individuals.

Taren Grom
Editor
Who’s on the List — 2015

COMMANDERS & CHIEFS
Dr. Michelle Berrey ................................................... Chimerix
Rob Cosinuke ................................................... athenahealth and Epocrates
Jim Curtis ................................................... Remedy Health Media
Dr. Bruce Feinberg ................................................... Cardinal Health Specialty Solutions
Lisa Giles ................................................... Giles & Associates Consultancy Inc. and Optivara Inc.
Peter Goldschmidt ................................................... Sandoz Inc.
Dr. Michael Hayden ................................................... Teva Pharmaceutical Industries Ltd.
Kim Johnson ................................................... Palio, an inVentiv Health Company
Michelle Keefe ................................................... Publicis Touchpoint Solutions Inc.
Cynthia LaConte ................................................... Dohmen Life Science Services
Dr. Guillaume Leroy ................................................... Sanofi Pasteur; Sanofi group
Dr. Melissa Manice ................................................... Cohero Health
Matt McNally ................................................... Publicis Health Media
Mike Menta ................................................... Campbell Alliance
Steven Michaelson ................................................... Calcium USA
Jules Mitchell ................................................... Target Health Inc.
Dr. Edmundo Muniz ................................................... Certara
Dr. Stuart Peltz ................................................... PTC Therapeutics Inc.
Chris Perkin ................................................... Altasciences
Mike Rea ................................................... IDEA Pharma
Jim Robinson ................................................... Astellas Pharma US Inc.
Maryellen Royle ................................................... Tonic Life Communications
Dr. Niranjan Sardesai ................................................... Inovio Pharmaceuticals
Christi Shaw ................................................... Novartis Pharmaceuticals Corp.
Leo Sheridan ................................................... Advanced Clinical LLC
Keith Stenlund ................................................... AbelsonTaylor Inc.
Mark Timney ................................................... Purdue Pharma LP
Timothy Walbert ................................................... Horizon Pharma plc
Neill “Gobie” Walsdorf, Jr. ................................................... Mission Pharmacal Company
Dr. Jean-Pierre Wery ................................................... Crown Bioscience Inc.
Thomas Wicks ................................................... TrialScope Inc.
Dr. Lynn Wilson ................................................... TAPIimmune Inc.
Rachael Wyllie ................................................... CRF Health
Ceci Zak ................................................... DAS-Omnicom

ENTREPRENEURS
Dr. Stanley Crooke ................................................... Isis Pharmaceuticals Inc.
William Drummy ................................................... Heartbeat Ideas
Melissa Easy ................................................... DrugDev
Elizabeth Holmes ................................................... Theranos
Max Kanovsky ................................................... Pinnacle 21 LLC
Laura Liotta ................................................... Sam Brown Inc. Healthcare Communications
Dr. Dena Maninucci ................................................... Epic Sciences Inc.
John Nosta ................................................... NostaLab
Jennifer Peters ................................................... Greenphire Inc.
Dr. Theodore Search ................................................... Skipta LLC
Deborah Wood ................................................... DWA Healthcare Communications Group

CHANGE AGENTS
Ric Cavieres ................................................... Ernst & Young LLP
Remo Colarusso Jr. ................................................... Janssen Supply Group LLC
Dan Diaz ................................................... SPRI Clinical Trials
Richie Etwaru ................................................... IMS Health
Thomas Hospodar ................................................... Sunovion Pharmaceuticals Inc.
Marc Kikuchi ................................................... AmerisourceBergen Corp.
Dr. Boris Kushkuley ................................................... Intouch Solutions
Sarah Mandracchia ................................................... BBK Worldwide
Jeanine O’Kane ................................................... Biosector 2, part of inVentiv Health
Alan Ong ................................................... Novartis
Dr. Stella Blackburn ................................................... Quintiles
Tim Slevin ................................................... Veева Systems

CHANGE AGENTS (continued)
Dr. Scott Plevy ................................................... Janssen Research & Development LLC
Beth Price ................................................... The Medical Affairs Company
Melinda Richter ................................................... Johnson & Johnson
Vera Rulon ................................................... Pfizer Inc.
Dr. Ryan Saadi ................................................... Johnson & Johnson
Dr. Kirk Shephard ................................................... Baxalta US Inc.
Marc Sirockman ................................................... Arctura Health
Dr. Albert Siu ................................................... Parexel International
Wendy White ................................................... Dohmen Life Science Services
Nicole Woodland–DeVan ................................................... Compaq Inc.

RESEARCHERS & SCIENTISTS
Dr. Rakesh Dixit ................................................... MedImmune, a member of AstraZeneca Group
Dr. John Orloff ................................................... Baxalta US Inc.
Dr. William Strohl ................................................... Janssen Research & Development LLC
Dr. Anish Suri ................................................... Janssen Research & Development LLC
Dr. Andrew Zupnick ................................................... Novella Clinical, a Quintiles Company

CLINICAL EXPERTS
Dr. Martine Dehlinger-Kremer ...................................... SynteractHCR
Kara Dennis ................................................... Medidata Solutions
Dr. Dixie Esseltine ................................................... Takeda Pharmaceuticals International Inc.
Dr. Michael Gibertini ................................................... INC Research
Patrick Hughes ................................................... CluePoints
Kevin Kucharski ................................................... Achillion Pharmaceuticals
Dr. Sandra Lottes ................................................... United BioSource Corp.
Paulo Moreira ................................................... EMD Serono Inc.
Dr. Willie Muehlhausen ................................................... ICON plc.
Dr. Brad Vincent ................................................... Vinc & Associates Clinical Research

REGULATORS
Dr. Lisa Jenkins ................................................... Virtual Regulatory Solutions Inc.

CREATIVES
Mary Rose Rogowski ................................................... PulseCX

MARKETERS
Osnat Benshosan ................................................... Sermo
Margaret Helming ................................................... Ogilvy Healthworld
Robert Hogan ................................................... Triple Threat Communications LLC
Nicole Hyland ................................................... Natrel
Andy Pyfer ................................................... Fingerpaint

PATIENT ADVOCATES
Dr. Stella Blackburn ................................................... Quintiles
Eve Dryer ................................................... Eve Dryer Healthcare Consulting
Dr. Greg Keenan ................................................... AstraZeneca
Kristin LaBounty Phillips ...................................... The Patient Experience Project
Dr. Sanjit Singh Lamba ................................................... Eisai Pharmaceuticals India Pvt. Limited
Cheryl Lubbert ................................................... Health Perspectives Group
Blake Shewey ................................................... Snow Companies
Stephen Smith ................................................... Medidata Solutions

MENTORS
David Baker ................................................... Alcobra Pharma
Michael Pietrack ................................................... TMAC Direct

TECHNOLOGISTS
Tim Slevin ................................................... Veева Systems
Dr. Liuhua Yu ................................................... VREE Systems

PharmaVOICE  July/August 2015
DR. MICHAEL HAYDEN
Leading the Fight for Cures

An innovator at heart, Dr. Michael Hayden is driven by a deep-seated desire to make the world a better place, making him a truly inspiring leader within Teva, the neuroscience community, and the industry at large.

Iternationally renowned geneticist Michael Hayden, M.B., Ch.B., Ph.D., is committed to solving some of the world’s most pressing medical problems through scientific discovery.

As the president of global R&D and chief scientific officer of Teva Pharmaceuticals, Dr. Hayden is at the forefront of the fight against neurodegenerative disorders. He is motivated by the knowledge that there are millions of people waiting for news that a cure or relief is in sight for the medical challenges affecting them or their loved ones.

Discovering the role that genes play in coronary artery disease and adverse drug reactions, as well as developing the first predictive genetic test for Huntington’s disease are among two career highlights. Dr. Hayden has also identified the genes responsible for a number of disorders, including amyotrophic lateral sclerosis (ALS or Lou Gehrig’s disease), type 2 diabetes, and pain. He continues to lead research efforts into diseases that have unmet needs, identifying one of the biggest challenges as defining novel ways to prevent and treat neurodegenerative disorders, such as Huntington’s disease.

Dr. Hayden leads research and development at Teva where three late-stage clinical trials with novel agents are being conducted to improve symptoms and modify the course of Huntington disease.

Under Dr. Hayden’s leadership, Teva continues to find new ways to translate its combined strengths in generic and specialty R&D into innovation, significantly increasing its productivity and expanding the number of life-changing treatments offered to patients. Thanks to these efforts, Teva now ranks among the top seven out of 30 companies with the largest increase in productivity. In 2014, the company also ranked second in a reputation study of neurological patient groups worldwide — the first time Teva was included on The Corporate Reputation of Pharma list.

Teva is also unique in that it is the only fully integrated R&D organization in the world encompassing a generic and a specialty portfolio. “I am committed to capturing these synergies to create novel solutions that address unmet patient needs,” Dr. Hayden says.

He inspires his team at Teva by helping them to understand that failure is intrinsic to the work they do; it’s important to learn from these failures.

“The challenge is not avoiding failure, but picking ourselves up and having the confidence to keep moving forward,” he says.

Dr. Hayden is also committed to fostering the next generation of industrial and academic researchers to continue to perform the legacy of improving care for currently incurable diseases globally. As a professor, he has trained more than 100 researchers from 30 countries, and he continues to mentor scientists in South Africa, Canada, and Singapore.

“My goal is to help them grow and stay optimistic in the face of seemingly insurmountable challenges,” he says. “Together, they have the ability to make the impossible possible.”

Outside of Teva, Dr. Hayden leads an international effort to benefit people impacted by HIV/AIDS in the township of Masiphumelele, outside Cape Town. In collaboration with colleagues around the world, he spearheaded and built a youth recreation center there, which provides confidential support and health-education for at-risk children and youth.

Michael R. Hayden, Ph.D.

TITLE: President of Global R&D and Chief Scientific Officer

COMPANY: Teva Pharmaceutical Industries Ltd.

EDUCATION: FRCP Internal Medicine, University of British Columbia; American Board Medical Genetics, Harvard Medical School; American Board Internal Medicine, Harvard Medical School; DCH Diploma in Child Health, University of Cape Town; Ph.D. Genetics, University of Cape Town; M.B., Ch.B., Medicine, University of Cape Town

FAMILY: Married; four children

HOBBIES: Avid art and book collector, hiking

BUCKET LIST: Dance at his children's weddings

AWARDS/HONORS: Honorary Doctor of Science, University of Gottingen, 2014; Luminary Award, Personalized Medicine World Conference, 2014; The Diamond Jubilee Medal, on behalf of HRH Queen Elizabeth II, 2012; Aubrey J. Tingle Prize, Michael Smith Foundation for Health Research, 2011; Killam Prize, Canada Council of the Arts, 2011; Canada Gairdner Wightman, Gairdner Foundation, 2011; Order of Canada, 2010; Canada’s Health Researcher of the Year, CIHR Michael Smith Prize in Health Research, 2008; Prix Galien, Research Category, 2007; Distinguished Scientist Award, Canadian Society of Clinical Investigation, 1998

ASSOCIATIONS: Society for Neuroscience; American Society of Clinical Investigation; American Society of Gene Therapy; Royal College of Physicians and Surgeons of Canada; American Federation for Clinical Research; American Association for Advancement of Science; American Society of Human Genetics
A Global Perspective

Where they were born?
The PharmaVOICE 100 may come from all over, but what they have in common is a sincere desire to improve the lives of patients everywhere.

Max Kanevsky and Dr. Boris Kushkuley were born in the same small country — Moldova. Dr. Dominic Behan, Ric Cavieres, Patrick Hughes, Dr. Stella Blackburn, Rachael Wylillie, Mike Rea, Mark Timney, Dr. Glynn Wilson, and Chris Perkin have their roots in the 243,610 square kilometers that make up the United Kingdom. Philadelphians — Rob Cosinuke, Dr. Bruce Feinberg, Dr. Lisa Jenkins, Andy Pyfer, and Sandra Lottes — share a dedication to putting patients first.