

# PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

# 100

of the Most  
Inspiring People



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THE FORUM FOR THE INDUSTRY EXECUTIVE

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## Letters

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## The PharmaVOICE 100: 2009

PharmaVOICE is honored to bring you its fifth annual special issue celebrating 100 of the most inspiring individuals in the life-sciences industry. This issue, which is called the feel-good issue of the year, is packed with in-depth profiles showcasing the industry's best and brightest. And who couldn't use a little good news right about now?

This issue celebrates the men and women of the industry who are providing much-needed inspiration and valuable motivation. Despite tough economic times, changing market landscapes, and volatile business conditions these industry leaders are setting a gold standard for corporate leadership, cutting-edge research and development, forward-thinking technology solutions, out-of-the-box creative executions and marketing strategies, exemplary career development training processes, and skillful alliance management.

We want to thank all of our readers who took time out of their busy schedules to nominate those who have made, and continue to make, a difference in their careers for this year's PharmaVOICE 100. The quality and number of nominations received this year confirms what many of us have known for some time: this industry is driven by people of vision, who have passion, and who are tireless in their pursuit of better business, science, and processes to improve healthcare and patients' lives.

Each year the selection process becomes more difficult. With thousands of nominations to consider, our editorial team relies on not only the quantity but the quality of the submissions themselves, which provide the personal stories and accounts of what makes these individuals special. We also take into account an individual's extracurricular activities, such as community service, involvement with industry-related organizations and associations, and philanthropic activities.

Each year we strive to give you more personal insights into the PharmaVOICE 100. As such, this year we asked our industry leaders to answer a comprehensive survey; the answers shed light on career highlights, career challenges, watershed industry moments, professional and personal mentors, etc.

On the lighter side, we also asked our honorees questions that reveal what makes them uniquely them: what other profession would they like to attempt, their dream job so to speak; what is the most unusual place they have ever visited; a little-known fact about them; the funniest thing that ever happened to them in their career; and if they had the gift of invisibility, where would they go.

These and other personal insights provided our team with a wealth of information on which to base this year's profiles. Expanded profiles necessitated more space, so to accommodate these personality rich portraits, there is exclusive bonus text found only in our online edition, which can be accessed via [www.pharmavoice.com](http://www.pharmavoice.com). We also have compiled a reading list that contains the books, fiction and nonfiction, from our thought leaders.

To make the print and online issue easier to navigate, we have divided the honorees into categories that we think best capture their expertise. Please note, however, that many of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, brand champions, change agents, researchers and scientists, patient advocates, technologists, mentors, and alliance builders.

I hope you enjoy getting to know this distinguished group as much as we did. I want to thank our 100 for making this issue possible. We can't wait to see who makes next year's list. Submit your nominations for 2010 now!

# The PharmaVOICE 100



## TRUE INNOVATION

shortest distance between you and your physicians.”

Already he is transforming the delivery of educational information and services to providers through new digital communications technology. This allows physicians and life-sciences companies to better connect, resulting in improved healthcare and patient outcomes.

Taking Physicians Interactive to the next level has been an exciting opportunity for Mr. Tramuto, one that requires many of the skills he has accumulated over the course of his professional and personal life, as well as some new skills that he is learning.

The Internet/digital movement has been a defining one for the industry, Mr. Tramuto believes, saying it has forced companies to view physicians as consumers and not simply as scientists. As information continues to be readily available at a speed far greater than once imagined, the industry will need to respond in a way that meets physicians where they want to be.

Always positive, gracious, generous, and kind, Mr. Tramuto motivates his employees and friends with his life stories and through his humor and metaphors.

Helping others achieve their potential is the greatest accomplishment for Mr. Tramuto. Over the years he has watched many of the people who once reported to him in one capacity or another assume key leadership positions. He says no single accomplishment can ever replace the satisfaction that one receives from mentoring and developing solid talent.

On a personal level, Mr. Tramuto has overcome a severe hearing loss at an early age and rather than shrink from communication, he has excelled at it. He says from the time he lost his hearing at the age of 9, enduring more than nine years of multiple surgeries, he was determined to never give up. As a result of his limited hearing capacity, he developed a severe speech impediment that made adolescent life very difficult. But he realized very early that in order to succeed, he needed to maintain his optimism and enthusiasm, which helped him to overcome his handicap and create a level of discipline. Ultimately, these experiences have made him determined and passionate in everything that he does.

Hugely committed to education, he has found many ways to give back to his community. He established The Donato J. Tramuto Foundation to help disadvantaged young people realize their full potential and lead more fulfilled lives.

In addition, he is a state official, having been elected to the Ogunquit Board of Selectmen in Ogunquit, Maine, in 2006. One year later, he was elected chairman of the board and, in that capacity, he actively represents the town to the governor on issues related to education and health.

And he serves on the Duke University Fuqua Health Care Advisory Board, as well as on the Regis College Board of Trustees, helping to bring a fresh and incisive perspective that often frees a group to take needed action.

Mr. Tramuto was also a PharmaVOICE honoree in 2005. ♦



To access a FREE Podcast featuring Donato Tramuto from Physicians Interactive, go to [pharmavoices.com/podcasts](http://pharmavoices.com/podcasts).

**Determined** • Passionate

**NAME:** Donato J. Tramuto

**CURRENT POSITION:** Vice Chairman and CEO, Physicians Interactive Holdings Inc.

**EDUCATION:** B.A., Philosophy, Wadhams Hall Seminary College

**DATE AND PLACE OF BIRTH:** July 1956, Dunkirk, N.Y.

**FIRST INDUSTRY RELATED JOB:** Marion Laboratories

**DREAM JOB:** Comedian

**PROFESSIONAL MENTORS:** Dr. Mary Jane England, Regis College; Jeannine Rivet, United Health Group

**CONNECTED VIA:** Facebook

**WORDS TO LIVE BY:** Never deviate from your principles and always follow your instincts

Donato Tramuto, CEO and Vice Chairman of Physicians Interactive, can analyze rapidly developing changes in healthcare and provide new insights into the way forward.

**DID YOU KNOW?**

Donato Tramuto, an elected official in the state of Maine, made history by winning his 2006 election on a write in campaign (he was recently re-elected to a second term).

**PATIENT SAFETY AND CARE HAVE BEEN THE PRIMARY MOTIVATION FOR DONATO TRAMUTO THROUGHOUT HIS CAREER.**

His innovative work in patient and physician education as well as in the novel use of pharmaceutical data to provide unique insights are the hallmarks of his career. From his days of implementing disease management and drug development programs to his current role as CEO and vice chairman of Physicians Interactive in building a relationship of trust between pharma and physicians, Mr. Tramuto has worked tirelessly on behalf of those he represents.

His many achievements are leading the way for disease management in HIV/AIDs, drug development services and analytics, and safety signal detection programs.

He has more than 30 years of experience in many components of healthcare, which give him a broad scope and understanding for developing affordable, accessible, and quality solutions for the complex issues and problems within the health system.

An idea machine, Mr. Tramuto is forever coming up with new approaches to solve large-scale problems in the industry.

A trusted and respected thought leader within the pharmaceutical industry, Mr. Tramuto can be relied upon to provide support on both the product and service segments of the business. He couples extensive industry knowledge with a highly consultative approach to deliver new and unique solutions to his pharmaceutical customers worldwide.

He led the recent purchase of Physicians Interactive from its former parent company and came up with the company's new tagline: "The

DONATO TRAMUTO

**MORE** DONATO TRAMUTO AN INDUSTRY HERO

**DONATO TRAMUTO IS CEO AND VICE CHAIRMAN OF PHYSICIANS INTERACTIVE. IN HIS ROLE, HE IS COUPLING HIS EXTENSIVE INDUSTRY KNOWLEDGE WITH A HIGHLY CONSULTATIVE APPROACH TO**

**DELIVER NEW AND UNIQUE SOLUTIONS TO HIS PHARMACEUTICAL CUSTOMERS WORLDWIDE.**

A trusted and respected thought leader within the pharmaceutical industry, Mr. Tramuto can be relied upon to provide support on both the product and service segments of the business.

Before joining PI in November 2006, Mr. Tramuto served as CEO of i3, a global pharmaceutical services company that is part of Ingenix, a UnitedHealth Group company. In this capacity, Mr. Tramuto oversaw the clinical research, pharmaceutical data, analytics, outcomes, EPI/safety, health education, and strategic consulting business units.

While at i3, he spearheaded the introduction of the i3 Drug Aperio product, which offers a safety signal detection program for pharmaceutical drugs.

Before joining i3, Mr. Tramuto was one of the founders of Protocare Inc., a provider of drug development services. He served as CEO and president of the Protocare sciences division and as corporate officer of from 1998 to 2003.

Before that, Mr. Tramuto was corporate VP

of marketing/healthcare at Caremark, where he helped create the company's first disease management program for HIV/AIDS.

Hugely committed to education, he has found many ways to give back to his community, including establishing The Donato J. Tramuto Foundation. The Foundation helps young people in developing countries learn English preparing them for career opportunities, as well as granting each year two four-year college scholarships to students in the United States. One of the recipients of a Foundation award is now a sales representative with a top-tier pharmaceutical company, who credits his success to the help he received and the guidance Mr. Tramuto offered him along his college path.

Mr. Tramuto has also made healthcare a priority for the Foundation by supporting a number of health-related projects and initiatives at orphanages and HIV clinics, as well as through projects led by other organizations.

The Foundation, [djtfoundation.com](http://djtfoundation.com), was founded in the fall of 2001 following the tragic events of 9/11.

At that time, Mr. Tramuto was commuting between California and Maine each week and he was scheduled to be on United Flight 175 along with his two friends and their 3-year-old son, who were in Maine visiting him. On Monday, Sept. 10, he woke up with a toothache and arranged for an afternoon dental appointment in Boston — a decision that left him on a flight to California on Monday evening instead of September 11th. Unfortunately, his friends boarded Flight 175 and lost their lives on that fateful Tuesday morning.

Touched by the loss of his friends, Mr. Tra-

**GETTING PERSONAL WITH DONATO TRAMUTO**

**HOBBIES:** Exploring Italy, antique cars, exploring good restaurants, spending as much time as possible with his golden retriever

**GIVING BACK:** The Donato J. Tramuto Foundation

**BUCKET LIST:** Travel to the Middle East; return to Italy

**INSPIRATION:** Individuals who have overcome a challenge

**TOP IPOD DOWNLOADS:** Dou

**MOST UNUSUAL PLACE VISITED:** India

**LIFE LESSONS:** Everything in moderation, including moderation

**A LITTLE-KNOWN FACT:** He is an elected official in Maine

muto established the Foundation as a means to provide opportunities and assistance to young individuals with special challenges. For him it was a way to both honor her friends and to help others achieve their goals and dreams.

Since its inception, the Foundation has assisted many different organizations both nationally and internationally. Some examples of the Foundation's philanthropic reach are: 25 students have attended or are currently in college under the Donato J. Tramuto Foundation Scholarship; the Foundation has educated an entire village in Cambodia on the English language; it has helped families effected by Hurricane Katrina; it has provided grants to numerous AIDS organizations, advancing their vision to provide social assistance to those living with HIV/AIDS; it has provided hearing devices to centers involved in performing arts; and the board of directors of the Foundation has been uniquely involved in offering mentoring services to the scholarship recipients. ♦

**WHO'S ON THE LIST — 2009****The Commanders & Chiefs**

Ahsan Awan  
Ross Bjella  
Laurie Cooke, R.Ph. 🌐  
John Farinacci  
Tuan Ha-Ngoc  
Fred Hassan  
Thomas Hughes, Ph.D.  
Greg Johnson  
Rick Keefer  
Kyle Kennedy  
William Maichle  
John Maraganore, Ph.D.  
Francois Nader, M.D.  
Nader Naeymi-Rad  
Angus Russell  
Laurent Schockmel, DVM  
Jeffrey Stein, Ph.D.  
Engelbert Tjeenk Willink, M.D.  
Donato Tramuto 🌐  
Daniel Vasella, M.D.  
Andrew Witty

**The Entrepreneurs**

Michael Beckloff  
Gary Beer  
Joan Bradley, Pharm.D.  
Faruk Capan  
Jaswinder Chadha 🌐  
Ron Cohen, M.D.  
Jay Deakins  
Denise DeMan-Williams  
Elizabeth Izard Apelles  
Julie Kampf  
Jeffrey Kingsley, D.O.  
James Knipper  
Ted Lawrence  
Ellen Morgan  
Robert Norris  
Georgette Pascale  
Stuart Peltz, Ph.D.  
Kenneth Phelps  
Christine Pierre  
Ahnal Purohit, Ph.D.  
Don Schenker  
Christopher Schroeder  
Lecia Shaffer  
Robert Stern  
Alan Topin

**The Brand Champions**

Charlotte Berlin  
Judy Capano  
Candice Fliedner  
George Glatcz  
Marcia Goddard  
John Kaiser  
Kimberly Levy  
Barry Schmader

**The Brand Champions (continued)**

Mark Stinson  
Brendan Ward

**The Change Agents**

Colleen Adams  
Vaughn Anthony  
Jeffrey Berkowitz  
Debbie Botwick  
Olivier Chateau  
Nancy Corkum  
Michelle Dipp, M.D., Ph.D.  
Mary Hensley Evans  
Frederick Foard  
Fabio Gratton  
Thomas Gunning  
Joseph Martinez  
Michael McLaughlin, M.D.  
Donna Ramer  
Brent Saunders  
Lori Shields  
Andy Smith  
Karla Stricker Anderson  
Shaun Urban

**The Researchers & Scientists**

Lee Babiss, Ph.D.  
Larry Blankstein, Ph.D.  
Mark Corrigan, M.D.  
Geoffrey Francis  
Steven Gilman, Ph.D.  
Jack McKenzie, Ph.D.  
Peter Smith, Ph.D.

**The Patient Advocates**

Peg Connelly  
Paula Garrett  
Kathy Giusti  
Lyndi Hirsch  
Emma Sergeant  
Stanley Wulf, M.D.

**The Technologists**

Lucy Deus  
David Pasta  
Joe Tetzlaff

**The Mentors**

Glen Drummond  
Peter Marchesini  
Dan Schneider  
Larry Wright, Ph.D.

**The Alliance Builders**

Susan Dorfman  
Karen Hanson, Ph.D.  
Dominic Marasco  
Bill Meisle  
Hussain Mooraj



**Ahsan Awan**  
Global CINRG



**Laurie Cooke, R.Ph.**  
Healthcare  
Businesswomen's  
Association



**Kyle Kennedy**  
The Medical Affairs  
Company



**Donato Tramuto**  
Physicians Interactive



**Faruk Capan**  
Intouch Solutions Inc.



**Robert Norris**  
Complete Healthcare  
Communications



**Alan Topin**  
Topin & Associates



**Brendan Ward**  
Regan Campbell Ward •  
McCann



**George Glatcz**  
Vox Medica



**Nancy Corkum**  
Johnson & Johnson



**Andy Smith**  
Pallio