

healthywomen

*5th Annual*  
HealthyWomen Event

Celebrating Women's Health,  
Research and Innovation

**Thursday, March 3, 2022**  
5:00 - 8:00 p.m.

**The Dupont Circle Hotel**  
Washington, D.C.

# healthywomen

HealthyWomen is the nation's leading independent, nonprofit health information source for women. Our mission is to educate women to make informed health choices. For more than 30+ years, millions of women have turned to HealthyWomen for answers to their most personal healthcare questions. HealthyWomen provides objective, inclusive and comprehensive evidence-based health information.

Nothing is more important to our health than access to competent and affordable care and the safety of our medicines and healthcare delivery practices. HealthyWomen works to educate women about health policy issues in these and other areas. We recognize the importance of clinical trials to improving women's health and support research, particularly when it comes to sex differences and health conditions unique to women. HealthyWomen advocates on behalf of women to ensure that women's health is a primary focus of policymakers and advocacy groups. Our investment in developing content featuring science-based information and our effort to incorporate perspectives reflected by advances in research and technology will further our mission to provide women with relevant and accurate health resources.

# 5th Annual HealthyWomen Event

An evening hosted by  
**Barbara Harrison**  
Emmy award-winning journalist



## EVENT AGENDA

5:00 p.m. - 6:00 p.m.	Cocktail Reception
6:00 p.m. - 7:00 p.m.	Awards and Program
7:00 p.m. - 8:00 p.m.	Networking and Reception

## WELCOME AND OPENING REMARKS | 6:00 p.m.

### Celebrating Women's Health, Research and Innovation



**Beth Battaglini, RN-C**  
*Chief Executive Officer*  
*HealthyWomen*



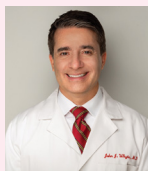
**Christine Verini, RPh**  
*Chief Operating Officer*  
*CancerCare*  
*HealthyWomen Board of Directors*

# Awards & Recognition

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## BREAKTHROUGH AWARD

Being recognized for collaboration, innovation and achievement in response to Covid-19



**Presented by:**

**John Whyte, M.D., MPH**  
*Chief Medical Officer*  
*WebMD*

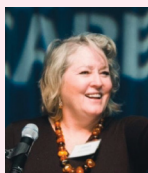


**Accepting the Breakthrough Award on behalf of PhRMA:**

**Stephen J. Ubl**  
*President and Chief Executive Officer*  
*Pharmaceutical Research and Manufacturers of America*

## PINNACLE AWARD

Being honored for a Career of Outstanding Accomplishments in Advocacy and Alliance



**Pinnacle Award Recipient:**

**Janet McUlsky**

**Presented by:**



**Beth Battaglini, RN-C**  
*Chief Executive Officer*  
*HealthyWomen*



**Phyllis E. Greenberger, MSW**  
*Senior Vice President of Science*  
*and Health Policy*  
*HealthyWomen*

# Program

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## Addressing the Importance of Women's Health and Advancements in Research and Innovation



**Congresswoman Rosa DeLauro**  
*United States Representative*



**Natalie Buford-Young**  
*Chief Executive Officer*  
*Springboard Enterprises*



**Valerie Palmieri**  
*Executive Chair of the Board*  
*Aspira Women's Health*



**Catherine Liao**  
*Co-Founder and Chief Executive Officer*  
*Blumio*

## Highlighting Women in STEM and Groundbreaking Research

# L'ORÉAL

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**Closing Remarks | 7:00 p.m.**

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**Networking & Reception | 7:00 p.m. - 8:00 p.m.**

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## A Bit More About Our Esteemed Speakers and Award Recipients



Barbara Harrison is an award-winning journalist with more than three decades of writing, producing, reporting and anchoring experience at major television stations in New York, San Francisco, Dallas and Washington, D.C.

Among her many awards, Barbara was honored for Outstanding Achievement by the New York Film Festival for a report from the oil fields of Kuwait after the first Gulf War. She has garnered Emmy after Emmy — 19 in all — for programs she created as televised specials. Among the memorable is Living Legends, featuring interviews with Black history-makers including Aretha Franklin, Hank Aaron, Jessye Norman and Bobby Mitchell.

Barbara Harrison's most enduring legacy is a program she created to help children in foster care. Wednesday's Child is credited with finding permanent homes for hundreds of children in the Washington area and has been the model for similar programs in major cities across the nation.



Beth Battaglini is the president and chief executive officer of HealthyWomen. Beth brings a unique combination of sharp business expertise and women's health insight to her leadership of the organization. She has worked in the healthcare industry for more than 25 years, helping to define and drive public education programs on a broad range of women's health issues.

Beth launched and has expanded the HealthyWomen brand. As a result of her leadership, HealthyWomen was recognized as one of the top 100 women's health websites by Oprah magazine and by Forbes, for three consecutive years. HealthyWomen now connects to millions of women across the country through its wide program distribution and innovative use of technology.

She is also a practicing nurse in maternal child health at Riverview Medical Center-Hackensack Meridian Health in Red Bank, NJ.

**Science is resilient.  
It can overcome diseases,  
create cures, and, yes,  
even beat pandemics.  
It has the methodology  
and the rigor  
to withstand even  
the most arduous scrutiny.  
It keeps asking questions and,  
until there's a breakthrough,  
it isn't done.  
That's why, when the world  
needs answers, we turn to science.  
Because in the end,  
**SCIENCE WILL WIN™****



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Christine Verini, RPh, currently serves as chair of HealthyWomen's board of directors and chief operating officer of CancerCare, a 75-year-old nonprofit focused on providing free support to people facing the emotional, practical and financial challenges of cancer. She oversees daily operations and provides leadership to functional areas, including social services, human resources, finance, business development, information technology, facilities, financial assistance, education and communications.



Dr. John Whyte is the chief medical officer of WebMD. As a physician and corporate executive, he engages in a unique combination of government and private sector work that provides him with an exceptional perspective on wellness, clinical trials, information technology, innovation and healthcare services.



Stephen J. Ubl is the president and chief executive officer of PhRMA, which represents America's leading biopharmaceutical research companies. The biopharmaceutical sector directly employs more than 854,000 Americans and invests more than \$70 billion in research and development every year — more than any other industry in America.





Phyllis E. Greenberger is senior vice president of science & health policy for HealthyWomen. Previously, Phyllis was the president and CEO of the Society for Women's Health Research (SWHR), a national nonprofit organization widely recognized as the thought leader in women's health research, for 26 years.

SWHR's mission is to improve the health of all women through advocacy, education and research. In 2016, Phyllis was awarded the Trailblazer Award by the U.S. Department of Health and Human Services Office of Women's Health in recognition of her work.



Janet McUlsky is a nationally recognized expert and innovator in the field of stakeholder alliance development and programming. Her background encompasses work on Capitol Hill, campaign and issues management, strategic communications, and long-term experience working side by side with healthcare and patient advocates across the United States.



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Rosa DeLauro is the congresswoman from Connecticut's Third Congressional District, which stretches from the Long Island Sound and New Haven, to the Naugatuck Valley and Waterbury. Rosa serves as the chair of the House Appropriations Committee and sits on the Democratic Steering and Policy Committee. She is also the chair of the Labor, Health and Human Services, and Education

Appropriations Subcommittee, where she oversees our nation's investments in education, health and employment. At the core of Rosa's work is her fight for America's working families.



Natalie Buford-Young joined Springboard Enterprises as CEO in Jan 2021 and leads Springboard's mission to accelerate the growth of entrepreneurial companies led by women through access to essential resources and a global community of experts. An accomplished and innovative corporate executive, entrepreneur and community builder, Buford-Young came from Deloitte,

where she served as managing director of Market Development for Deloitte's venture capital, private equity and emerging private company practices.

An active leader in the entrepreneur community, Natalie served as executive director for Deloitte's Tech-Venture Center, which provides programs and networking opportunities for entrepreneurs and investors. Additionally, she has been active in the entrepreneur and investor communities through her involvement with the Mid-Atlantic Venture Association, Deloitte Technology Fast 500, the Florida Venture Forum, National Venture Capital Association (NVCA) and Council for Entrepreneurial Development (CED).



Valerie Palmieri was appointed the executive chair of the board for Aspira Women's Health in February 2022. Prior to that, she was appointed president and chief executive officer in January 2015 after joining Aspira Women's Health as chief operating officer in October 2014.

During her eight years as CEO, she has taken Aspira Women's Health to a new level with her passion and commitment to establishing a premier women's health company.



Catherine Liao is co-founder and chief executive officer of Blumio and showcase L'Oreal USA. Ms. Liao focuses her time and energy on running a medical device startup. As a co-founder of Blumio, she is developing an innovative sensor that can open a new window into the understanding of cardiovascular health.

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Viatis is a unique healthcare company, empowering people worldwide to live healthier at every stage of life by expanding their access to a broad range of trusted, quality medications regardless of geography or circumstance.

Viatis proudly supports HealthyWomen at the 5th Annual HealthyWomen Event.

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# HealthyWomen Today

HealthyWomen is a respected and sought-after nonprofit organization with a core mission to educate, inform and inspire women to make smart health choices for themselves. For more than 30 years, HealthyWomen has been the leader in developing actionable and accessible health and wellness content for millions of women.

## HealthyWomen ...

### **Keeps women's health part of the national dialogue by:**

- Raising awareness for women and decision-makers about the impact health policy has on women and their families
- Educating women about the importance of participating in clinical research trials

### **Connects with women through creative programming as:**

- The leading source of evidence-based health content on health topics, conditions and lifestyle issues for women ages 35 to 64
- An award-winning media platform that attracts 1 million unique monthly visitors
- An inclusive, highly engaged, proactive community where women have a voice through surveys, blogs and social media
- A health information source for more than 43,000 consumers who subscribe to HealthyWomen's e-newsletters

### **Works collaboratively to help more women achieve healthier lives by:**

- Creating partnerships and alliances to highlight women's health needs and identifying actionable solutions and programming goals
- Engaging a strong national partner network of advocacy groups and consumer and professional organizations through which to disseminate health information
- Exploring emerging women's health issues with national thought leaders, supporters, and allies
- Encouraging dialogue between women and their healthcare providers
- Optimizing social media platforms to highlight women's health issues
- Conducting research that garners unique insight from consumers and healthcare professionals



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The Science of Sure

**Hologic congratulates  
HealthyWomen for its enduring  
commitment to women.**

Thanks to HealthyWomen,  
millions of women today are  
health-aware and empowered.

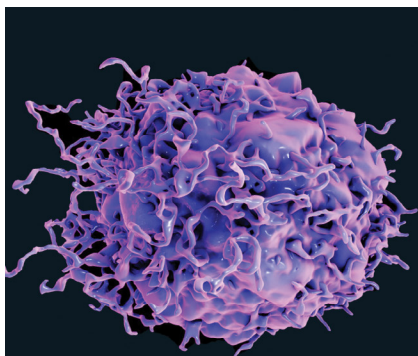
**Attention  
women's  
health  
researchers**

**EMD  
SERONO**

Have you researched  
issues facing women's  
health and wellbeing so  
women can join, rise, and  
thrive in their communities  
and live better lives?

**APPLY NOW:**  
[apec.org/healthywomen](http://apec.org/healthywomen)

**Healthy women,  
Healthy economies**  
**APEC Research Prize**



As biopharmaceutical researchers  
keep searching for breakthrough cures  
they don't have to look far for inspiration.

**PhRMA**

[www.PhrMA.org/BetterWay](http://www.PhrMA.org/BetterWay)

# Awards & Recognition

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*Thank you*  
**healthywomen**  
**Engage. Educate. Empower.**  
[healthywomen.org](https://healthywomen.org)

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