

## KATIE MIHELICH HONORED AS INDUSTRY “RISING STAR” BY HEALTHCARE BUSINESSWOMEN’S ASSOCIATION

**May 5, 2007** – Katie Mihelich, Account Director, Siren Interactive was honored as an industry Rising Star by the Healthcare Businesswomen’s Association, at its 2007 *Woman of the Year* award luncheon, Thursday, May 3, at the New York City Hilton.

HBA Rising Stars are professionals in various sectors of the healthcare industry, including pharmaceutical, biotechnology, advertising, public relations, medical education and market research, among other fields, and represent various career stages and disciplines. Only HBA Corporate Partners are invited, each year, to nominate a Rising Star. The nomination demonstrates recognition by their company and their colleagues of the outstanding performance, commitment to excellence, and the energy and enthusiasm that the Rising Star approaches their activities on a daily basis and contributes to their companies’ success. They are inspiring leaders who are role models to others and are recognized for their vision, dedication, and action.

Katie has been with Siren Interactive since 2000. She combines her experience in website development with an expertise in web marketing and communications. She has been helping our healthcare clients enhance their online presence by creating award-winning eMarketing tools (websites, eNewsletters, CD-ROMs, etc) that strategically meet both the needs of the audience as well as the client’s business needs. Katie directs account strategy for several brands and business units. She also serves as quality lead for the project managers. Katie holds a Master’s degree in Integrated Marketing Communication and a Bachelor’s degree in Public Relations and Marketing from Drake University. Wendy White, President of Siren Interactive praised Katie by saying, “Katie demonstrates unparalleled leadership and focus in delivering the highest quality results possible for our clients.”

Also honored at the luncheon were the HBA’s *Woman of the Year*, Meryl Zausner, Vice President and CFO, Novartis Oncology and the HBA’s Honorable Mentor, Lonnel Coats, President and Chief Operating Officer, Eisai Inc. In addition, this year’s Star Volunteer award went to Shellie Caplan, Founder & President, Caplan Associates Executive Search.

**The Healthcare Businesswomen’s Association (HBA)** is a global not-for profit organization dedicated to furthering the advancement of women in healthcare worldwide. HBA is the premier catalyst for the professional development and leadership of women in healthcare worldwide. Headquartered in New Jersey with global chapters and affiliates, the HBA is in its 30<sup>th</sup> year of providing educational opportunities to develop cutting-edge industry knowledge and leadership skills; recognizing outstanding women in the industry; creating opportunities for networking; creating greater visibility for individuals and fostering mentoring relationships; and serving as a conduit for research on career advancement and employment issues. HBA has more than 3,500 individual members and 100 Corporate Partners and it is widely recognized as the catalyst for the professional development and leadership of women in healthcare worldwide. For further information on HBA or to read more about all the honorees, please go to [www.hbanet.org](http://www.hbanet.org) and click on *Woman of the Year*.