



## **Daria Blackwell Bestowed STAR Award at HBA Woman of the Year**

### **Summary**

Daria Blackwell of Knowledge Clinic, Kilmeena, Westport was bestowed the Healthcare Businesswomen's Association (HBA) STAR Award at the Annual HBA Woman of the Year event in New York City. HBA President, Deborah Coogan Seltzer, noted that "STAR stands for Strategic Transformation Achievement Recognition as the contributions have strategically transformed the HBA and this award recognizes this achievement."

### **For immediate Release**

Westport, County Mayo, Ireland, 12 May 2011 – Daria Blackwell of Knowledge Clinic was bestowed the Healthcare Businesswomen's Association STAR Award at the Annual HBA Woman of the Year event in New York City. HBA President, Deborah Coogan Seltzer, noted that "STAR stands for Strategic Transformation Achievement Recognition as the contributions have strategically transformed the HBA and this award recognizes this achievement."

The sold-out event was held at the NYC Hilton Hotel with approximately 2500 pharmaceutical, biotechnology, medical device and related healthcare executives in attendance. HBA is a global organization representing more than 6200 individual members, hundreds of corporate partners, and more than 15 chapters across the United States and Europe.

"I am grateful to be honored by my peers for my contributions to this great organization," said Daria. "I am so proud to be a member of the HBA... and so humbled to be recognized in the presence of so many deserving, high achieving women."

Each year, the HBA honors a star volunteer leader who stands apart as a truly exemplary role model for others, and who has demonstrated a long-term commitment to furthering the HBA's goals. Daria Blackwell is a highly-regarded expert in strategic marketing to healthcare professionals and patients. Her wide range of specialties include marketing to women and women physicians, and marketing with cultural competence. She was president at Dugan/Farley Communications, Bozell Global Healthcare and Knowledge Clinic Inc, and was managing partner of Sudler & Hennessey Inc. Daria's career path includes positions at Roche Laboratories. She most recently took a sabbatical voyage with her husband Alex in which they sailed across the Atlantic three times in three years aboard their 57-foot ketch, *Aleria*.

Daria Blackwell is co-founder of Knowledge Clinic with husband Alex Blackwell. Knowledge Clinic is a start-up venture in County Mayo, Ireland, dedicated to providing high quality marketing and e-learning in specialty areas, including continuing medical education for patients diagnosed with chronic disease.



Daria's longstanding volunteer commitment to the HBA has amazing depth and breadth. She has served on both the board of directors and the advisory board. As HBA president in 2004, she led the reorganization of the HBA into an umbrella non-profit corporation with nine chapters and affiliates in the US. She expanded the HBA into Europe in 2006. Daria served as past-president of HBA Europe in 2008, co-chair of the ACE Award Committee in 2007-2008, and mentor to HBA's Mid-Atlantic and Europe Chapters, as well as member of the editorial board of the *HBAAdvantage* magazine.

In addressing the audience, Daria said "I learned more about leadership in the HBA than in my entire career. From a regional... to a national... to a global force, together we bridge the continents and mobilize thousands of women, clearing the way for each one to achieve her very best. That's the power of volunteering."

Daria called on the members to join her in celebrating the European Commission's Year of the Volunteer by stepping up to leadership roles in their own organizations. She said, "Take calculated risks. Reach for what you want and lead your own life well. If it's there, take advantage. If it's not there, build it. If you are in a dark corner, remember that opportunity lurks there. Grasp it, things often change for the better. Although you may not understand its relevance in the moment, you **will** benefit from a seemingly irrelevant experience when the time comes. Volunteering is an amazingly easy way to uncover these opportunities."

Professionals involved with or working in the healthcare industry interested in more information about the Healthcare Business Women's Association, may visit [www.HBAnet.org](http://www.HBAnet.org). For more information on Knowledge Clinic or to contact Daria Blackwell about speaking engagements or becoming involved in e-learning, visit [www.KnowledgeClinic.com](http://www.KnowledgeClinic.com).

### **Boilerplate Statement**

The Healthcare Businesswomen's Association is the premier catalyst for the leadership development of women in healthcare worldwide. HBA success is fuelled by the collective and individual commitment of its volunteers. Ongoing support from corporate partners and individual members enables the HBA to provide an ever-expanding variety of programs and opportunities. ([HBAnet.org](http://HBAnet.org))

Knowledge Clinic has two goals based on current e-learning technologies: To disseminate knowledge in such subjects as marketing, communications, advertising as well as cultural competence to targeted, geographically spread out individuals in discrete web seminars otherwise known as webinars. To improve patient's health outcomes (in chronic disease) by informing them about how to participate in their own health management and rewarding them for doing so consistently over time. ([knowledgeclinic.com](http://knowledgeclinic.com))

### **Contact Information**

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