

# Guest Speakers Shine

HBAC's April and May meetings featured dynamic speakers giving cutting-edge information on women's health and the pharmaceutical industry in Canada.

Dr. Marie-José Cucuzza, general practitioner in family medicine, brought us a fresh perspective on the challenges women face in the battle to stay healthy. She even provided some tips for continued good health and well-being.

Dr. Cucuzza revealed some surprising statistics, including the fact that life expectancy for women is now 81 years; this marks a decrease in mortality of 29% in the past 50 years.

She also noted that although most people perceive breast cancer to be the leading cause of mortality in women, in reality, heart disease is the primary cause of death and lung cancer kills more women than breast cancer. She informed us that cardiovascular disease is associated with multiple risk factors and, although some risk factors are relat-

ed to heredity, lifestyle changes can go a long way in promoting long-term good health.

Mr. Ian Therriault, Senior Vice-President of IMS Health, discussed the effect of Canada's economy on the pharmaceutical industry. Mr. Therriault explained that the pharmaceutical industry's strong growth has continued in the last year, with 2003 showing an all time high in total health expenditure. In the U.S., health care comprises 15% of the GDP and, in Canada, it comprises 10%, with Canada spending more than many countries, including the U.K.

The pharmaceutical industry is the eighth largest market in the world. There are approximately 9,000 pharmaceutical representatives in Canada, and about 90,000 in the U.S. In Canada, growth is expected to continue, and prices are expected to creep up, with a growing trend towards evidence-based medicine. The outlook to 2008 continues to be strong. **CPM**

## Mark your calendars...

### Upcoming meetings:

December 2, 2004    February 3, 2005    April 7, 2005  
 May 26, 2005        August 16, 2005—  
*Golf Tournament*

For more information, please contact Valerie Stocek via e-mail at [vstocek@vl.videotron.ca](mailto:vstocek@vl.videotron.ca).



(Left to right): Ian Therriault, Valerie Stocek, and Nives Listes.



(Left to right): Johanne Miller, Maureen McCarthy, Gillian Panini, and Christiane Jacques.

## We're easy to reach!

### Our Executive Members:

- |  |                |
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| Lea Capuano<br><i>(CryoCath)</i>                     | (514) 694-2380 |
| Lynda Goldman<br><i>(Helix Publishing)</i>           | (514) 336-4339 |
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