

# Harris KAPLAN

## UNCOMMON INNOVATOR

**S**uccess is measured by a person's ability to take advice without feeling threatened or stupid. That's the great advice Harris Kaplan has taken to heart, helping him to succeed in business time and again.

Mr. Kaplan has always taken seemingly insurmountable challenges in stride, while making an indelible mark on the people around him and the industry he serves.

Mr. Kaplan is an innovator who uses an uncommon, yet very effective approach to uncover meaningful issues impacting brand growth that exist below the surface, helping to guide strategic decisions with senior marketing leaders.

While the advice Mr. Kaplan and his team offer may not always be what clients expect, it can be trusted to come with experience and the client's best interests at heart.

Standing out isn't always easy, and Mr. Kaplan maintains his toughest challenge has been trying to make Healogix a success by being new and innovative at a time when the industry says it wants change but embraces the traditional.

During his career, Mr. Kaplan has helped to launch more than 100 brands, including Nexium, Crestor, Lipitor, Seroquel, Rituraxan, Hecceptin, and Viagra. He has also helped pharma save millions by quickly killing many products that he knew would not succeed before companies invested lots of money in Phase III trials.

Clients applaud his ability to bring a fresh, although practical, view to situations.

He considers his role in helping to launch

these products the real highlight of his career, because of the impact they have had on improving the lives of millions of people.

What stands out most for him is the launch of Nolvadex to treat breast cancer. Mr. Kaplan was 26 at the time and at the launch meeting, someone stood up and said he wondered if he might not have lost his wife three years earlier to breast cancer if this drug had been on the market when she was diagnosed. He describes it as an example of the pharmaceutical industry at its best and an industry he has given his heart and soul to as a result.

The biggest challenge for the industry, he says, is finding a clinical development and commercialization model that works in a time when marketing is increasingly under scrutiny by regulators, and healthcare decision-making will be increasingly dominated by decisions of third-party payers and patients. **PV**



When it comes to delivering meaningful insights and brand strategies, Harris Kaplan excels at both.



### DID YOU KNOW?

Harris Kaplan sold magazines door to door at age 14 and ran a lawn-mowing business at age 8.

### ENTREPRENEURIAL. INNOVATIVE.

**NAME:** Harris Kaplan

**CURRENT POSITION:** President and CEO, Healogix

**DATE AND PLACE OF BIRTH:** Sept. 15, 1950; Philadelphia

**EDUCATION:** MBA, BBA, Marketing and Operations Research, Temple University

**FIRST JOB:** Mowing lawns and shoveling snow

**FIRST INDUSTRY-RELATED JOB:** Marketing research analyst, Stuart Pharmaceuticals division of ICI

**ALTERNATIVE PROFESSIONS:** Architect, author, sculptor

**PROFESSIONAL MENTORS:** Joe Migliara, Norm Miller, Steve Lubinski, and John Barber

**GIVING BACK:** Kernan Hospital, a specialty orthopedic hospital, part of the University of Maryland Hospital System

**WORDS TO LIVE BY:** It's no disgrace to try and fail, only to fail to try and the worst someone can say is no

## Harris KAPLAN • FINDING A NICHE

Ingrained by his parents, Holocaust survivors, that nothing would be handed to him, Harris Kaplan, president and CEO of Healogix, started out his life as an entrepreneur at the age of 8, hiring two neighborhood kids to help him mow lawns and shovel snow.

With this money, and additional funds he earned selling magazines door to door as a teen, Mr. Kaplan paid his own way through college. At the age of 27, he became one of the youngest market research directors at Becton Dickinson. Later he joined with Joe Migliara to found Migliara-Kaplan (MK) with just \$2,000, and grew it to be one of the largest custom research businesses in healthcare. After selling MK, he co-founded Cozint, one of the industry's first research companies to leverage the Web for physician interviews. Cozint was acquired two years later by GfK Market Measures.

It was while consulting for Crestor's brand team during a time when the brand was extremely challenged that Mr. Kaplan had an epiphany. He was required to perform extensive marketing research that had to be done quickly and accurately, but he also needed to consider and synthesize all market influencers:



payers, patients, and physicians, along with all the various factors that matter to each. So, saddled in a world of off-the-rack market research, he founded Healogix, which pulls together an experienced team of researchers who work directly on engagements to consider and integrate all of the key influencing factors.

Healogix helps pharma move its focus from how market research is done to what it means and how that research can impact outcomes.

Mr. Harris believes that on matters of principle it is important to stand like a rock, but on matters of style one should go with the flow.

A guide to many in the industry, Mr. Kaplan has mentored more than 14 individuals who currently run market research companies today, including V2 and Kantar. He prides himself on always having run his businesses transparently, helping his employees not only learn the ins and outs of market research, but also the business issues facing clients as well as how to run a marketing research and consulting company. He equips his employees with the skills to become business leaders.

### Getting Personal with HARRIS KAPLAN



**HOBBIES:** Cooking, bicycling, reading, art collecting, music

**READING LIST:** The Economist, Wired, Fast Company, HBR, Fortune, Forbes

**FAVORITE BOOK:** Zorba the Greek by Nikos Kazantzakis

**FAVORITE MOVIE:** A Night at the Opera

**BUCKET LIST:** Travel to Argentina, Machu Picchu, Europe, Israel; take a safari; climb Mount Rainier; see all 50 states; write a book and articles; teach; do more board-level participation for charities

**INSPIRED BY:** Colin Powell, Warren Buffett, Steve Jobs

**CONNECTED VIA:** LinkedIn

**FAVORITE SMARTPHONE APP:** GPS

**MOST UNUSUAL PLACE VISITED:** Abandoned gold mines in the foothills of the Sierras in California

**LIFE LESSONS:** You'll know you've arrived when you can say "I don't know" in a meeting and not feel threatened or stupid

Mr. Kaplan says he learned from his own mentors that people want to be treated fairly but also candidly. Coddle them and they take longer to develop than they should. Be too demanding and they are discouraged. It's a tough balance, but one that he and other leaders owe to the next generation of up-and-coming leaders. 