



A Corporation and a College

ROBBIE LAROCCA

*How Wyeth
Pharmaceuticals
and Ursinus
College are
teaming up to
deliver BCP
education*

“**W**hat we do is too important to leave to chance.” This was a parting comment from a Wyeth employee who recently completed the 18-hour requirement for the Wyeth Business Continuity Certification Program. Her answer was in response to the question posed to the students at the completion of the course, “What message will you take back to your sites and colleagues?”

After much research, Wyeth made a decision late in 2006 to develop an internal Business Continuity Certification course. Many of us had been certified by outside organizations and we felt comfortable with the scope of our knowledge. However, we thought we could do a better job training our future business continuity leaders and coordinators internally. We had two objectives:

- 1) Develop and deliver a robust, challenging course
- 2) Incorporate proven Wyeth methodology in the course

It's Academic

We accomplished the first objective by developing the course in the context of solid academic grounding. We benefit from the collaboration and endorsement with Ursinus College, one of America's leading liberal arts colleges. They worked with us to ensure the

About Wyeth



Wyeth is a global leader in pharmaceuticals, consumer health care products, and animal health care products. Wyeth's products are sold in more than 145 countries, and its product portfolio includes innovative treatments across a wide range of therapeutic areas. Wyeth's worldwide resources include 50,000 employees, manufacturing facilities on four continents, and a unique research and technology base encompassing small molecules, biopharmaceuticals, genetic engineering that will give us the next wave of innovative therapies; and vaccines.

components of the class met their high standards of continuing education by reviewing all of the materials and having a professor sit in on the first class to evaluate its content and delivery. Ursinus Center for Continuous Learning issues the certificate once the students have completed the class and passed the test.

Wyeth's program and planning process is modeled after the NFPA 1600 standard, acknowledged in the industry as one of the highest standards for business continuity today. While we were committed to linking the course with the highest standard possible, our second objective was to closely align business continuity training with business objectives. Critical and unique to our industry is that we discover, develop, and manufacture life saving medications. With that mission comes great responsibility and every session we do reflects our commitment to ensure the ability of our business to "survive and thrive."

The materials we chose to deliver the course include, *Business Continuity Best Practices*, by Andrew Hiles, the NFPA 1600 standard, Wyeth Business Continuity policy, and a ten-module slide deck developed in concert with an instructional design professional. At the completion of the course, students must pass a test, and are then awarded a certificate from Ursinus. As a reference, they are also given *The Definitive Handbook of Business Continuity Management*, edited by Andrew Hiles and Peter Barnes. Both texts were chosen based on their high standard of

About Ursinus



Founded in 1869 and located in Collegeville, PA, the mission of Ursinus College is to enable students to become independent, responsible, and thoughtful individuals through a program of liberal education. That education prepares them to live creatively and usefully and to provide leadership for their society in

an interdependent world. The Center for Continuous Learning extends this mission to adult students seeking lifelong learning opportunities. The Center provides professional development opportunities for adults seeking to upgrade their skills, learn new skills, earn a degree, and advance their career.

information on best practices and their global transferability of information.

Continued Commitment

What sets Wyeth apart is our commitment to ensuring our employees have a high degree of understanding and commitment to the Business Continuity discipline. To

Commentary from J.R. Hildreth, Vice President of Administration & Business Continuity at Wyeth:

"When we first formed the Business Continuity Program Office, we were very enthusiastic about ensuring our people got the best training available in the industry. This was a relatively new discipline to us and we searched for an international governing standard for business continuity education. What we found was fragmented, inconsistent, and largely provided by vendors. Academic institutions are just beginning to develop degree programs and we saw this as the route we wanted to take to ensure our employees received the highest educational standard available. We are very pleased with our curriculum, our collaboration with Ursinus, and we get good feedback from the employees who have been through the course."

demonstrate that commitment, a Business Continuity Program Office was established. Our strategy is a centrally owned process, collection of best practices, training and delivery, with locally owned and implemented plans. The members of the program office deliver the course at our Collegeville, PA pharmaceutical headquarters twice annually.

Our goal for Wyeth is to have all staff with responsibility for leading a business continuity effort or implementing business continuity plans, successfully complete the course as a subject matter expert. They leave with the knowledge of business continuity best practices, the Wyeth standard methodology, and the tools to begin a business continuity effort at their site.

The classes this year extended our global reach to include successfully certified employees from six different countries ranging from the Middle East to Asia and from Europe to Latin America.

Business continuity at Wyeth turned a corner when we began to train our own employees in the discipline. What could be more important than ensuring the viability of our enterprise? We aren't taking any chances. **CI**

Robbie LaRocca is Associate Director of the Business Continuity Program Office at Wyeth Pharmaceuticals Headquarters in Collegeville, PA. She serves on the Editorial Advisory Board of Continuity Insights magazine and her certifications include CPBCP from USG and MBCI from the Business Continuity Institute. Robbie has a B.S. in Business Administration and a M.S. in Organizational Development. She is currently earning a doctorate in Educational Leadership at St. Joseph's University in Philadelphia. She can be reached at (484) 865-5114 or via e-mail at laroccr@wyeth.com.

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