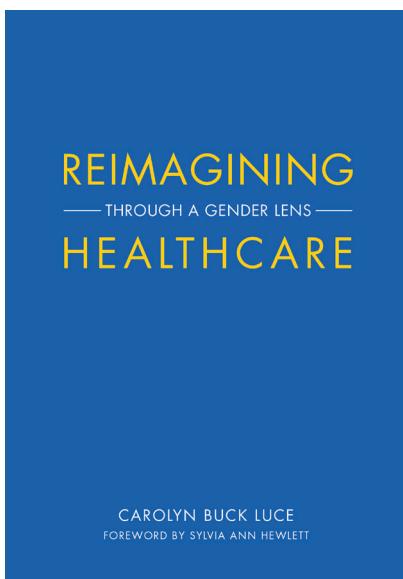




BOOK RELEASE: FEBRUARY 2017

## REIMAGINING HEALTHCARE: THROUGH A GENDER LENS



BUSINESS/ECONOMICS  
Paperback | Rare Bird Books  
ISBN: 978-1-945572-25-8  
5.5 x 8.5 | Pages: 194 | \$14.95

The healthcare industry has a solution, at its fingertips, to some of its most intractable problems—but it still hasn't grasped that solution.

Its most dominant market segment consists of healthcare decision makers who are guiding and influencing the decisions of end users. And this segment shares preferences and needs that cut across health condition, age, ethnicity, nationality, education, and income—but the industry isn't focused on this segment.

The silver lining is that the needs of this dominant segment are understood and shared by many employees inside healthcare companies, including at senior levels. But their insights into their own demographic are rarely solicited or acted upon.

Who are these insightful employees? Who are these customers? And what is the solution for the industry's future growth?

Women.

**Carolyn Buck Luce** is senior managing director at Hewlett Consulting Partners and executive in residence at the Center for Talent Innovation, which she helped cofound with economist Sylvia Ann Hewlett. Buck Luce for many years was the Global Life Sciences Sector Leader for Ernst & Young, LLP and is the coauthor of several Harvard Business Review articles. She is a recognized leader and dynamic speaker on the future of healthcare and women's leadership. In 2012, Buck Luce was named Woman of the Year by the Healthcare Businesswomen's Association.



**The Center for Talent Innovation (CTI)** is a New York City-based think tank which focuses on the retention and acceleration of underrepresented labor in the global marketplace. CTI's research partners now number more than eighty-five multinational companies and organizations.

*Marketing and Bulk Sales: Julia Callahan | julia@rarebirdlit.com | 213.623.1773  
Publicity: Andrew Hungate | andrew@rarebirdlit.com | 213.623.1773*