Third Women's Healthcare Innovation and Leadership Showcase (WHILS) Slated for 14 June

Event Supported by Founding Corporate Sponsor Johnson & Johnson and Founding In-kind Sponsor, Rutgers, The State University of New Jersey

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Thursday, May 4, 2017 – Registration is now open for the third Women's Healthcare Innovation and Leadership Showcase (WHILS), which will be held on Wednesday, 14 June, in the Kessler Teaching Building of Rutgers' Robert Wood Johnson Medical School, in Piscataway, New Jersey. This biennial signature conference of the HBA NY/NJ region gathers expert faculty and attendees representing the spectrum of women's healthcare to discuss opportunities for innovation and change along four strategic pillars: basic and clinical research; medical practice; health literacy; and access to care.

WHILS 2017 is being made possible through founding in-kind sponsorship from Rutgers, The State University of New Jersey and founding corporate sponsorship from Johnson & Johnson. HBA also gratefully recognizes in-kind support from the American Medical Women's Association (AMWA) and sponsorship provided by Pharma Voice,

Regeneron, and Sharecare (platinum level); Rutgers iJOBS and Quest Diagnostics (gold level); Boehringer Ingelheim and Medicines360 (silver level).

"Johnson & Johnson is pleased to support the WHILS program," said Seema Kumar, VP of Innovation, Global Health and Policy Communication, who will introduce the program for J&J. "Much remains to be understood about gender differences in medicine, and we have a great opportunity to evolve our healthcare system to accommodate the complicated lives, varying needs, and expectations of today's girls and women."

"The Women's Healthcare Innovation and Leadership Showcase ties into important work being done at Rutgers University," said Rutgers' Christopher J. Molloy, SVP for Research and Economic Development, who will provide a welcome and introduction for Rutgers. "We are looking forward to exhibiting some of our innovative research and programming at WHILS, and we are especially pleased that our esteemed women's healthcare leader, Dr. Gloria Bachmann, will be moderating the event's panel discussion exploring critical factors that are likely to shape women's healthcare in the near future."

WHILS 2017 Program Overview

11:30 AM	**Registration, Networking, Light Lunch among Exhibits and Posters**
12:15 PM	**Introductions & Panel Discussion:** ***New frontiers in Women's Health***
2:15 PM	**Breakouts Session 1** ***– Options include: 1) The Female Lifecycle; 2) Harnessing Women's Voices; 3) Big Data, AI & Wearables***
1:45 PM	**Break, Snack and Networking Among Exhibits and Posters**

3:45 PM **Breakouts Session 2** – ***Options include: 1) Applying New Science for High-Impact Change; 2) Provider, Academia & Industry Collaboration; 3) Wellness vs. Disease Care***

5:15 PM **Poster Winners Announced, Summary & Close**

6-7:30 PM **Networking Reception**

"WHILS was created to help amplify networking and idea sharing to foster innovation and collaboration in women's healthcare in New York and New Jersey and beyond," said 2017 WHILS chair, Heather Van Ness, of Van Ness Communications. "Our HBA member network provides a strong infrastructure for this program, but the goals of WHILS could not be fully achieved without the practical support, expertise and inspiration of WHILS sponsors, faculty and strategic partners. We thank Rutgers, J&J, our other 2017 supporters, and past participants who have given this franchise legs."

Early Registration *(Through 31 May)*

HBA Members: $65; Non-Members: $85; Students: $25

(Note: beginning on 1 June, admission pricing will increase to the following rates: HBA Members: $75; Non-Members: $95; Students: $30.)

Other Engagement Opportunities

Advertising and sponsorships opportunities available from $100. Click for more information.

Educational posters and exhibits will be an important element of content for WHILS 2017. Limited opportunities remain; new submissions will be considered on a rolling

basis through May 15. Please click here for more information about WHILS posters and exhibits or determine whether to apply by connecting with a WHILS team member: hba.whils@gmailcom or contact Heather Van Ness at 917-680-4440.

About Healthcare Businesswomen's Association

The Healthcare Businesswomen's Association (HBA) is a global nonprofit organization whose mission is to further the advancement and impact of women in the business of healthcare. HBA serves a community of women and men who lead life sciences, biotech, pharmaceutical and supporting companies. The HBA has nearly 120 corporate partners and nearly 8,000 members served by more than 20 chapters and affiliates across the U.S. and Europe.

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Social media handles for HBA/WHILS:
Twitter - HBA hashtag for WHILS 2017: #HBAimpact
LinkedIn
Instagram
Facebook

Contacts for WHILS:

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