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LETTER FROM THE PRESIDENT

IN 2014, we challenged the organization to Live Up to Our Name—Healthcare Businesswomen’s Association. We embraced our name as a call to action—as a driver for our mission and vision, and as a catalyst to inspire the association to continue to increase the number of women in leadership—thus improving, over time, the options for all women in healthcare, worldwide.

Let me highlight for you what we accomplished together.

First, we took care of ourselves, knowing that, as leaders, we need to take care of ourselves before we can take care of others.

• We conducted four quarterly town hall meetings and refashioned the Leadership Institute to keep our leadership, at all levels, better informed and equipped to lead the association.
• We passed essential bylaw changes to empower the HBA staff to take on all core association operations while strengthening the board’s focus on overall strategy.
• We reduced administrative and volunteer burden to create a better and stronger volunteer and corporate partner experience.

Second, we put the business back into the Healthcare Businesswomen’s Association.

• We exceeded our corporate partner and sponsorship revenue expectations, bringing in more than $1.6 million dollars—an increase of over 20 percent from 2013.
• We exceeded our membership growth objectives with 7,000 paying HBA members and over 20,000 individuals engaged in our community through attending events and participating in our social media and digital assets.
• We concluded 2014 with our net assets at $5.4 million, representing sufficient reserves to sustain the organization for the foreseeable future.

Third, 2014 was a Year of Celebration. We celebrated both our 35th year as an association and our 25th anniversary of the Woman of the Year Award, lending opportunities to broaden our reach, affiliation and association within the healthcare industry. As part of this milestone year:

• We honored three top flight women leaders as Women of the Year who represent the broad spectrum of healthcare and the essential continuum of care:
  • Dr. Annalisa Jenkins, CEO, Dimension Therapeutics (representing biopharma)
  • Shideh Sedgh Bina, CEO, Insigniam (representing healthcare management services)
  • Dr. Patricia Maryland, COO, Ascension Health (representing healthcare delivery)
• We debuted our new and bolder brand, which speaks to our constituents more directly about our commitment to advance women and empower them to flourish in the career path of their choosing.
In summary, 2014 was the inflection year to position the HBA for strong growth and expansion in the years to come. Foundational work was required to fortify the organization and empower the leadership to take the next bold steps forward and achieve HBA at 50K in 2015 (50,000 individuals engaged in our community).

To this end, in the insightful words of Winston Churchill, whose leadership quotes served as inspiration to guide the HBA Board of Directors during this pivotal year, we recognized that:

“It is no use saying, 'We are doing our best.' You have got to succeed in doing what is necessary.”
- Winston Churchill

In 2014, we did exactly that. We succeeded in doing what was necessary to propel our organization forward and move it closer to our organizational objectives.

It was a remarkable year and one that I will always remember.

As I learned through my experiences as HBA president...

Live Up to Your Name—as it holds, everything you need to succeed.

With gratitude for the opportunity to serve,

Jeanne Zucker, HBA president
Vice president, client development, athenahealth
2014 Healthcare Businesswomen’s Association

Celebrating 35 years of advancing women in healthcare worldwide

Tremendous growth in HBA engagement

8,379 individuals joined the HBA community in 2014

6,985 HBA members total (+647 more members than in 2013 for a 9 percent growth)

36,500+ individuals engaged in our community

Growth across the chapters

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Philadelphia</td>
<td>+2%</td>
</tr>
<tr>
<td>Metro Area</td>
<td>+7%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>+12%</td>
</tr>
<tr>
<td>Ohio</td>
<td>+18%</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>+19%</td>
</tr>
<tr>
<td>Europe</td>
<td>+30%</td>
</tr>
<tr>
<td>Chicago</td>
<td>+30%</td>
</tr>
<tr>
<td>Southern California</td>
<td>+24%</td>
</tr>
<tr>
<td>Members-at-large</td>
<td>+174%</td>
</tr>
</tbody>
</table>

>174% growth in members-at-large
CORPORATE PARTNERS IN 2014

HBA Corporate Partner Program

Percent of bio-pharma companies

<table>
<thead>
<tr>
<th>Top 10</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 20</td>
<td>95%</td>
</tr>
<tr>
<td>Top 40</td>
<td>65%</td>
</tr>
<tr>
<td>Top 50</td>
<td>58%</td>
</tr>
</tbody>
</table>

Percent of medical device companies

<table>
<thead>
<tr>
<th>Top 10</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 20</td>
<td>35%</td>
</tr>
<tr>
<td>Top 40</td>
<td>23%</td>
</tr>
</tbody>
</table>
The HBA partnered with Cognizant Analytics to undertake a thorough, data-based approach to assess our current business model—and the value we bring to members and partners:

- Leveraged a study of ~700 peer nonprofits
- Included desk research on ~50 peer nonprofits

This resulted in an action plan across multiple dimensions for individual members, chapters and Corporate Partners. Highlights include the following for 2015:

- Members-only webinars
- New membership onboarding process
- An additional staff member for membership initiatives
- A Young Professionals program
- New board management tools to track detailed goals and metrics to measure progress
- Enhanced Corporate Partner packages

2014 saw the introduction of a new logo and brand initiative for the HBA of the future.
### CONSOLIDATED STATEMENT OF FINANCIAL POSITION

**Comparative Years ended December 31**

<table>
<thead>
<tr>
<th>Assets</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$2,147,434</td>
<td>$2,254,920</td>
</tr>
<tr>
<td>Designated investments - deferred compensation plan</td>
<td>$58,906</td>
<td>$56,118</td>
</tr>
<tr>
<td>Investments</td>
<td>2,685,486</td>
<td>2,636,842</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>137,927</td>
<td>251,853</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>10,601</td>
<td>89,785</td>
</tr>
<tr>
<td>Intangible asset, net</td>
<td>127,257</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$5,167,611</strong></td>
<td><strong>$5,289,518</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$548,269</td>
<td>$785,554</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>898,037</td>
<td>625,945</td>
</tr>
<tr>
<td>Deferred compensation plan obligation</td>
<td>58,906</td>
<td>56,118</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,505,212</strong></td>
<td><strong>$1,467,617</strong></td>
</tr>
</tbody>
</table>

| Net Assets - Unrestricted                   |          |          |
| Designated for deferred compensation plan   | 58,906   | 56,118   |
| **Undesignated**                            | 3,603,493 | 3,765,783 |
| **Total Net Assets**                        | 3,662,399 | 3,821,901 |

| **Total Liabilities and Unrestricted Net Assets** | **$5,167,611** | **$5,289,518** |
## CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN UNRESTRICTED NET ASSETS

Comparative Years ended December 31

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings, workshops and conferences</td>
<td>$2,470,454</td>
<td>$2,094,906</td>
</tr>
<tr>
<td>Corporate memberships</td>
<td>751,050</td>
<td>750,200</td>
</tr>
<tr>
<td>Individual memberships</td>
<td>747,646</td>
<td>1,413,741</td>
</tr>
<tr>
<td>Special Events - Woman of The Year</td>
<td>842,930</td>
<td>738,663</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>101,103</td>
<td>117,542</td>
</tr>
<tr>
<td>Investment return</td>
<td>49,060</td>
<td>9,553</td>
</tr>
<tr>
<td>Other revenue</td>
<td>24,034</td>
<td>26,706</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$4,986,277</strong></td>
<td><strong>$5,151,311</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events, meetings, workshops and conferences</td>
<td>1,495,752</td>
<td>1,689,233</td>
</tr>
<tr>
<td>Special events - Woman of the Year</td>
<td>555,054</td>
<td>495,316</td>
</tr>
<tr>
<td>Payroll and personnel related</td>
<td>1,706,749</td>
<td>1,504,936</td>
</tr>
<tr>
<td>Research</td>
<td>-</td>
<td>346,200</td>
</tr>
<tr>
<td>General and administrative</td>
<td>209,160</td>
<td>154,307</td>
</tr>
<tr>
<td>Professional fees</td>
<td>156,300</td>
<td>141,989</td>
</tr>
<tr>
<td>Travel, meals and entertainment</td>
<td>237,009</td>
<td>247,521</td>
</tr>
<tr>
<td>In-kind expenses</td>
<td>101,103</td>
<td>117,542</td>
</tr>
<tr>
<td>Printing and postage</td>
<td>34,023</td>
<td>28,040</td>
</tr>
<tr>
<td>Technology &amp; communications</td>
<td>254,165</td>
<td>186,684</td>
</tr>
<tr>
<td>Marketing &amp; advertising</td>
<td>150,908</td>
<td>124,575</td>
</tr>
<tr>
<td>Insurance</td>
<td>10,774</td>
<td>15,411</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>24,629</td>
<td>6,840</td>
</tr>
<tr>
<td>Amortization</td>
<td>27,934</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$4,963,560</strong></td>
<td><strong>$5,058,594</strong></td>
</tr>
</tbody>
</table>

Change in unrestricted net assets 22,717 92,717
Unrestricted net assets, beginning of year 3,639,682 3,711,300

**Unrestricted net assets, end of year** $3,662,399 $3,804,017
SUCCESSFUL FLAGSHIP EVENTS

Garnered $835,250 in sponsorship revenue
Launched 3 HBAAdvantage issues with expanded reach tied to flagship events
Restructured flagship team: 1 chair, 1 deputy chair, 1 team to successfully manage both events under 1 umbrella

Woman of the Year: Celebrating 25 years of WOTY

Innovation. Inspiration.

nearly
2,500
attendees in New York
3
Women of the Year across 3 market sectors recognized
1
WOTY panel discussion moderated by Alex Gorsky, chairman and CEO, Johnson & Johnson
1
new award (The Luminary Award) introduced—with 25 recipients

Annual Conference

Sold out
with over 1,000 attendees
1,000+
tweets and retweets
31
workshops and 44 total sessions—with 5 Executive Women’s Forum sessions
15
industry posters presented with Special Recognition Awards granted

Successful firsts included:
- Inaugural online Annual Business Meeting
- First Dine-Around program
- All-new customized program agendas

Winner of the Most Outstanding Poster award: “Harnessing the Power of HBA for Healthcare Career Development: Genentech Pilot Program” by Carol Wells, Rebecca Vermeulen, Donna E. Goldman, Leila Mosavi Maulik, Connie Ko, Christina Fox, and Maureen George of Genentech, Inc.
Launched and adopted Leadership Competency Model

23 paid webinars (10 more than in 2013!)

HBA chapter events educated the HBA community on the topics of:

- Mentoring
- Empowering
- Advance
- Cultures
- Change
- Relationships
- Principles
- Development
- Influence
- Empowering
- Courage
- Leadership
- Executive
- Change
- Discipline
- Thriving
- Executive
- Leadership
- Power
- Principles
- Empowering
- Courage
- Executive
- Thriving
- Power

Educational highlight: Career Conversations

Exceeded expectations in all categories:
- more than 2,500 attendees (more than twice the attendee goal)
- 27 companies leveraged group packages to provide access for their employees
INCREASED LEADERSHIP EFFECTIVENESS

**Quarterly town meetings**

**3 professional development seminars for board of directors and chapter leaders**

**Virtual chapter Annual Business Meetings supported via GoToWebinar (Europe & St. Louis)**

**Critical areas raised by our Council of Chapter Presidents addressed—resulting in reduced burden, increased engagement and an enhanced volunteer experience**

---

Greater social media impact

- **Twitter followers**: 2,153 (2,649 in 2014)
- **Facebook likes**: 1,693 (+200 in 2014)
- **LinkedIn group members**: 2,649 (+250 in 2014)
- **HBA blog post views**: 6,700

**#HBA35**

1.1 M impressions

---

Deepened relationships with media partners

- **HBAAdvantage issues distributed with HBA media partner PharmaVOICE magazine**—increasing circulation from 6,000 to 18,000 + online PharmaVOICE audience

- **HBA WOTYs, 1 HBA Honorable Mentor, 1 HBA current chapter president, and 1 2014 HBA Rising Star recognized on the PharmaVOICE 100 list**

- **WOTYs featured on the cover of Pharmaceutical Executive**—with HBA staff and award winners also featured in Healthcare Marketer’s Exchange, HS&M Magazine, Medical Marketing & Media and SharpHeels

- **Renewed media partnerships + 3 new media partners**
## MORE LEADERS RECOGNIZED

**87**
- women in healthcare honored as HBA Rising Stars

**64**
- women leaders in healthcare honored at our annual Leadership Institute

**25**
- Rising Stars who’ve gone on to exceptional careers recognized as HBA Luminaries

**1**
- company’s women’s leadership advancement program chosen as the 2014 ACE award winner

**1**
- exceptional man honored as the HBA Honorable Mentor

**3**
- inspiring healthcare leaders chosen as the HBA Women of the Year (WOTY)

**1**
- extraordinary volunteer honored as the HBA STAR

### ACE AWARD

The ACE (Advancement, Commitment, Engagement) award recognizes internal leadership programs that perform by advancing and enhancing the careers of women in their respective organizations. The ACE award winner is selected via a rigorous and independent screening process against five criteria:

- Measurable results and impact on target population; quantitative benchmarks
- Business performance – the degree to which the initiative supports the overall business
- Stewardship – the depth of commitment to the program
- Execution – the effectiveness of program execution
- Sustainability – the survivability of the program beyond initial years
2014 WOMEN OF THE YEAR

A WOTY is an inspiration to all because of her leadership style, executive presence and business savvy, and is supportive of the HBA and its core purpose to further the advancement and impact of women in the business of healthcare. She serves as a role model for other women to aspire to, as well as for companies to consider how they are supporting the advancement of women within their own organization. It is through the development of women within our healthcare industry that we will move the needle on women’s relevant representation at all levels.

“As far back as I can remember the star that I navigate my life by has been a phrase I read in a long forgotten book: ‘I want to die knowing that my having lived made a difference.’”
Shideh Sedgh Bina, founding partner of Insigniam and editor in chief of Insigniam Quarterly

“Innovation and moments in time are always about the ‘we’ and never about the ‘me.’ Together we are stronger and together we can all shape science, medicine and health for generations to come.”
Annalisa Jenkins, MBBS, MRCP, executive vice president and head of global research and development for Merck Serono

“Especially in healthcare, it’s more important than ever for leaders to listen to a broader collection of voices representing different backgrounds and coming from a variety of perspectives, in order for us to envision the new and innovative ways we’ll need to serve our communities.”
Patricia A. Maryland, DrPH, president of healthcare operations and chief operating officer of Ascension Health

2014 HONORABLE MENTOR

An Honorable Mentor is a male leader who demonstrates long-term support for the advancement of women in the healthcare industry, has a personal dedication to developing, mentoring and promoting women in the industry, and who has been supportive of the HBA’s goals.

“Mentoring talent for personal growth in our dynamic healthcare industry is an opportunity I highly value and see as one of my most important responsibilities.”
Brian Goff, head of global hemophilia organization, Baxter International Inc
2014 HBA STAR (STRATEGIC TRANSFORMATION ACHIEVEMENT RECOGNITION)

An HBA STAR is a volunteer who stands apart as a truly exemplary role model for others, who has demonstrated a long-term commitment to furthering the HBA’s goals, and who has strategically transformed the organization over the course of many years.

“HBA volunteerism is my jet fuel for innovative thinking, inspiration and the ability to have an exponential impact on the association’s mission.”
Ilyssa Levins, co-founder and co-chair, DIA-HBA Leadership Project

PRESIDENT’S AWARD

The President’s award is given to an HBA leader who exemplified effective leadership and dedication to the mission of the HBA and has had a measurable impact on the HBA global organization, chapter operations, members and/or Corporate Partners.

Magdelene (Maggie) Pedersen
2014 HBA Europe, DAL corporate relations
2014 HBA board global committee chair, member care

Barbara Pritchard
2014 HBA Southern California
Mentor to the President

INNOVATION AWARD

The Innovation award recognizes an individual who demonstrated commitment, passion and a drive for results, created a new process, product, service or recognition level, and brought a positive benefit to the HBA.

LeAnna Carey
2014 HBA board
Global committee chair - Digital elite
COUNCIL OF CHAPTER PRESIDENT’S AWARD

The Council of Chapter Presidents’ (CCP) award is intended to recognize an individual who has demonstrated consistent leadership that directly progressed the CCP’s agenda, fostered collaboration throughout the council, and brought best practices to fruition across chapters.

Lisa George
2014 HBA Ohio president

TRANSFORMATIONAL AWARD

The new Transformational award honors a chapter president and her entire chapter board based on transformational change that will impact healthcare in their geography.

Gaia Piraccini and the 2014 HBA Europe chapter board

CHAPTER EXCELLENCE AWARD

The Chapter Excellence award acknowledges an entire chapter board that has excelled in an area of chapter operations that exceeded the HBA’s membership and/or financial targets and the chapter’s own expectations.

LARGE-SIZED CHAPTER
The HBA Metro chapter

MID-SIZED CHAPTER
The HBA San Francisco chapter
2014 HBA LUMINARIES

Luminaries are professionals with at least 20 years of professional industry experience, honored as leaders in the healthcare industry along with other award recipients at our annual Woman of the Year (WOTY).

Violet Aldaia, senior vice president, management supervisor, collaboration steward, LLNS

Alexa Beavers, senior associate director of organizational engagement, global project manager, Boehringer Ingelheim Pharmaceuticals

Patricia Bradley, vice president, diabetes education program, diabetes marketing, NovoNordisk

Meg Columbia Walsh, founder and CEO, Inverse Mobile

Sabine Dandiguijan, company group chairman EMEA, global surgery, Johnson & Johnson

Linda DaSilva, business development executive, EY

Camille DeSantis, co-founder, managing partner, chief of brand strategy, director of client services, Guard Dog Brand Development

Maria Finlay, senior product manager, new products marketing, Teva Oncology

Stephanie Fitch, executive director, commercial operations, Regeneron Pharmaceuticals Inc.

Courtney Granville, PhD, senior research scientist, life sciences research, Battelle

Kate Hermans, vice president and FDT leader, global commercialization – immunoscience, Bristol-Myers Squibb

Katie Holm, director, organization and talent development, Actelion Pharmaceuticals US Inc.

Elizabeth Jeffords, vice president, business insights and operations, F. Hoffmann-La Roche Ltd Pharmaceuticals Division

Liz Kay, vice president of business development, healthcare, Cramer

Ewa J. Kleczyk, PhD, senior director, consulting analytics, Symphony Health Solutions

Janet Loesberg, PharmD, vice president, medical, Bristol-Myers Squibb

Katherine (KC) McAllister, executive vice president, business operations, Taylor Strategy Partners

Michelle Radney, senior director, portfolio management, established products business unit, Eisai Inc.

Aileen Rubio, PhD, director, infectious diseases, Cubist Pharmaceuticals Inc.

Keecia Scott, senior manager of marketing operations, Gilead Sciences

Denise Sena, global franchise management, Merck Pharmaceuticals

Lisa Stockman, president, Chandler Chicco Companies

Alexis Stroud, associate director, corporate compliance, Purdue Pharma LP

Ashley Tappan, consultant, Insigniam

Donna Thomas, vice president, training and development, Indegene
2014 HBA RISING STARS

Rising Stars are professionals in the early to mid-stage of their career, honored as leaders in the healthcare industry along with other award recipients at our annual Woman of the Year (WOTY).

Joyce Acbay, senior director, regulatory affairs, Actelion Pharma
Lorrie Albinson, associate director, sales training and development, Actavis brand sales, Actavis
Meg Alexander, team leader, Chandler Chicco Companies
Daphne Andritsos Calderson, senior counsel, Norton Rose Fulbright
Jamee Ashmon, manager, HR, UCB Inc.
Christine Baeder, senior director, customer operations, Teva Pharma
Bridget Bagnato, senior global marketing manager, Becton Dickson (BD)
Sarah Baker, VP, market access strategy, Grey Healthcare Group
Phyllis Barkman Ferrell, global brand director, Alzheimers disease team, Eli Lilly and Company
Elizabeth Barron, media director, CMI/Compass
Marian Belsack, country business manager BeNeLux, BD Diabetes Care, Becton Dickson (BD)
Carol Bending, senior director, financial planning and analysis, global pricing and contracting, Publicis Touchpoint Solutions Inc.
Adriana Blanco, director diabetes education program west area, Novo Nordisk
Kate Brancalone, senior account director, PDI Inc.
Harriet Burrows, manager, life sciences – customer, Ernst and Young (EY - Europe)
Amy Butler, vice president global marketing and ebusiness, life science solutions, Thermo Fisher Life Sciences Solutions (Life Technologies)
Christine Bynarowicz, senior manager direct sourcing, Covidien
Marie Chauvet, partner, Insigniam
Nancy Cheesman, market segment director, Bayer HealthCare LLC

Dorothy Chin, VP, associate creative director, McCann Regan Campbell Ward
Tamara Cibenko, principal, Deloitte Digital, Deloitte
Deborah Clauro, VP, creative director, Ogilvy CommonHealth WorldWide
Laney Cohen Landsman, assistant vice president, Makovsky
Jemma Contreras, director, Campbell Alliance
Mayah Curtis, engagement manager, IMS Health
Kalynn Davies, VP, strategic planning, McCann Torre Lazur
Silvia De Dominicis, EMEA marketing director, biosurgery, Johnson & Johnson MD&D Emea
Eleanor de Groot, PhD, VP technical affairs, Helsinn Theapeutics (US) Inc.
Shontelle Dodson, senior director HECOR medical affairs, Astellas
Jeannie Doumar, vice president, associate creative director, GSW
Gianine Esposito, director HR, Shionogi Inc.
Brenda Eustace, PhD, associate director, oncology and neuro, Vertex Pharma
Toya Evans, senior director of Prospective Advantage*, Inovalon Inc.
Kristin Fink, VP, cardiovascular and specialty care customer engagement, Sanofi US
Julie Fitzgerald, marketing director, Duopa, AbbVie
Sonia Flynn, senior program manager, PSWK
Lori Friedman, PhD, senior director, translational oncology, Genentech research and early development, Genentech
Josephine Fubara, PhD, senior director, Pfizer Consumer Healthcare, global R&D gastrointestinal franchise lead, Pfizer
Susan D. Gagne, vice president, M&A and integration, Thermo Fisher Life Sciences Solutions (Life Technologies)
Meredith Hans Moore, group manager, research and development, DePuy Synthes Companies of J&J
Michaela Herdick, senior director, head global business operations, Merck Serono, GCO - EMDSerono

Karen Hofmann, associate principal, Cognizant Analytics, Cognizant

Pamela Holland, managing director, life sciences, YourEncore, Inc.

Sara Hyzer, senior manager direct sourcing, PricewaterhouseCoopers LLP (PwC)

Heida Jonsson, vice president, director of project management, Flashpoint Medica

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Beginning in 2012, the HBA set out to build a strong foundation that would help our staff and volunteer leaders alike ground ourselves in the organization’s mission, set the stage for our strategic imperatives, and poise ourselves for exponential growth.

As Jeanne Zucker pointed out in her opening letter from the president, 2014 saw the organization take the critical work begun in 2012 and continued in 2013 and challenge ourselves to go even further in living up to our name—the Healthcare Businesswomen’s Association. As our 35th year as an organization, and our 25th year celebrating Woman of the Year (WOTY) event, this challenge was well timed.

It was also well met. As evidenced in this report, we exceeded expectations in profitability, corporate partner and sponsorship revenue, and membership growth—firming up the business of the HBA. We also put in place several structural changes for better informing and supporting our staff and our volunteers—firming up our organization’s human potential. And we made the most of a celebratory year to further strengthen our network and broaden the healthcare sectors we represent—firming up the power of our collective and broad industry community.

With our staff, volunteer leaders, and broader community now more empowered than ever, we stand ready to launch into the next phase of our evolution. Ready to create alignment around our goals and around the needs of women in healthcare, both within our organization and in the broader industry. And stand ready to be the champions of propelling more women into every level of leadership in healthcare and supporting them with the knowledge, leadership skills, and relationships they need to make an impact.

Laurie Cooke, CEO
Healthcare Businesswomen’s Association