



HBA

Healthcare
Businesswomen's
Association

2014 ANNUAL REPORT

The Year to Live Up to Our Name



TABLE OF CONTENTS

Letter from the President	1
HBA 2014 at a Glance	3
Corporate Partners in 2014	4
HBA 2014 at a Glance: In-Depth Value and Branding Campaigns	5
State of the HBA Finances	6
Successful Flagship Events	8
Expanded Educational Initiatives	9
Increased Leadership Effectiveness	10
More Leaders Recognized	11
2014 HBA Women of the Year and Honorable Mentor	12
2014 HBA Star, President's Award and Innovation Award	13
Council of Chapter President's Award, Transformational Award and Chapter Excellence Award	14
2014 HBA Luminaries	15
2014 HBA Rising Stars	16
Thank You: Corporate Partners	18
Thank You: WOTY Sponsors	19
Letter from the CEO	20



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.



LETTER FROM THE PRESIDENT cont.

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 AT A GLANCE

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

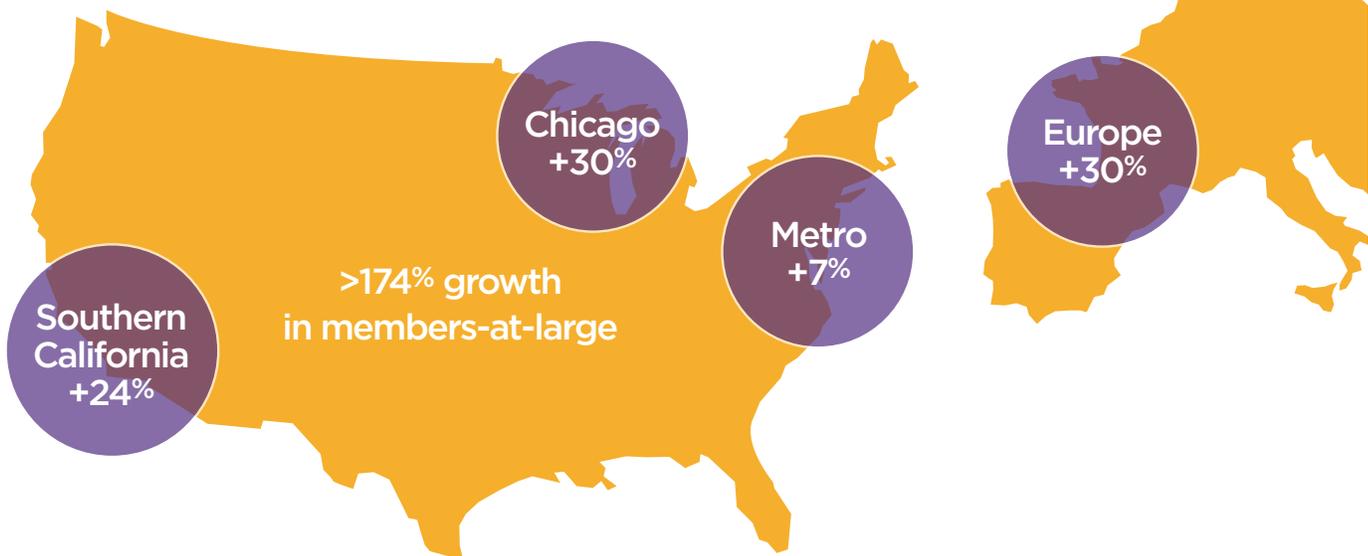
HBA members total (+647 more members than in 2013 for a 9 percent growth)

36,500+

individuals engaged in our community

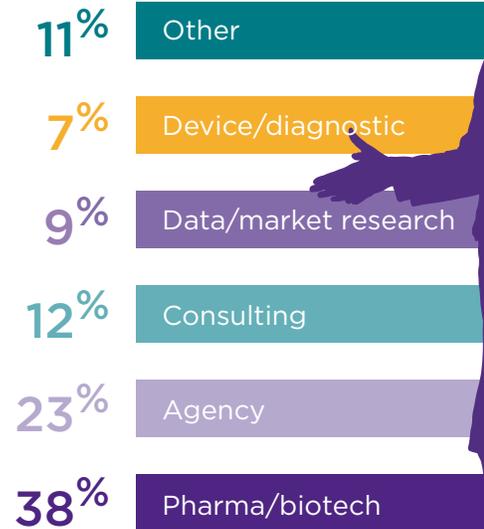
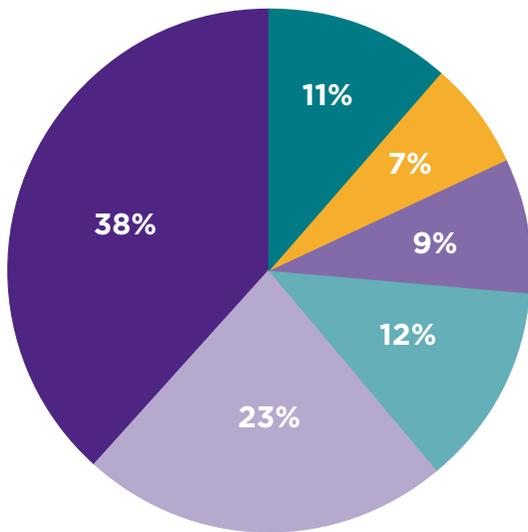
Growth across the chapters

Greater Philadelphia	+2%
Metro Area	+7%
St. Louis	+12%
Ohio	+18%
San Francisco Bay Area	+19%
Europe	+30%
Chicago	+30%
Southern California	+24%
Members-at-large	+174%



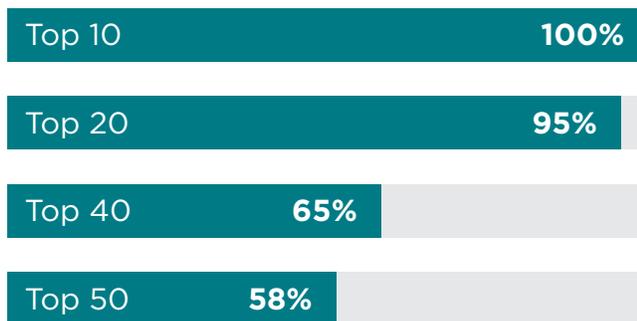


CORPORATE PARTNERS IN 2014

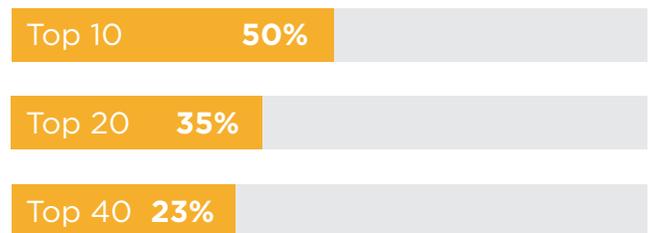


HBA Corporate Partner Program

Percent of bio-pharma companies



Percent of medical device companies





HBA 2014 AT A GLANCE

In-depth value and branding campaigns

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



HBA
Healthcare
Businesswomen's
Association



STATE OF THE HBA FINANCES 2014

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	Comparative Years ended December 31	
	2014	2013
Assets		
Cash and cash equivalents	\$ 2,147,434	\$ 2,254,920
Designated investments - deferred compensation plan	\$ 58,906	\$ 56,118
Investments	2,685,486	2,636,842
Accounts receivable	137,927	251,853
Prepaid expenses	10,601	89,785
Intangible asset, net	127,257	-
Total Assets	\$ 5,167,611	\$ 5,289,518
Liabilities and Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$ 548,269	\$ 785,554
Deferred revenue	898,037	625,945
Deferred compensation plan obligation	58,906	56,118
Total Liabilities	\$ 1,505,212	\$ 1,467,617
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



STATE OF THE HBA FINANCES 2014 cont.

CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN UNRESTRICTED NET ASSETS

Comparative Years ended
December 31

Revenue	2014	2013
Meetings, workshops and conferences	\$ 2,470,454	\$ 2,094,906
Corporate memberships	751,050	750,200
Individual memberships	747,646	1,413,741
Special Events - Woman of The Year	842,930	738,663
In-kind contributions	101,103	117,542
Investment return	49,060	9,553
Other revenue	24,034	26,706
Total Revenue	4,986,277	5,151,311
Expenses		
Events, meetings, workshops and conferences	1,495,752	1,689,233
Special events - Woman of the Year	555,054	495,316
Payroll and personnel related	1,706,749	1,504,936
Research	-	346,200
General and administrative	209,160	154,307
Professional fees	156,300	141,989
Travel, meals and entertainment	237,009	247,521
In-kind expenses	101,103	117,542
Printing and postage	34,023	28,040
Technology & communications	254,165	186,684
Marketing & advertising	150,908	124,575
Insurance	10,774	15,411
Miscellaneous	24,629	6,840
Amortization	27,934	-
Total expenses	4,963,560	5,058,594
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.





EXPANDED EDUCATIONAL INITIATIVES



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:



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

- 4 quarterly town meetings
- 3 professional development seminars for board of directors and chapter leaders
- 2 virtual chapter Annual Business Meetings supported via GoToWebinar (Europe & St. Louis)
- 3 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



2,153

Twitter followers
(+557 in 2014)



1,693

Facebook likes
(+200 in 2014)



2,649

LinkedIn group
members
(+250 in 2014)



6,700

HBA blog
post views

#HBA35
1.1 M impressions

Deepened relationships with media partners

3

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

4

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

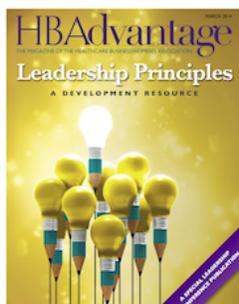


4

renewed media partnerships + 3 new media partners

3

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*





MORE LEADERS RECOGNIZED

87

INSPIRING

women in healthcare honored as HBA Rising Stars

64

ROLE MODEL

women leaders in healthcare honored at our annual Leadership Institute

25

CREATIVE PROBLEM SOLVER

Rising Stars who've gone on to exceptional careers recognized as HBA Luminaries

1

INNOVATOR

company's women's leadership advancement program chosen as the 2014 ACE award winner

1

ADVOCATE

exceptional man honored as the HBA Honorable Mentor

3

RISK TAKER

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

1

THOUGHT LEADER

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 a 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 Dandiguian, 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 LUMINARIES



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**

Daphine Andritsos Calderon, 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 Brancaleone, 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**



2014 RISING STARS



2014 HBA RISING STARS cont.

Michaela Herdick, senior director, head global business operations, **Merck Serono, GCO - EMD Serono**

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**

Erika Jurrens, director of strategic intelligence, North America, **GlaxoSmithKline (GSK)**

Reshema Kempes-Polanco, senior product director, CML brand marketing, **Novartis Pharma Corp**

Helene Klaassens, director, market research-oncology, **Daiichi Sankyo**

Rachel S. Kreppel, assistant general counsel, **Purdue Pharma LP**

Binita Kwankin, global regulatory affairs development head for cardiovascular, metabolic, general medicine, and CNS therapeutic areas, **Takeda Pharma**

Rebecca Lakata, director, global medical affairs, **Merck & Co Inc.**

Deborah Lee, MD, PhD, senior medical director, clinical research, **Lundbeck**

Yuling Li, R&D fellow, **MedImmune**

Karin Locovare, VP, group account director, **JUICE Pharma WorldWide**

Michelle Marlborough, vice president, product strategy, **Medidata Solutions**

Carmela Mascio, senior research associate II, **Cubist Pharma**

Marie McDonald, senior director, consulting, **Quintiles**

Amanda Mott, executive business director, sales, **AstraZeneca**

Rosa Notaroberto, senior director, commercial operations, **Millennium: Takeda Oncology Company**

Denise Palma, SVP, associate creative director, art, **The CementBloc**

Karen Patel, operations director, **Cegedim**

Harriet Perdikaris-Reynolds, SVP, management supervisor, **LLNS Inc.**

Annette Powers, senior director, health economics and outcomes research, **Eisai Inc.**

Julie Priddle, director new business, **Palio+Ignite**

Jill Schaaf, global franchise head, chronic care, Baxter-Gambro Renal, **Baxter Healthcare**

Keyuri Shah, senior manager, commercial advisory services, **Ernst and Young (EY - Americas)**

Pearl Siew, VP and head, IP US, **Sandoz**

Denise Strauss, executive director, managed markets marketing, **Boehringer Ingelheim Pharma Inc.**

Carole Streicher, partner, life sciences advisory, **KPMG**

Katherine Stultz, executive director, project leadership, **Celgene**

Eden Sulzer, director, marketing, **Cardinal Health**

Maureen Svoboda, associate partner, healthcare, **Rosetta**

LaWanda Thompson, senior director, **Pfizer**

Christine Tobias, executive director operations, **Quest Diagnostics Inc.**

Katherine Truppi, director, US hip marketing, **Stryker**

Amy Tsang, senior director, professional services, **Symphony Health Solutions (Impact RX)**

Collie Turner, director, solutions design, **Epocrates (Athenahealth Company)**

Jennifer Valentine, regional sales director, **Shire Pharma**

Diane Vinch, SVP brand chemist, **Sudler & Hennessey**

Judy Wai, executive director tax, **Amgen Inc.**

Andrea Wainer, divisional vice president, general manager, **Abbott (Animal Health)**

Claudia Wernick, associate general counsel and vice president, **Publicis Healthcare Communications Group**

Elizabeth Yi, associate partner, director of medical and scientific affairs, **CDM NY**

Noriko Yokoi, PhD, EVP, director of strategic planning, **H4B CHELSEA (Havas Health)**

Terri Young, executive director, multi-channel management partners, Bristol-Myers Squibb (BMS)

Katia Zalkind, director, medical writing, **Health and Wellness Partners**

Jennifer Zinn, VP strategic affairs, **Roche Diagnostics North America**



THANK YOU

Thank you to the companies who make the HBA's mission of advancing women in the business of healthcare possible with their generous support, both in funding and in the spirit within their own organizations.

CORPORATE PARTNERS

2014 PURPLE PARTNERS

BD | Johnson & Johnson | Lundbeck | Pfizer Inc

2014 GOLD PARTNERS

Abbott Laboratories
AbbVie, Inc.
Actelion Pharmaceuticals US, Inc.
Actavis
Amgen, Inc.
Astellas Pharma US, Inc.
AstraZeneca Pharmaceuticals LP
Baxter International US
Bayer HealthCare
Boehringer Ingelheim Pharma., Inc.
Bristol-Myers Squibb Company
Cardinal Health
Cegedim Relationship Management
Celgene
Cognizant

Covidien
Daiichi Sankyo, Inc.
Eisai Inc.
Eli Lilly and Company
Forest Laboratories, Inc.
Genentech, Inc.
GlaxoSmithKline
Life Technologies, Inc.
Medidata Solutions
MedImmune
Merck & Co., Inc.
Merck KGaA
Novartis Pharmaceuticals Corporation
Novo Nordisk, Inc.

Purdue Pharma L.P.
Quest Diagnostics
Quintiles
Roche Diagnostics
Sanofi
Sandoz
Stryker Corporation
Teva Pharmaceutical Industries Ltd
Takeda Pharmaceuticals USA, Inc.
UCB, Inc.
Walgreen Co.
YourEncore, Inc.

2014 TEAL PARTNERS

Accenture
Campbell Alliance
CDM Group
Chandler Chicco Companies
CMI/Compas, Inc.
Christiana Care
Cubist Pharmaceuticals, Inc.
Deloitte LLP
Epocrates/athenahealth
Ernst & Young (Americas)
Ernst & Young (Europe)
Flashpoint Medica
Giant Creative Strategy
Grant Thornton
grey healthcare group
GSW
Havas Health
Health & Wellness Partners

Helsinn Healthcare SA
ImpactRx Inc. - Symphony Health
IMS Health
Inovalon
Insigniam
JUICE Pharma Worldwide
Kaiser Permanente
KPMG LLP
LLNS
Makovsky
Mallinckrodt
McCann Regan Campbell Ward
McCann Torre Lazur
Millennium - The Takeda Oncology Company
Momenta Pharmaceuticals Inc
Norton Rose Fulbright
Ogilvy CommonHealth WW

Palio+Ignite
PDI, Inc.
PricewaterhouseCoopers LLP
PSKW LLC
Publicis Healthcare Communications Grp
Publicis Touchpoint Solutions, Inc.
Rosetta
Shionogi, Inc
Shire Pharmaceuticals
Sudler & Hennessey
The CementBloc
Theravance
ThermoFisher Scientific
Triplefin
Vertex Pharmaceuticals
West Pharmaceutical Services, Inc.

2014 PEARL PARTNERS

Bay City Capital LLC
Cramer
GA Communication Group

Mission Pharmacal Co
North Highland
PharmaVOICE

Taylor Strategy Partners
Trinity Partners LLC
Dynamic



THANK YOU cont.

2014 WOTY SPONSORS

Platinum  *Leading Light for Life*

Sapphire 

Ruby  *Catalyzing Breakthrough Results* 

Emerald  *there is a better way*  

Diamond  

Gold      *A Member of the Roche Group*    *Building a better working world*  *INTEGRATE*   

Silver   *BUILDING STRONGER BRANDS*     *Management Consultants* 

Bronze 

In-Kind  

Flagship Events Partner 

Media Partners    *MEDICAL MARKETING & MEDIA*   *THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS* 



LETTER FROM THE CEO



EVERY YEAR since the HBA began nearly four decades ago, we've taken another step toward our mission to further the advancement and impact of women in healthcare worldwide. Looking back on the past three years, it is clear that we have now not only taken another step, but also positioned ourselves for a giant leap forward for the organization, for women, and for healthcare in the years to come.

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



US office:
373 Route 46 West Bldg. E, Suite 215
Fairfield, NJ 07004
Phone: +1 (973) 575-0606
Fax: +1 (973) 575-1445
Email: info@hbanet.org

www.hbanet.org