



**2017 HBA Annual Conference**  
6-8 November | Philadelphia

Call for Posters

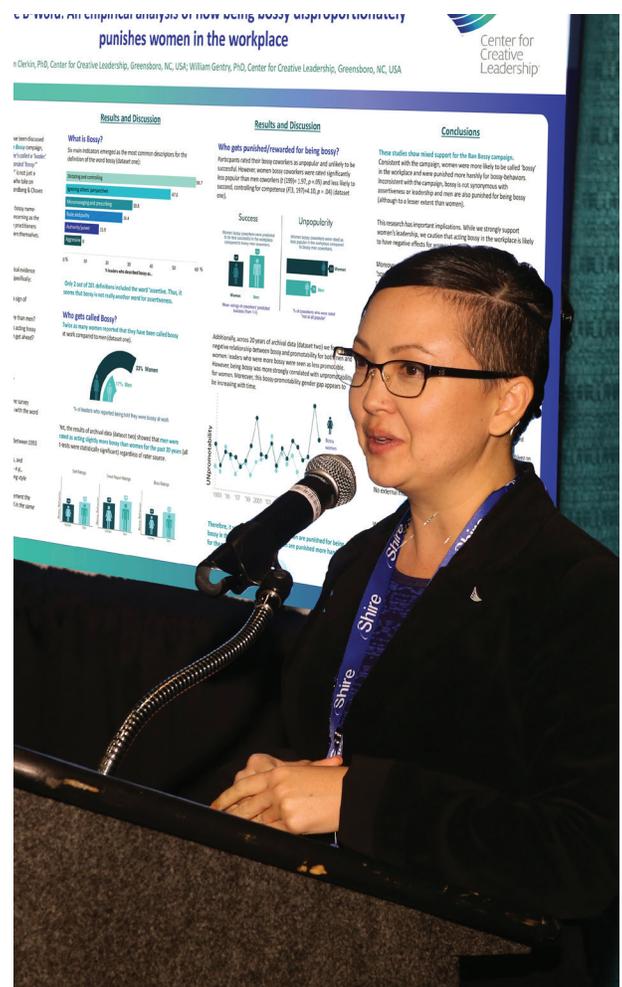
[HBA.net.org](http://HBA.net.org) | [#HBAimpact](https://twitter.com/HBAimpact)



The Healthcare Businesswomen's Association (HBA) is pleased to announce a **Call for Posters** for the **2017 HBA Annual Conference**, which will take place **6-8 November** in **Philadelphia**.

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## Focus on advancing gender parity

This year, submissions that focus on any topic or issue associated with advancing gender parity are being sought and may include:

- identification of gaps or discrepancies
- awareness-building
- strategies for individual or organizational change
- opportunities for collaboration or partnership
- issue leadership
- overcoming barriers or identifying new opportunities

Posters may describe initiatives such as research (primary or secondary); business processes; programs, tools or resources; models or frameworks; or recommendations/best practices that address any aspect of gender parity.

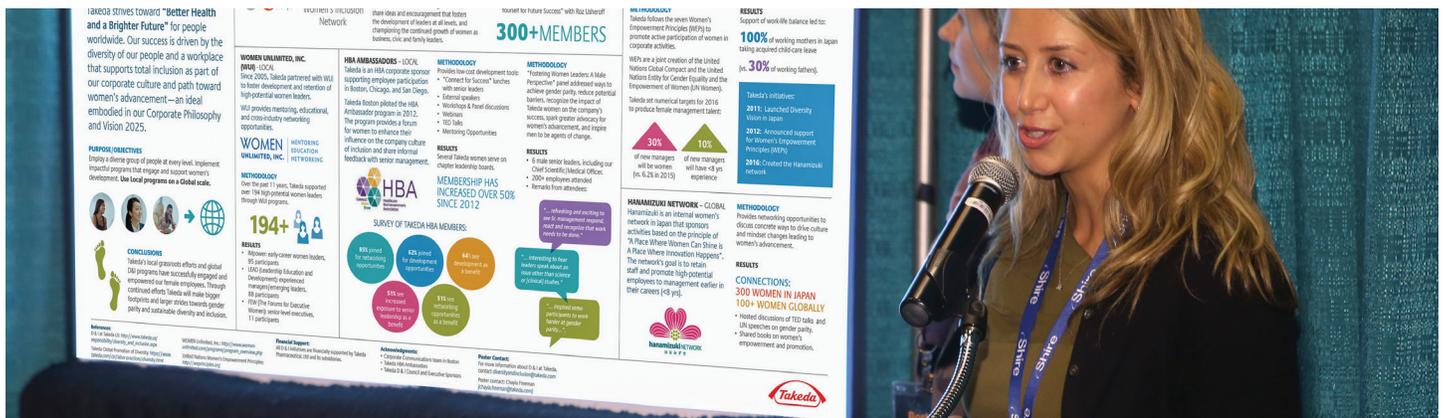
More than 1,000 attendees are expected in Philadelphia. The 2017 conference will include pre-conference seminars, exciting main-stage (plenary) presentations, more than 20 interactive workshops (including encore presentations of several top-rated workshops from last year), multiple network-building opportunities and social events, an Experience Hall and more.

## Abstract deadline

- The deadline for abstract submission is **Friday, 30 June**.
- The lead poster author will be notified whether or not the abstract has been accepted for development into a poster during the week of 24 July.

## Poster content

- Posters must be educational in nature and not promote specific products or services.
- Content must include appropriate metrics/results/outcomes.
- [Click here](#) to view posters presented at the 2016 conference.



## Abstract submission and link

The abstract is a brief summary of the to-be-developed poster. All abstracts must be submitted electronically via the following link

<https://www.surveymonkey.com/r/2017POSTERSUBMIT>

### Required information:

- **Title**
  - **Author(s)** - Name, degrees, title, company/organization, country and contact information
  - **Introduction** - Provide background/contextual information or data that helps the reader understand the need for/relevance of this initiative (e.g., environmental scan, situation analysis, etc.) - 100 words or less
  - **Objective** - Describe the objective/purpose of the initiative - 100 words or less
  - **Methodology** - Provide a brief summary of how this initiative was developed/conducted and describe the key components/vehicles and methods used - 150 words or less
  - **Results and discussion** - Provide a brief summary of the results/key findings of this initiative - 150 words or less
  - **Conclusions** - What conclusions can be drawn from these results/key findings? - 100 words or less
  - **References/recommended reading** - Provide at least one, but no more than three (with full citations)
  - **Financial support** - List any sources of financial support
  - **Acknowledgments** - If any
  - **Poster contact**
- 
- To avoid "timing out" of the electronic submission portal, prepare your abstract as a Word or other document, and save it on your computer. Then cut and paste information from the source document into the appropriate fields in the online submission form.
  - Partial/incomplete submissions are not saved by the system.
  - If you do not receive an email confirming receipt of your abstract within five (5) business days following submission, assume that it was not received and contact [conference@hbanet.org](mailto:conference@hbanet.org). Please put "Poster inquiry" in the subject of the email.
  - It is the responsibility of the individual submitting an abstract to ensure its receipt.

### Selection criteria

- Significance of proposed subject matter; potential professional relevance/impact; provision of practical, actionable information; clarity and completeness of abstract; overall value/contribution.
- Aligns with the 2017 conference theme: Transforming with G.R.I.T. (Gratitude, Resilience, Influence, Tenacity).
- Supports the HBA's purpose: To further the advancement and impact of women in the business of healthcare.

## Poster development and digital display

- Following abstract acceptance, a poster author orientation call is held to provide key information, specifications and deadlines for the development, review and approval of posters.
- Authors prepare the text and graphics for their poster. Posters may include tables, graphs, charts, photographs and other images; authors are responsible for obtaining any/all necessary permissions for use of material they do not own.
- Authors are also responsible for ascertaining if their employer requires internal review of their poster prior to submission to the HBA and must incorporate this into their poster development timeline so they can meet the HBA's submission deadline.
- Posters are displayed in digital form; additional information and instructions will be provided in the poster author orientation call.

## Benefits, publication and awards

- Posters will be on display in the Experience Hall during exhibit hours.
- Lead author (or authorship team) presents highlights of the poster in the Poster Showcase (evening of Monday, 6 November) during the opening reception in the Experience Hall.
- One poster will be named most outstanding poster and, at the discretion of the Annual Conference content committee, one or more posters may be cited for special recognition. Award winners will be announced at the end of the live poster presentations session and will be highlighted in an announcement posted on the HBA website.
- Poster PDFs will be added to the HBA website and some may be selected for the Collaborating for Gender Parity microsite following the conference.

## On-site attendance

- If the abstract is accepted, at least one named author must register for and attend the 2017 Annual Conference. If no named authors register, the poster will be withdrawn.
- At least one named author for each poster must be available to present the poster during the live poster showcase on Monday evening.

## Summary of key dates

- **Friday, 30 June:** Abstract submission deadline
- **Week of 24 July:** Notifications sent to all submitters

## Requirements and understandings

- If the abstract is selected, all author(s) must sign the HBA poster author agreement form that attests that poster content has been developed and is owned by the author(s) and does not infringe upon any copyright or intellectual property rights of others. No poster will be displayed without receipt of a signed poster author agreement form.

- The lead (first) author will participate in the poster author orientation call.
- The lead author is responsible for communicating all poster requirements to any/all additional authors. All authors agree to comply with all HBA policies, work within stated timelines and meet provided deadlines.
- The lead author will provide a PDF of the completed poster to the HBA for review/ approval prior to finalizing the poster; submission date will be provided on the poster author orientation call. The HBA reserves the right to revoke acceptance of a poster if it does not meet the guidelines and requirements set forth by the HBA.
- Poster author(s) are not compensated.
- Poster author(s) will be able to register for the conference at the early-bird rate. These rates may not be applied retroactively to existing registrations.
- Poster author(s) are responsible for their travel and lodging costs.
- Applicants accept that decisions of the HBA and its content committee leadership are final.

Confidentiality, to the extent possible, will be maintained in the review process, and submissions shall not be used for any purpose other than evaluation of merit. Final selection of posters will be solely at the discretion of the HBA and based on what the association determines to be the best fit for the conference and its attendees.



## About the HBA

The Healthcare Businesswomen’s Association (HBA) is a global nonprofit organization comprised of individuals and companies from across the healthcare industry committed to

- achieving gender parity in leadership positions
- facilitating career and business connections
- providing effective practices that enable organizations to realize the full potential of their female talent

The HBA accomplishes its mission through strong business networks, education, research, advocacy and recognition for individuals and companies.

The HBA has nearly 120 Corporate Partners and 8,000 members served by more than 20 chapters and affiliates across the US and Europe.

## Core purpose

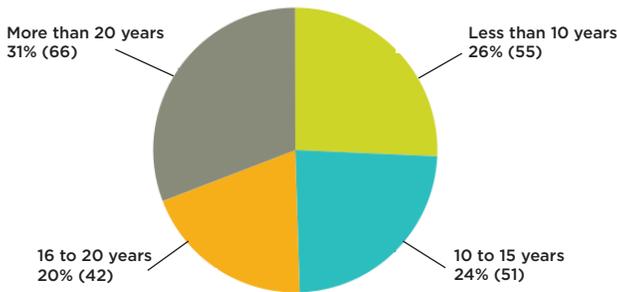
To further the advancement and impact of women in the business of healthcare.

## Annual Conference demographics

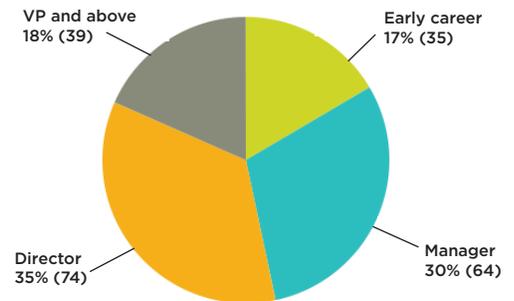
Year to year, approximately 85 to 90 percent of conference attendees are HBA members, and most are women. The majority of registrants are mid to senior-level professionals, and approximately three-quarters of attendees have 10 or more years of experience in the healthcare industry. Registrants represent many sectors of the healthcare industry, with degrees ranging from the baccalaureate to doctoral level. Those with clinical degrees — MD, NP, RN, PharmD, RPh — typically work within industry (vs as practicing healthcare professionals).

In 2016, the top three organization types reported by survey respondents were pharmaceuticals (48%), biotechnology (12%) and consulting (6%). Top functional areas were sales and support (20%), marketing (12%) and operations, research and development, and management, each with 8%. Respondents reported decision-making/purchasing authority in many areas including talent development (48%), consulting services (39%) and meetings/events (36%). See the full listing below.

**How long have you worked in the healthcare industry?**



**What is your career level?**



Type of organization		Functional area		Decision-making/ Purchasing authority in current position	
Pharmaceuticals	48%	Sales and support	20%	Talent development	48%
Biotechnology	12%	Marketing	11%	Services	39%
Consulting	6%	Operations	8%	Internal meetings/shows	29%
Medical devices	5%	Research and development	8%	Marketing/sales	29%
Marketing/advertising/PR	4%	Management	8%	Talent recruitment	29%
Pharmacy	3%	Business development	7%	Contractor/contract organizations	28%
Technology/data services	3%	Education/training	6%	Operations	26%
Not for profit	3%	HR/recruiting	6%	External meetings/shows	19%
Manufacturing/supplier	3%	e-Business/IT	6%	Advertising/media	14%
Academic/education	3%	Quality	4%	Clinical/research and development	13%
Diagnostic	2%	Project management	3%	Technology	13%
		Finance	2%	Products	10%
		Advertising	2%	Procurement	8%
		Public relations	2%	Other	7%
		Market research	2%		
		Compliance/ regulatory	2%		

**Questions/additional information-email [conference@hbanet.org](mailto:conference@hbanet.org)**  
Please put "Poster Inquiry" in the subject line.

## 2016 Poster awards

### Most outstanding poster

The B-Word: An Empirical Analysis of How Being Bossy Disproportionately Punishes Women in the Workplace

Cathleen Clerkin, PhD, and William Gentry, PhD,  
Center for Creative Leadership, Greensboro, NC, USA



### Special recognition award

Women. Fast Forward: The Time for Gender Parity Is Now

Linda DaSilva, EY, Iselin, NJ, USA; Angela Kyn, EY,  
Boston, MA, USA; and Gemma Williams, EY,  
London, England



### Special recognition award

Footprints: Taking Strides Toward Gender Parity and Sustainable Diversity and Inclusion

Chayla Freeman, Julia Curran, Danielle Littee,  
Kristina M. Allen, Kira Edgren, Alice Leong and  
Kathryn Scott, Takeda Pharmaceuticals International,  
Cambridge, MA, USA



### Special recognition award

Engage. Empower. Employ. Leveraging a Corporate Women Inspired Network to Empower Chronically Unemployed or Underemployed Women

Marie Lux, QuintilesIMS, Raleigh, NC, USA, and  
Megan Risley, Dress for Success, Durham, NC, USA

