When one woman shines, we all shine.

Johnson & Johnson honors the important work of the Healthcare Businesswomen’s Association. And we are proud to share the mission of empowering women to ignite change.

Congratulations to the 2017 Award Winners:

Joaquin Duato, Honorable Mentor of the Year
Gerianne Sarte, Rising Star
Maria Eduarda (Duda) Kertesz, Luminary
A United Force for Change

by Laurie Cooke

An evolution in the making

Without a doubt, 2017 will be a year for the HBA that is remembered as one of historic proportions and bold achievements. And it was never more evident than at our 17th Annual Conference in November.

Held in Philadelphia, one of the most historic cities and home to many of the country’s firsts, so an apropos setting to debut the HBA’s brand evolution. The new brand was unveiled to a sellout crowd in all its splendor of style, color, flair and messaging, clearly positioning the HBA as a formidable united force for change in the healthcare industry. The record-breaking crowd experienced firsthand the essence of the new brand and a palpable energy radiated through the more than 1,100 attendees during the content-rich three days together.

The new brand is a catalyst designed to accelerate our approach to reach the ultimate goal of gender parity. This will clearly take a village—not just the HBA village of volunteer leaders and professional staff but all members, Corporate Partners and sponsors—because reaching true gender parity requires a concerted paradigm shift and each of us has a role to play.

It is self-evident that all of us cannot move ahead if half of us are left behind. The healthcare industry needs us to stand up, to show up, and to speak up and take our place at the table. And the HBA is living up to the new bold brand, which is much more than new colors, new logo and new talking points. It’s about us giving you access to extraordinary mentors and sponsors. It’s about us providing you with programs featuring respected industry leaders. It’s about us connecting you with women and men who can be instrumental in advancing your career. It’s about us creating opportunities for you to hone your skills in HBA leadership roles. It’s about us speaking up for you and your right to be the most successful person at work...not because of gender, but because you are a community of amazing leaders who deserve equal opportunities.

The excitement of the Philadelphia conference and the historic and significant accomplishments of 2017 for the HBA, categorically demonstrates to me that we are creating a united force for change. One that will make things happen. One that will move the needle. One that will unite men and women to work together and approach gender diversity as a business issue, not a women’s issue.

I see very clearly as we move into 2018 that our empowering identity will fuel our core purpose more powerfully and boldly than before. Now more than ever the industry needs a nonprofit with an international reach, an established record of collective action, and a laser focus, to lead the charge to further the advancement and impact of women in the business of healthcare.
A United Force for Change

A New Era
The HBA’s new “united force for change” is a commitment to progress

A BOLD MESSAGE.
A FRESH LOOK.
A NEW ERA.

After a year-long collaborative exercise, involving volunteer leaders, professional staff, a top creative agency and Corporate Partners, the HBA launched its new brand at the Annual Conference in Philadelphia in November, officially declaring and demonstrating that the HBA is a united force for change.

The decision to rebrand the HBA was the result of the clear recognition that the time had come to evolve the HBA brand to better represent its nearly 10,000 members and the changing face of healthcare. Extensive research and discovery revealed a number of current and future challenges that rebranding would address. Evolving the brand at this time provided the HBA with greater opportunities to:

- Connect with current and potential members on an emotional level by building a messaging platform that taps into common feelings surrounding the HBA’s mission rather than focusing exclusively on the functional elements.
- Eliminate the perception that the HBA is just a women’s social organization with networking opportunities by emphasizing the importance of the work of HBA members, the ambitious goals of the organization and the vast professional opportunities available.
- Produce materials that feel modern, energizing and exciting to current and potential members by pushing the

HBA staff and advance committee members: Phil George, Nancy White, LeAnna Carey, Joe DePinto and Lauren Peck celebrate the HBA’s bold and refreshed brand at this year’s Annual Conference.
messaging in an edgier and more audacious direction, while maintaining a certain amount of deference to the traditionally corporate base.

- Connect with Corporate Partners and create appealing sponsorship opportunities by tailoring the messaging to convey the business need for gender parity, highlighting the benefits to a company’s bottom line and future growth.

- Ensure the organization’s purpose is clearly communicated and understood by making bold and definite statements about the association’s work using stronger and simpler language.

The refreshed brand also helps connect the HBA’s overarching purpose to its two primary audiences through key messages.

**Business Professionals**

We connect you with other passionate healthcare and life science professionals with a shared commitment to gender parity. By fostering a supportive and diverse environment, we give you the freedom to explore new skills, advance your career, and be a catalyst for change.

**Corporate Partners**

Uniting around the changing face of healthcare is the key to a competitive edge. And it’s the smart business leader who anticipates that new direction. Through the HBA, you’ll connect with the diverse industry voices who will be the architects of this continuing shift—supporting your long-term growth and bolstering your success.

“In order to personalize the new HBA and create the dynamic tools to effectively execute the new brand, we asked ourselves how we want the HBA to be perceived, how should the materials feel, what emotions and reactions should the visuals and messaging evoke,” said Nancy White, HBA’s director of marketing, communications and digital strategy.

“The stakeholder team concluded that we wanted to build an identity that’s credible and does impactful work, while at the same time convey a personality that’s forward-looking and edgy,” White continued.

The collaboration that led to the association’s reimagined identity and compelling mission and statements of purpose is reinforced and complemented by a redesigned logo, refreshed color palette and modern typefaces. The photography features real members and stakeholders from the HBA’s global community.

These design and creative assets will be available to members, chapters and Corporate Partners in early 2018 and be integrated by the HBA’s professional staff in all communications and outreach efforts with the goal of a complete brand integration by the 2018 Woman of the Year (WOTY) event in May.

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**Key Brand Messages Are Centered Around Four Pillars**

**Inclusion**

Our strength comes from our diverse partnerships. We drive change by uniting women and men of all backgrounds in a shared purpose.

**Radical**

By building a supportive and welcoming atmosphere, we create a genuine sense of unity among all our members—and strengthen our mission of change.

**Professional**

We offer opportunities for our members to grow their skill sets in an environment free from judgment, promoting global change through individual advancement.

**Business**

We unite diverse viewpoints and areas of expertise, understanding that gender parity in healthcare is a vital change—not only for individual advancement, but for business success.


ACE Awards

BMS and athenahealth recognized for excellence

To celebrate the 10th anniversary of HBA’s ACE (Advancement, Commitment, Engagement) award, the HBA expanded the award program in 2017 to recognize stellar women’s leadership initiatives at organizations of all sizes—small, medium and large. The 2017 ACE award recipients—Bristol-Myers Squibb (large) and athenahealth (small)—were honored at this year’s Annual Conference.

“The Bristol-Myers Squibb Network of Women (B-NOW) and athenahealth Women’s Leadership Forum are a result of organizations that get it and their initiatives demonstrate that gender diversity is not just good for women, it’s good for business,” said Laurie Cooke, RPh, HBA’s chief executive officer.

HBA’s ACE award honors companies committed to ensuring that gender diversity and leadership opportunities for women are part of their organizational DNA. A panel of industry leaders and academics judged entrants against five criteria: measurable results and impact on target population; degree to which it supports the overall business; stewardship, or depth of commitment to the program; effectiveness of the execution; and built-in sustainability.

To understand how critical these programs are to the Bristol-Myers Squibb and athenahealth organizations, we interviewed the programs’ champions.
Winter 2017  |  HBAdvantage

Ann Powell Judge
chief human resources officer
Bristol-Myers Squibb

BMS ACE winner

HBA Why is it important to Bristol-Myers Squibb (BMS) to have an internal leadership program for women?

Powell Judge Women have more than $20 trillion in buying power globally, represent 53% of all global STEM graduates and make over 80% of the healthcare decisions for families in the United States. At Bristol-Myers Squibb, more than half of our global employees are women who offer unique leadership skills and perspectives that advance our company goals. If we don’t invest in their growth and development, we’re missing a critical opportunity to drive innovation and bring medicines to patients faster.

HBA Why is it important for the BMS Network of Women (B-NOW) to have a male executive sponsor?

Powell Judge Men are key to achieving gender parity. At BMS, we engage men to mentor, sponsor and champion female colleagues; to be visible advocates for gender parity by ensuring diverse candidate slates for open roles, being aware of how unconscious bias may impact hiring and promotion decisions, and considering whether teams have sufficient diversity of thought to mitigate “group think.” Our male team members are important allies who play a critical role in supporting women to achieve business results.

HBA How does the BMS Network of Women (B-NOW) affect overall business performance?

Powell Judge While many Fortune 500 companies utilize employee volunteers to manage resource groups, these individuals also maintain other responsibilities within their companies. B-NOW leverages an innovative business model that uses the dedicated leadership of a full-time, general manager equivalent reporting into the chief commercial officer. The leader is accountable for strategy development, business plans, structure, operations, business results and driving accountability for performance. With nearly 4,000 members worldwide spanning 45 countries, BMS and B-NOW are poised to achieve significant business growth through the power of these women.

HBA How high, broad and deep is executive commitment to the program, both formal and informal?

Powell Judge We are deeply committed to the BMS Network of Women (B-NOW) and to driving a culture of inclusion globally. Through a culture of inclusion, we create a better, more productive work environment. We believe that the diverse experiences and perspectives of all our employees help to drive innovation and transformative business results.

The B-NOW structure mirrors that of a business unit. Its dedicated, full-time leader has a role equivalent in scope and responsibility to a general manager position. More broadly, advancement of women’s leadership development and gender parity are critical business drivers at BMS. Our Global Diversity & Inclusion Council (GDIC) is chaired by our chairman and CEO. The GDIC provides guidance, prioritizes key business goals and leads the entire organization towards opportunities to leverage business insights and maximize the diversity of BMS’ talent. The GDIC is made up of executive leaders across the company and meets quarterly as a global council. Most GDIC members chair functional councils that also meet on a regular basis.

HBA What is the impact of the program on women in your organization?

Powell Judge B-NOW is now the largest people and business resource group at BMS (nearly 4,000 members in 45 countries). We are seeing stronger retention (40% lower separation) and promotion rates (2.5x) among women who are members of B-NOW, as well as higher engagement (1.5x). We are also starting to see higher representation of women at all levels across the organization.

In addition to B-NOW, we also offer a range of leadership development programs for women and multicultural employees including LEAD (Lead. Engage. Accelerate. Develop.), a groundbreaking partnership with Columbia University Graduate School of Business, and Insights for Success, designed to accelerate the development of high-performing managers. More than 260 participants have completed these programs to date. Similar to B-NOW, we’re seeing higher promotion (2.0x), career mobility (2.5x) and engagement (+5.0%) rates among program participants.

Also, for the fourth year in a row, BMS sponsored the Pennsylvania Conference for Women, a non-profit, one-day professional and personal development event for women that features more than 100 renowned speakers and draws over 12,000 attendees. In 2017, BMS sent 300 employees, including 60 male allies, to the conference. It has been an incredible opportunity for business net-
Advancement, Commitment, Engagement

working, professional development and personal growth.

There is still more work to do but we’re incredibly proud of the impact these leadership programs and B-NOW have had. And we’re incredibly proud of our inclusive and diverse culture, which enables us to meet business objectives, successfully execute our business strategy and ultimately, better serve our patients.

athenahealth ACE winner

HBA Why is it important to athenahealth to have an internal leadership program for women?

Anthony Diversity and inclusion breed better business outcomes. And diversity in thought—whether through gender, ethnicity, industry experience or education—brings together a range of opinions, points-of-view and problem-solving techniques that drive collaboration and effective business decision-making. Furthermore, in healthcare, where many of the healthcare decisions are made by women, it is important to reflect this point-of-view in the products and services offered in healthcare. Not to mention, having a diverse workforce representative of the constituency you serve is important in how you approach the market and engage customers, patients and key stakeholders.

HBA How has athenahealth’s Women’s Leadership Forum (WLF) affected overall business performance?

Anthony We are in the earliest days of understanding the impact of the WLF on business performance. However, we do know active members of the WLF are more engaged in their work here at athenahealth and “athenistas” who report to women leaders are more engaged overall. Engagement results were determined as a result of our annual employee engagement survey with PwC.

HBA How high, broad and deep is executive commitment to the WLF?

Anthony athenahealth leadership has made a strong commitment to the women’s leadership development, diversity and inclusion across the company. The numerous leadership and development programs offered through athenaUniversity (our employee learning center) are supported by our highly engaged executives, who offer guidance and support in terms of program development and improvement. Not to mention, we’re thrilled we’ve just hired a new athenista leader solely dedicated to not only overseeing our diversity and inclusion programs, but immersing herself in industry and association events and initiatives, focused on a company value we hold dear to our hearts: teaching and learning. Our company is truly committed to expanding and broadening our women’s initiatives and efforts in women’s leadership development to drive gender parity and a compelling diversity and inclusion agenda.

HBA What is the impact of the WLF on women in your organization?

Anthony We sponsor roughly 60 events annually including topic-driven lunch meet-ups; panel discussions on topics including career and skills development, finance and technology; and a leadership series featuring female leaders from across the organization. Events draw anywhere from a handful of participants to more than 200.

In 2016, WLF launched a mentorship program to encourage the development and advancement of high potential women to cultivate a robust pipeline for leadership positions, support our membership’s desire for mentorship and guidance, and develop a more concentrated network of engaged, high-potential women across cohorts and departments. The initial interest was awe-inspiring and the improvements in terms of career development for our participants were exceptional. We were blown away by initial interest and overall results, and look forward to watching the program continue to evolve with the 2017 cohort.

HBA If you had to call out one key accomplishment of the Women’s Leadership Forum (WLF), what is it and why are you most proud of achieving that goal?

Anthony Being recognized by the HBA, the most admired women’s leadership organization in healthcare, reaffirms our steadfast commitment toward developing programs and services to support the professional women in our industry. There’s no question, together as a broader community we’ve still got a lot of work to do, but receiving the ACE award signifies we’re making a positive impact within our athenista community and toward our mission to make healthcare work as it should.

Anna Maria Anthony
chairwoman
athenahealth Women’s Leadership Forum
It’s a new era for the HBA.
Thank you for trusting us with creating your new brand.

Liz Haldeman
President & Executive Creative Director

Pivot Design is a leading woman-owned healthcare creative agency. For more than 25 years, we’ve been building healthcare brands and creating marketing experiences that inspire people, build loyalty, and deliver value. As a mid-sized agency with offices strategically located in Boston, Chicago, and San Francisco, Pivot is helping today’s top healthcare organizations achieve the results that are shaping tomorrow.
Our mission to move the needle on gender parity in the healthcare and life sciences industry is lofty.

Our members are ready, willing and able to take up the charge but have told us, to get there we need more: more opportunities to convene and engage, more developmental programs and experiences, and even more challenging leadership opportunities. This feedback comes directly from a broad sample of individual and corporate members.

Using the creative insights from both member volunteers and staff, the HBA has evolved key components of our operating model to position us for success. We’ve redesigned internal processes and restructured how and where HBA “work” gets done. The result is an organizational model that simultaneously creates more development and networking opportunities for members as well as a lighter lift of work for our volunteer leaders. We’ve been implementing sections of the new model across 2017 and expect full implementation across the United States and Europe in early 2018.

**The new HBA chapter operating model creates more local hubs of the organization, allowing chapter leaders to respond more effectively to the needs and interests of their membership. Interestingly, a stronger local HBA community actually provides broader access to industry leaders and relevant healthcare constituencies than what is feasible through HBA national programming. This “going deep” in the local market is a significant value-add for members and an excellent complement to HBA central’s programming.**

The new model was successfully piloted in 2016 with the startup of HBA chapters in Dallas-Fort Worth and Kansas City, and further in 2017 with five additional HBA locations in the United States and four breakout chapters in Europe. As a result of this expanded local access, almost 1,000 new members have joined the HBA and we’ve only just begun.

Geographic expansion will continue. Given the robust pipeline of requests, we expect to
grow to more than 30 chapters by 2019. (See chart: New Chapter Locations 2017-2018)

“HBA Inside” for Corporate Partners

The second component of our new model is the HBA’s Ambassador program. This offering is “HBA inside” for corporate members designed to deliver the HBA’s three key benefits—professional development, networking and recognition—inside their company, by their employees, for their employees.

These programs accelerate the development and visibility of talent within an organization and have been shown to fuel the career advancement of participants. Individuals at all levels participate in the program as senior advocates, program champions, facilitators, speakers and/or program managers who get access to HBA resources and tools to optimize their efficiency. Once established in a location, the HBA helps connect the Ambassador communities across corporate affiliates, strengthening their internal network, expanding the reach of their internal programs and further exposing the talent pipeline across the enterprise.

Currently, six Corporate Partners have Ambassador programs:
• athenahealth
• Baxter
• IQVIA
• Shire
• Takeda
• UPS

The HBA’s latest Corporate Partner recognition—the Ambassador Program Engagement Award—was bestowed to

New Chapter Locations 2017-2018

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<td>Austin</td>
<td>Central US: Fairfield County</td>
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Three critical components of the new operating model

1. New chapter operating model

2. “HBA Inside” for our Corporate Partners

3. Revamped volunteer organization

Shire at a private reception during the HBA’s 2017 Annual Conference. This award recognizes excellence and innovation from the Corporate Partner in its collaboration with the HBA to achieve its mission. Award criteria include:

- Establishing C-suite level advocacy for the Ambassador program
- Effective collaboration with existing internal women’s networks
- Ambassador programs in more than one company location
- Hosting at least four internal Ambassador events annually
- Ambassador program members holding key volunteer roles in the HBA
- Innovative use of HBA national events in support of its goals
- Significant participation in HBA signature events
- Support of local HBA events and initiatives
- Significant HBA membership globally

Revamped volunteer organization

Lastly, as a volunteer-run organization, it’s critical that the HBA offer highly rewarding leadership and engagement opportunities that provide exceptional return on the time and talent our volunteers afford the association.

Unlike the traditional for-profit model of having the fewest number of people doing the most of work, the HBA’s new model looks to have the greatest number of people doing the least amount of work. Real-world, real-time leadership development experience is a unique value prop of the HBA. Our new model maximizes that opportunity for members leading to more women and men growing their skills and expertise in a judgment-free environment.

We are on a mission to advance the influence and impact of women and move the needle on gender parity in our industry. We are confident our new operating model will speed up the progression of women and drive progress for our members, their companies and their key stakeholders.

Editor’s note: For more information on the new operating model, Ambassador program or Corporate Partner program contact info@hbanet.org with questions. For a full list of HBA Corporate Partners, go to: https://www.hbanet.org/corporate-partners.

SOLVING THE WORLD’S TOUGHEST HEALTH CHALLENGES TAKES ALL OF US.

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Given the current state and pace of change, research indicates it will take 120 years or so to achieve gender parity in the senior-level ranks. This is totally unacceptable. The HBA believes the business case for gender parity is so strong and the path to the goal so achievable, we can and should get there in one-third of the time. That’s 2058, not 2138, per the literature.

The 2018 Olympics are quickly approaching. To most of us, winning a gold medal at the Olympics seems an impossible goal, well beyond our reach, not something we could ever achieve and, as such, few of us ever really try. But those who do—those who aspire to "go for it" and put their mind and body into it and actually get there—reap many rewards: global recognition; commercial and financial riches; explosive brand value and personal satisfaction. The HBA believes the same can be said for gender parity.

The Business Case

"Going for gold" in gender parity provides significant business benefit: improved financial performance, increased internal innovation, greater access to talented potential employees, enhanced brand/reputation and expanded market access and understanding, including competing globally (Salomon & Schork, 2003). In terms of financial impact, current gender parity research reports:

- Companies with three or more women on the board outperform companies with all-male boards by 60% on ROI, 60% on ROE and 84% on ROS.
- US companies with 10% higher gender and ethnic/racial diversity on management teams and boards had EBIT that was 1.1% higher.
- Average ROE for companies with at least one woman on the board over the period from 2005 through 2011 was 16%, four percentage points higher than companies with no women on their boards.

(ROI = return on investment; ROE = return on equity; ROS = return on sales; EBIT = earnings before interest and tax)

Excellence in Gender Parity

In sports, Olympic and world-class excellence is well-known and recognized. In business—with regard to gender parity—the HBA believes that understanding "what good looks like" is the first step toward creating change.

As much as recognizing the symptoms of a problem, knowing what good, better and best looks like helps guide specific planning and targeted action to improve and ultimately get to excellence. Knowing the most relevant performance measures is key to working effectively on the right opportunities for your specific situation; you don’t want to be running toward the wrong goal posts.

World-class gender parity "athletes"—individuals as well as organizations—display the following key attributes or "gender parity muscles":

1. They are open to, and welcome, diversity of thought, perspectives, experience and people, and their operational practices encourage the inflow and placement of that diversity;
2. They are committed to mobilizing the middle ranks of the organizations, eliminating what is called "the sticky middle" by unlocking the talent that is stuck or suppressed in their organization, enabling opportunity-ready women to move in, around and up in leadership more effectively; and
3. They model the right behavior, having every leader personally accountable for gender parity in their teams.

"Example is not the main thing in influencing others. It is the only thing.”

Albert Schweitzer
beginning with the corporate board, C-suite and executive leadership teams.

Getting There From Here

For organizations, the number and complexity of potential solutions for gender parity can be overwhelming. Therefore, it’s critical that each organization prioritize what is most important to its specific situation and create a few measurable, trackable initiatives to drive change that best align with its business and strategic goals.

When companies know which area of their organization to develop and have identified the specific endpoints to move toward, this makes it possible to customize an action plan. But, where to start is the question that many companies struggle to answer. Debating the following simple three questions—i.e. assessing the strength of your three gender parity muscles—can help focus organizational diagnostics and prioritization. We encourage you to finish out the discussion on each question with: “if not, what’s the business impact?”

1. Do we have good diversity coming in the door?
2. Are we enabling a diverse group of leaders to grow within the organization?
3. Do our leadership team demographics tell the right story?

HBA’s Gender Parity Collaborative

To support organizations on the gender parity front, the HBA has created a proprietary, branded product—The HBA Collaborative—a community of healthcare and life sciences companies committed to advancing gender parity.

Using the right combination of thought leaders and experienced peers, The Collaborative will bring its members practical, measurable solutions for key gender parity opportunities.

The HBA Collaborative will also provide industry-wide metrics and benchmarks to enable organizations to see just how close to “gold” they are.

The HBA has developed a preliminary lineup of solution summits for 2018 and 2019:

HBA Gender Parity Collaborative Solution Summit Content Lineup—2018/2019

- Igniting the use of sponsoring and sponsorships to accelerate advancement of women
- Leveraging the secrets of inclusion
- Addressing unconscious bias
- Empowering internal women’s networks
- Unblocking the talent pipeline
- Building the executive and C-suite bench

Dedication to Women and our Industry. Haub has it.

SJU Saint Joseph’s University Pharmaceutical & Healthcare Marketing MBA

sju.edu/hba-pharma
Gender parity “gold” is within your reach, our reach. “Bringing home the gold” will provide significant business benefits for our teams and our companies as well as for the healthcare industry and patients worldwide. We all know that what gets measured, gets attention. Improving gender parity involves:

1. Knowing what good looks like
2. Customizing an action plan to develop the right gender parity muscles
3. Tracking the key metrics of performance

Companies are not alone, however. Gender parity improvement is a team sport and the HBA is here to help.

Editor’s note: For more information about The HBA Collaborative, contact us at genderparity@hbanet.org.

HBA launching Gender Parity Collaborative

The HBA supports research that states that companies with female representation at senior levels are more innovative, have greater employee retention and perform better than their peers financially. The data make the case that gender parity is a business issue and the HBA has plans to be part of the solution.

To help advance the HBA's mission in driving gender parity in industry organizations, the HBA is launching a gender parity branded product in early 2018. The HBA Collaborative is a members’ only community of healthcare/life sciences companies committed to taking an active role in creating change and celebrating success.

The HBA Collaborative members will have exclusive access to HBA solution summits and thought leadership; industry specific performance metrics and benchmarks; committee and champion leadership positions; and company awards and public recognition. Members will be active participants, creating and deploying effective solutions to advance gender parity.

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European Impact

Celebrating 10 Years of HBA Europe

A decade of impact

It all started mid-2006 in a meeting with some of the brightest female executive minds in the industry. We had met to consider how to create a network of successful female leaders, and ultimately identified the incredible impact we could have on the wider landscape by giving us the opportunity to share our experiences, mentor and support each other and shape inspiring stories from our community. The HBA Europe affiliate started with a few meetings in Switzerland and progressed to regular programming in many countries in a very short period of time.

European Leadership Summit

More than 100 industry leaders met in London for this year’s HBA European Leadership Summit.
European Impact

Amy Rojas, Florence Manger, Friederike Sommer, among others—all mentored by Daria Blackwell (2011 STAR and 2004 HBA chair emeritus)—rose to the challenge to lead this idea from conception to reality. With no specific knowledge in the area, we set about building our community spurred on by a belief in ourselves that we would make it happen and the empowerment and trust from our sponsor. With no specific knowledge in the area, we set about building our community spurred on by a belief in ourselves that we would make it happen and the empowerment and trust from our sponsor Novartis. (For more information about HBA Europe, visit https://www.hbanet.org/chapters/Europe)

2017 HBA European Leadership Summit

As HBA Europe celebrates its 10 year anniversary, this year’s Leadership Summit focused its attention on inclusion, impact and innovation.

The theme of this year summit attracted industry influencers and rising stars within healthcare and life sciences, ranging from various scientific and corporate positions.

Partnerships, collaboration and cross-sector understanding emerged as key themes at this year’s HBA European Leadership Summit, which fueled the need for further conversations. These conversations meant attendees and speakers had the chance to exchange thoughts and ideas, thus creating a great “pabulum” for future growth.

The first panel of the summit, “Healthcare 2030, Raising the game in healthcare to meet the needs of the patient of the future” was chaired by Catherine Sohn, board member, Jazz Pharmaceuticals, and included panelists Hakim Yadi, CEO, Northern Health Science Alliance; Professor Hilary Thomas, chief medical advisor, KPMG; Duncan Arbour SVP, innovation, commercial division, INC Research/inVentiv Health; and Roberto Silveira, VP, BioManufacturing Sciences (BSG), Pfizer.

The panel discussion set the benchmark for a wide range of discussions. Professor Thomas, an oncologist and cancer patient, provided a welcome reminder that the industry needs to put itself in the position of patients to really understand what their reality is. Arbour highlighted that even though digitalization has made interactions with patients easier, not all patients go online, and there is a need to understand the role of AI in healthcare. Yadi emphasized that collaboration is key to improving quality of life for a patient and widening alliances in healthcare, digital and drug development are more im-

DELIVERING BREAKTHROUGH INNOVATIONS FOR PATIENTS WITH RARE DISEASES

Alexion is a global biopharmaceutical company focused on serving patients with devastating and rare diseases. Patients with these diseases often have no effective treatment options, and they and their families suffer with little hope. Our goal is to develop and deliver therapies that will dramatically transform their lives.

alexion.com
European Impact

important than ever. Overall, it was concluded that diversity and inclusion will contribute to generating impactful innovation.

Founder and CSO of Nuritas Nora Khalidi, a data scientist and successful entrepreneur, explained how they are using AI and big data to find cures by unlocking novel bioactive peptides from everyday food sources. This compelling evidence showed the power of combining sectors to accelerate change.

European healthcare workforce survey results were presented by Aon Hewitt. Most respondents to the survey were women and fewer than half think career opportunities are equal for men and women in our industry. Compared with previous results, progress was made in more respondents seeing positive female role models, and there was also growing support for short-term quotas to achieve gender parity. Interestingly, the survey also revealed that young women want to lead interesting lives by moving sideways in their career.

HBA Luminary Diana Cucos, senior VP, Global Clinical Operations, Strategic Resourcing, INC Research/inVentiv Health, shared that great leaders are defined by even greater teams when leading with empathy and gratitude.

Jane Griffiths, global head of Actelion, Johnson & Johnson, gave a stirring keynote speech. She noted that having a purpose that is higher than your own career is very important and leading through passion can have a positive impact in many ways.

This year’s Leadership Summit has created a positive momentum for HBA Europe that will continue to flourish by creating a forum that brings the life science industry together; encourages networking and knowledge sharing; and, most importantly, contributes to the gender parity discussion and creates an #HBAImpact.

HBA Office in Europe

The HBA has been growing steadily worldwide, particularly in Europe with roughly 700 members across six countries. With growth comes change and with the support of MCI we will be changing the way we work and the way we do things so that we all have a better experience and create access to current and new members.

The HBA opened its first office in Europe on 9 October, in Brussels, Belgium.

“We’re thrilled that women and companies in Europe increasingly recognize the value the HBA provides in developing strong leaders and leadership skills,” said Laurie Cooke, RPh, HBA’s chief executive officer. “This has fueled our com-

KPMG

We believe that women can transform healthcare

The business of healthcare relies on the leadership of women. From the smallest biotech to the largest global pharmaceutical and health products company, high performing women are driving innovation and growth. KPMG is proud to support the Healthcare Businesswomen’s Association.

To learn more about KPMG’s Exceptional Women in Life Sciences program, please visit kpmg.com/exceptionalwomen.
munity’s growth and strengthened the gender parity performance of the companies partnering with us. Migrating from a virtual operating model, to a brick-and-mortar presence will help us deliver even greater value to our individual members and corporate customers.”

Committed to achieving gender parity at all levels of leadership in healthcare and life sciences companies, the HBA facilitates career and business connections and provides effective practices that enable organizations to realize the full potential of their female talent. The HBA has partnered with the MCI-Group, a global association management and consulting company to create its presence in Europe. MCI provides operational expertise and resources for local chapters across Europe, enhancing the member and chapter leader experience.

HBA’s European office
Boulevard du Souverain 280, 1160 Brussels, Belgium
Opening hours from 9am to 6pm (local time)
Tel: +32 (0)2.740.22.20
Email: HBAEurope@hbanet.org
Volunteering can make you a STAR

The HBA offers hundreds of engagement opportunities to make a difference

THE NUMBERS TELL A COMPELLING STORY:

90% of current and former volunteers say the HBA has helped them build a stronger network;

87% of current and former members agree or strongly agree that volunteering has been a positive experience for them; and

58% of current and former HBA members agree or strongly agree that volunteering has helped their careers. This is empirical evidence demonstrating the professional and personal power of being an HBA volunteer.

As a member, if you haven’t volunteered, now is the time. The HBA has new and exciting ways for you to contribute to help accomplish its mission of:

• 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

With the core purpose of furthering the advancement and impact of women in the business of healthcare, volunteering puts you in contact with executives—men and women—who belong to an expansive range of life sciences companies represented by the more than 50,000 members of a global community.

As part of HBA Next [see related story on page 10], today’s HBA offers even more opportunities for members to pay it forward—at all career levels—to gain a professional advantage through experiential leadership and skill development.

Taking on a volunteer assignment allows you to strengthen critical leadership, consensus-building, negotiating and management skills by serving on multi-functional regional, national and global committees to build out HBA mission-critical programs, initiatives and events.

Further, these volunteer engagements often lead to lasting relationships with influential healthcare businesswomen and men.

HBA Volunteering = Career Impact

In a recent HBA survey of members, those who have had a medium to high level of volunteer engagement report:

Gain career management insights 57%

93% Impact on their career progression

90% Build a stronger network

73% Foster new business connections

58% Of those reporting career advancement felt the HBA helped them demonstrate their leadership skills to their employer

54% have been promoted
The HBA’s board of directors ensures the organizational focus, strategies and plans are aligned to accelerate the HBA’s mission. The generous donation of time and talent from board members enables the HBA to keep our strategies fresh and relevant while maintaining a laser focus on the longer-term goal of gender parity at all levels of leadership.

## 2017 Board of Directors

The HBA would like to thank its 2017 board of directors—Helen Cooke, Taren Grom, Lynda McDermott and Rhonda Johnson—whose terms are complete for their generous years of dedicated service to the HBA.

![Board of Directors 2017](image)

(Back row, left to right) Elizabeth Paulson, Helen Cooke, Julie Ross, Joe DePinto, LeAnna Carey, Taren Grom and Lynda McDermott.

(Front row, left to right) Melissa Stahl, Shannon Resetich, Rhonda Johnson, Laurie Cooke and Simona King.

Not pictured: Rebecca Vermeulen, RPh

## 2018 Board of Directors

The HBA’s board of directors ensures the organizational focus, strategies and plans are aligned to accelerate the HBA’s mission. The generous donation of time and talent from board members enables the HBA to keep our strategies fresh and relevant while maintaining a laser focus on the longer-term goal of gender parity at all levels of leadership.

### Executive Committee

**Chair:** Shannon Resetich, chief commercial officer, ActivCore

**Vice-Chair:** Rebecca Vermeulen RPh, global head, customer strategy, product development medical affairs, Roche Pharma

**Secretary/Treasurer:** Simona King, head of finance, corporate financial planning and analysis, Bristol-Myers Squibb Company

**CEO:** Laurie Cooke, RPh, HBA CEO (ex-officio non-voting)

### Directors at Large

**Joe DePinto,** president, Cardinal Health Specialty Solutions

**Kimberly Fox,** communications leader, strategic platforms and enterprise scientific policy, office of the chief medical officer, Johnson & Johnson

**Denise Pirrotti Hummel,** JD, chief innovation officer, Lead Inclusively, Inc.

**Julie Ross,** president, Advanced Clinical

**Melissa Stahl,** senior director, KPMG

**Ozge Saritosun Kurtoglu,** VP, pricing strategy and insights, Pearson Corporation

### Non-Voting Directors at Large

**LeAnna Carey,** global market strategy, Symplur

**Elizabeth Paulson,** strategic account executive, LexisNexis (chair, Council of Chapter Presidents)

![Board of Directors 2018](image)

(Back row, left to right) Julie Ross, Joe DePinto, LeAnna Carey, Kimberly Fox;

(Front row, left to right) Elizabeth Paulson, Melissa Stahl, Shannon Resetich, Laurie Cooke, RPh and Simona King.

Not pictured: Rebecca Vermeulen, RPh, Denise Pirrotti Hummel, JD and Ozge Saritosun Kurtoglu
Celebrating HBA Volunteers

In addition to the personal and professional rewards gained through a meaningful engagement assignment with the HBA, volunteers gain industry-wide visibility and are eligible for recognition through the HBA’s many award programs. For example, each year, leaders have the opportunity to be honored with the President’s award, the Innovation award, Leadership Excellence And Dedication award among others. Another prestigious HBA honor is its STAR—Strategic Transformation. Achievement. Recognition.—a volunteer award that recognizes one member who has made a significant commitment and contribution to the association and its members.

STAR Insights

The HBA tapped into its STAR base to learn about the volunteer assignments that meant the most to them and the benefits these exceptional leaders derived from their volunteer experiences.

STAR 2017
Ceci Zak
principal and chief operating officer
Batten & Co

My favorite volunteer assignment was being nominated for secretary of the former HBA Metro board, which ultimately led to my being elected president of the corporate board. Over those five years, all those roles helped me develop my strategic and tactical skills that proved to me that I could lead a global business. I’ve never looked back and that experience taught me how to dream big professionally, go for it and achieve it.

STAR 2015
Carol Wells
senior director, commercial training & development
Genentech, Inc.

Serving on the HBA San Francisco programs committee was my favorite volunteer engagement as we were able to create experiences that helped us lift others through networking, mentorship and skill development. Seeing women become what they can be versus what they thought they could be is the heart of the HBA.

Volunteering through the HBA enables people to stretch and step into roles they may not have done previously in a supportive and encouraging environment. I believe learning as you go with colleagues cheering you on creates a potentially transformative experience.

STAR 2014
Ilyssa Levins
founder/president
Center for Communication Compliance

My favorite HBA volunteer experience is the HBA Leadership Project for cross-functional collaboration. This ongoing initiative arms professionals in life sciences with strategies and tools to foster and lead more collaborative teams, which have been proven to achieve higher business results and innovate more quickly. To date, volunteers on the project have created a robust tool kit housed on the HBA website, which includes white papers, benchmark surveys, business acumen tools and best practice podcasts. Volunteers are currently developing competency programs to increase collaboration around digital innovation. Cross-functional teams involved in digital initiatives must be able to navigate the variable nature of group dynamics that inevitably arise when new or novel ideas are presented. Collaboration is derailed when team members question one another’s contributions, struggle to adapt to one another’s diverse behavioral styles, aren’t fully abreast of fundamental regulatory compliance requirements or don’t know how to make a case for their ideas or initiatives. Greater cross-functional collaboration around the development and approval of digital materials and initiatives saves companies thousands of hours and millions of dollars in promotional review efficiencies, while meeting patient needs.

The HBA fosters trusting relationships among like-minded professionals, which is the single most remarkable benefit for me. Trust opens the door to greater innovation because when you are not worried about looking over your shoulder, you can keep your eye on the future.

The association has this magical way of converting a
group of volunteers into a tight knit community of women who become trusted advocates for professional and personal growth. I know I can count on my fellow HBA-ers to get the real scoop on a situation; try out new concepts; provide feedback on a novel idea; or get introduced to other industry thought leaders. HBA colleagues listen and respond with an open mind so we can harness our unlimited potential.

Henry Ford said that nothing is particularly hard if you divide it into small jobs. The HBA brings talented, trustworthy women together and when everyone executes a small portion of a major, first-ever, never-done-before initiative such as the Leadership Project, you can make it happen...together. This was the case with one of the Leadership Project’s sold out webinars on business partnering featuring Stacy Reese, director of regulatory affairs, Teva; Jennifer De Camara, assistant general counsel, Johnson & Johnson; Cynthia Cetani, group integrity & compliance head, Novartis; healthcare compliance expert Terri Ledva; and Dr. Anne Arvizu, CEO of RxER Communications Corp., who was formerly Baxalta’s global medical affairs director. Several of the event panelists shared their perspectives on HBA volunteering, which concur with my experiences: HBA volunteer assignment are fulfilling on both a personal and professional level because in a trusting environment, you can check multiple important boxes in one fell swoop. You gain new insights while sharing your own professional expertise. You leave a legacy while making lasting connections. You advance thinking on topical issues that enable companies to compete more effectively, while increasing the industry’s diversity and inclusiveness. You get visibility and recognition, while paving the way for our future leaders, which is the real payoff.

STAR 2013
Eve Dryer
principal
Eve Dryer Healthcare Consulting

I was fortunate to have the opportunity to experience an extensive number of volunteer roles, including three years as co-chair for the Annual Conference, chairing the Rising Star and the ACE award, serving on the Woman of the Year (WOTY) planning committee and HBA nominating committee and co-hosting the red carpet at four annual WOTY events.

But I think my favorite role was heading the advisory board planning committee for three years, and having the opportunity to work closely with advisory board chairs Lonnel Coats (2007 Honorable Mentor), Dr. Deborah Dunsire (2009 WOTY) and Dr. Freda Lewis-Hall (2011 WOTY) to annually assemble some of the leading names in the healthcare industry. Together, we shaped agendas focus-
ing on the changing dynamics and inter-relationships in the healthcare arena, the importance to break out of our silos and empowering leaders to be collaborative leaders.

In fact, I believe that some of the HBA’s earliest deliberations on the importance of achieving gender parity evolved from the spirited discussions that took place at these advisory board meetings more than half a dozen years ago.

My list of benefits derived as an HBA volunteer would greatly exceed a David Letterman top 10 list. But if I had to choose my top three, this is what they would be. My HBA volunteer roles helped me expand the scope of my career by engaging with many of the “top thinkers” in the industry. It allowed me the opportunity to forge personal connections at the senior-most level, and experience first-hand the passion that drives many of healthcare’s most distinguished leaders.

As I took on a series of successively more senior HBA volunteer roles, it enabled me to hone my organizational leadership skills, and transfer those learnings to several patient advocacy organizations, including three terms as board chair of Healthy Women, one of the leading online resources for women’s healthcare content, and my current role as board member of Sisters Network, the only national African American breast cancer awareness organization.

The dozen-plus years I was privileged to spend as an active HBA volunteer not only helped me professionally but personally as well, as many of my most treasured friendships have grown out of the shared experiences of working together on HBA initiatives.

To summarize, the HBA: connected me, inspired me, allowed me the opportunity to forge personal connections at the senior-most level, and experience first-hand the passion that drives many of healthcare’s most distinguished leaders.

To summarize, the HBA: connected me, inspired me, opened my eyes to my potential impact, expanded my horizons, got me through challenging times at work and helped me build what I know will be lifetime relationships.

My favorite volunteer assignment was working on the committee that developed the ACE award. The goal for such an award was to recognize a company’s internal leadership program that assists women to advance within the company. It was first called the Gold Standard award, but evolved to ACE (Advancement. Commitment. Engagement.). It was so gratifying to work on a committee that created such a sustainable award that, by recognizing leadership programs, spurs more companies to develop their own women’s leadership development programs.

I believe volunteering and/or accepting HBA assignments is important to one’s career development. Serving on a committee puts one in touch with leaders in our healthcare industry. Volunteering provides an opportunity to give back to our industry. It also allows one to have interaction with individuals in various segments of the healthcare industry that one may not normally have contacts with.

My favorite time at the HBA was when I was president right around the millennial and envisioned a future of heightened recognition for more women—hence the Rising Star program was born. We initiated research into why more women were not in leadership positions. We conducted the first research study—the POWER survey in pharma—which provided insight into what was holding women back and what they could do to help themselves and their companies too. Based on this research, we created the Leadership Conference where more women could be given the knowledge and skills to be the leaders of tomorrow.

It was an exciting time of all new initiatives and taking the HBA into new ground where women would be provided with the opportunities, knowledge and visibility to enhance their careers. The board was phenomenal in thinking big and setting audacious goals and it is so heartwarming to see each of these initiatives continue on to be core components of the HBA today. The most special part was the bonding we all had with each other—it’s the key intangible benefit of being part of something bigger, knowing you are making a difference and making a lot of new friends along the way.

With volunteering you get an ability to challenge yourself in doing new things, thus developing new skills, such as learning to lead an organization or committee that you might not get at your company. What you develop at the HBA is completely transferable to your job and can also help you stand out in your own company as a potential leader. Not everyone volunteers, so for those who do, you can be recognized as someone who has decided to step up and take on a role that stretches you.

The other big benefit to volunteering is that this is where you get to know people and widen your network. You spend time with other volunteers while doing the work so you get to know them so much better. You’ll find out about new companies, new positions, new opportunities to partner with others and so on. Most importantly, more people will know you and you will know others. As they say, it’s better to dig your well, before you ever need it. Plus, it’s a lot of fun getting to know others outside your company.
Being chapter mentor to some six of our chapters was the most rewarding and probably my favorite assignments. Their enthusiasm as they started the chapters and grew was contagious. I loved working with the presidents and watching them try new things, testing their leadership skills and being a sounding board and confidante.

The first thing is that volunteering improves your own leadership skills in a non-threatening environment. You have to learn to build consensus, work on committees where you may not have the best solution, nor the loudest voice, and need to work for a cohesive, cooperative solution to further the initiative.

Secondly, you feel a great sense of belonging and making a real difference for women in the healthcare field.

And thirdly, you build incredible life-long friendships by volunteering. It’s fun, rewarding and you often feel you are gaining more than what you are putting in.

My favorite volunteer engagement has been leading all of the HBA’s major studies—so far—of how women and men advance careers in the business of healthcare.

Crafting, fielding, analyzing and socializing the results of those four studies satisfied me in two ways. First, this volunteer assignment fed my own intense curiosity. Second, it gave me the deep satisfaction of using my skills and experiences to show others how to move the needle.

The benefits of volunteering are many. I got more out of my career. I got to meet jaw-droppingly awesome people I would never have had a chance to meet if I didn’t get out more. I learned how to do things nobody would pay me to learn. I received promotions and raises to do things I figured out how to do for free. I have stayed friends with those same jaw-droppingly awesome people. Finally, volunteering with the HBA allowed me to build and widen a network of smart women who teach me to this day.

athenahealth’s Women’s Leadership Forum is honored to be recognized by the HBA with the prestigious ACE Award!

We proudly support career development for all women through Advancement, Commitment, Engagement

After all, we’re named after a Goddess!
I was honored to be selected to be HBA’s 2007 Star Volunteer. I first joined the HBA in the early 1980s, but became an active member in the late 1980s when I was asked to join the board of directors as the director of membership. Most of the membership, at that time, was on the supplier side of the pharmaceutical industry, primarily in the media, advertising, communication and publishing sectors.

We were down to a couple of hundred members, and my task as membership director was to expand and start recruiting members who held positions within the pharmaceutical companies. We created different types of incentives and membership drives, along with the practice of having board members approach the new members at meetings to engage and welcome them. This was very successful and soon the HBA was opening new chapters around the country.

My next volunteer assignment was creating the Executive Women’s Breakfasts, which developed programs of interest to the most senior level women in our industry. As these women became involved in the HBA, a major shift started to take place within the organization. These executive women started to sponsor programs, become corporate sponsors, participate in seminars and other events, along with encouraging women within their companies to become members.

I ran the Executive Women’s Breakfast for many years while participating on several other programs, such as the Woman of the Year event, the Leadership Conference and the affinity groups. Next, I became the program director of the Metro Chapter, developing seminars alternating between important industry issues and professional development skills.

I really enjoyed all my volunteer assignments, but would have to say running the Executive Women’s Breakfasts was my favorite. Up there with that was participating in programming at a few of the Leadership Conferences. Being the Metro chapter program director was incredibly rewarding as well.

Volunteering within the HBA can be impactful on your career. You get to work with women from other companies, in different positions that you normally wouldn’t interface with and at levels that you wouldn’t be exposed to. Volunteers also have the opportunity to display skills that they are not able to in their current professional positions. Volunteering gives you a lot of exposure to new people, new opportunities and new experiences. The absolute best part of being involved and volunteering in the HBA are the new friends you’ll make.

My very favorite HBA volunteer assignment was in 1996 when I had the good fortune to be able to meet and get to know Barbara Pritchard because she and I worked on revamping the HBA’s Corporate Partner program. While the volunteer assignment was fun and interesting, the opportunity to meet and work with Barbara was thrilling.

In 1985, when I was starting my career in medical publishing, the industry didn’t have many female role models except for Barbara. At that time, I only knew her through people’s ardent admiration for her intelligence, giving spirit, creative talents and the composure she radiates no matter how demanding or pressing the situation. Early in my career I watched her rise to executive VP of the Medical Economics Company. I was inspired by Barbara’s outstanding, dedicated leadership, personal integrity and thoughtful communication style.

One of the benefits of volunteering is that you just may get to meet your role model. Another benefit is having access to so many incredible, inspiring, successful women—who became my personal board of directors—providing excellent advice on career and life decisions. Being part of the HBA changed the course of my career and my life. It gave me confidence to believe that I could do anything, and a support system that fuels me every day.

Looking over my two decades as a volunteer with the HBA, my work on the Annual Conference (co-chair & chair, 2003 and 2004 and the last five years as chair of the content committee) and my decade as editor-in-chief of the HBA Advantage are my most rewarding experiences. All of these experiences provided opportunities for leadership and collaboration. But networking has been the common thread for all my volunteer experiences; the life-long personal and professional relationships I have built are unsurpassed.
A Leadership Event of Firsts

The 2017 HBA Annual Conference draws more than 1,100 attendees to Philadelphia

This year’s sold-out HBA Annual Conference was punctuated by a number of association firsts.

First time the event was limited to members and partners only. Result: more than 1,100 like-minded attendees engaged in workshops and main-stage events.

First Career Hacks session was held in the first Experience Hall. Result: 40 ideas, four topics in one fast-paced hour attended by dozens of attendees who reported out an excellent experience.

First look of new bold brand. Result: High marks from attendees who resoundingly support the new look and messaging.

First recognition of new ACE award honor. Result: ACE award categories were expanded to include small and medium-sized companies, as an outcome many more companies are expected to take advantage of the award going forward.

First time #HBAImpact trended on social media. Result: The HBA is making bold steps to become a united force for change.

The numbers are in…

98% of respondents said they learned something they will be able to put to immediate use

94% of respondents agreed that participating in this conference will help them advance their professional goals

89% of respondents stated that they felt inspired to help move the needle to advance gender parity

78% of respondents agreed that participating in this conference will help them advance their organization’s goals

78% of respondents said they will return to next year’s conference
2017—Five Years of Posters

The Poster Showcase at the 2017 HBA Annual Conference marked the five-year anniversary of including this educational session as part of conference activities. It was also the second year that posters were displayed in digital form and featured live presentations by poster authors, who summarized key results and potential applications of their work in the Experience Hall during the conference’s opening reception. HBA’s Digital Innovators helped spread the word—and the learnings—beyond those in attendance in Philadelphia via Twitter about the 14 outstanding entries.

Most Outstanding Poster was awarded to Bristol-Myers Squibb, the 2017 ACE award winner (large): B-NOW: Accelerating Gender Diversity to Drive Business Performance by Bahar Demirdirek, PhD, Vildan Kortan, Elizabeth Galella, Catherine Ohura, Linda Leonard, Danielle Halstrom and Mary Christian, PhD, Bristol-Myers Squibb.

In addition, three posters were honored with Special Recognition awards:
- Retaining High-Potential Women: Factors and Lessons Learned by Wendy L. Heckelman, PhD, Heba Adkins and Sheryl Unger, WLH Consulting, Inc.
- Teeing Up the Next Generation of Women Leaders by Alison Little, Barbara Wankoff, Melissa Stahl and Jaime Marks Corvino, KPMG LLP
- How Inclusion and Diversity Thrives in a Supportive Culture by Lisa Maggio, PhD, Joyce Girard, Tiffany Hester, Susan Malecha, PharmD, Patricia Pino and Carol Wells, Genentech

Special thanks to KPMG’s sponsorship of the Poster Session.

Editor’s note: To view all 2017 posters, visit www.hbanet.org/2017-poster-session
Save the date

2018 Woman of the Year event
Thursday, 3 May, 2018
New York Hilton Midtown

HBAnet.org
Pfizer Women: TAKING BOLD MOVES

At Pfizer, women are taking bold moves to advance their careers and help Pfizer fulfill its purpose of innovating to bring therapies to patients that significantly improve their lives.

Women at Pfizer enjoy visible support from senior leaders, access to robust mentoring, sponsorship and development programs, an array of flexibility options, and innovative programming from the Global Women’s Council.

Pfizer is proud to support the HBA and congratulates our Rising Stars, Tanya Silva Alcorn, Eileen Cheigh Nakamura and Puja Sapra, and our Luminaries, Mary Lou Ambrus, Marie-Pierre Hellio and Yolanda Lyle