2012
Healthcare Businesswomen’s Association | Annual Report
A Year of Transformation
Two thousand twelve was a truly transformational year for the HBA. It was a year in which we made rapid and significant progress toward our goal of becoming the most engaging and most trusted organization in the world for talented, collaborative businesswomen with shared motivation to advance their careers and shape the future of healthcare—and for the companies that support them.

Backed by the dedicated leadership of our incredible board, staff, chapter leaders and volunteers, we built the strategic foundation and infrastructure for an innovative growth model that will allow us to empower more women as business and thought leaders in the rapidly changing healthcare industry.

In 2012, we:

• Expanded our reach to individuals and companies from more diverse backgrounds, sectors and geographies through focused external communications efforts and the launch of regional chapter models, first piloted by the HBA Southern California chapter.

• Invested in and diversified our offerings to ensure that our programming remains relevant, engaging and accessible—including launching a series of virtual on-demand programs and webinars and partnering with 2011 Woman of the Year (WOTY) Dr. Freda Lewis-Hall on her Make Your Mark! publication.

• Launched a new corporate partner program enabling companies to select offerings that best meet their needs and interests.

• Launched on-demand training programs for our volunteers and instituted annual chapter-level volunteer recognition awards.

Our early success is evident in our double-digit membership growth, highest membership satisfaction scores to date, tens of thousands of attendees at nearly 300 events, enduring corporate partner relationships, thousands of engaged volunteers and several industry awards.

As we look back on 2012, we will remember it as a year of investment and engagement in which we took the bold steps toward transformation and laid the foundation for our future.

Buket Grau, 2012 HBA president
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“There is something very special about a mission and model built around women helping women help the world.”

–Carolyn Buck Luce, 2012 WOTY on the mission of the HBA, from her WOTY acceptance speech

Highlights of a transformational year

As anyone in the healthcare industry understands, our industry is changing rapidly and fundamentally. In order to remain relevant, to lead the change from the front, to continue furthering the advancement and impact of women in healthcare worldwide, and to lend the deep support to our members that they’ve come to rely on, we must ensure we are positioned for success. That is what 2012 was all about—transforming our organization to position ourselves, and our members, for success in the new world of healthcare. Led by 2012 HBA President Buket Grau, the organization’s board and staff made a series of strategic investments designed to strengthen the HBA’s internal structure, our brand and our promise to our members.

Building our team

In order to ensure that the HBA has the expertise and support needed to grow our membership and expand our offerings in the future, the organization addressed key gaps in staff resources in education, marketing and finance. This investment included the addition of three new staff members in 2012: Liz Stueck, director of education, Philip George, associate manager of marketing and communications, and Dorota Tadych, senior accountant.

Philip George joined the HBA as a contractor in January 2012 and transitioned to a full-time position as associate manager of marketing and communications in July. George has extensive experience in the nonprofit marketing and communications industry, having worked previously for organizations including the American Association for Cancer Research and the Greater Philadelphia Tourism Marketing Corporation. He earned his bachelor’s degree in marketing from the Rutgers University School of Business–Camden.

Liz Stueck, the HBA’s new director of education, brings a wealth of relevant experience to the organization. Stueck was vice president at CareerCentral, a JBK Associates, Inc. Company, and was named their 2011 HBA Rising Star. Prior to that, she served as executive
vice president, medical education, at Medical Education Trust and was associate director of the American Society of Pain Educators. Stueck has served in executive education roles for leading organizations including Dowden Health Media, Medical Economics Company, Women First HealthCare and Health Learning Systems.

A long-time HBA Metro chapter member, she cofounded the chapter’s mentoring program and joined the chapter board serving as director-at-large, programs (mentoring), president-elect and president until joining the HBA staff. Stueck holds a bachelor’s degree in religion and philosophy from Elizabethtown College; in 2009, she was recognized as a distinguished member of the Alliance for Continuing Medical Education.

**Dorota Tadych** joined the HBA in November 2012 as a senior accountant offering extensive experience in financial, legal and business environments. Tadych previously worked in legal and accounting firms. She also provided financial consulting, bookkeeping and paralegal services for small business clients. Tadych serves on the board of directors of a mid-sized credit union. She holds a master’s degree in law and an MBA.

**Supporting our leaders and chapters**

In 2012, the HBA introduced several new communications platforms for leaders, including our first town hall and strategic retreat as well as monthly and quarterly dashboards. We also launched new technology platforms (including website, phone, audio conferencing and email) and delivered additional support tools for chapter sustainability, including financial software, event marketing support and a programming and affinity group.

**Investing in our volunteers**

Volunteers are the heart and soul of the HBA. That’s why in 2012, our organization took steps to deepen our support of these critical members. We diversified our training options for HBA leadership, offering an on-demand governance module, an in-person Leadership Institute and monthly functional area calls to both inform and support our volunteers. We introduced a new volunteer leadership award, LEAD (Leadership Excellence And Dedication), at the chapter level to expand our recognition of the chapter volunteers who are essential to carrying our mission through at the local level. And we elevated the role of committee chairs to bring further recognition and greater impact to their important work.

**Researching and diversifying our offerings**

A key goal for our organization in 2012 was to take steps to further diversify our offerings to align with the evolving needs of our members—talented, collaborative businesswomen with shared motivation to advance their careers and shape the future of healthcare. This included significant market research on our new career management initiative. This project is designed to create a comprehensive, portable set of career tools to help women manage and optimize their career trajectory as they change positions and organizations along the way.

**Strengthening our partnerships**

In 2012, the HBA set the stage for a new approach to corporate partner engagement with an evolution of our corporate partner and sponsorship options. The new corporate partner program offers four distinct package options with clearly defined benefits.

**Raising our visibility**

The HBA continued to raise our visibility, reach new audiences and deepen our engagement with our members through several new initiatives in 2012:

We launched a newly redesigned website that offers more intuitive navigation and enhanced interactivity, including the ability for users to comment on news stories, to deepen user engagement with the site.

Together with HBA corporate and media partner PharmaVOICE magazine, we co-produced “Leadership Principles,” an HBA Advantage special publication that was distributed to over 50,000 industry leaders.
The HBA became a publisher with the debut of *Make Your Mark!* by 2011 WOTY Freda Lewis-Hall, MD, at the 2012 HBA Leadership Conference. This exciting publication includes inspirational leadership lessons gleaned from Dr. Lewis-Hall’s remarkable career in healthcare, as well as inspiration gained from her family, mentors and colleagues.

Our *HBA Advantage* content gained attention and was brought to new audiences with Dorland Health’s reprint of the *HBA Advantage* article on mentoring written by 2008 WOTY Charlotte Sibley.

We redesigned our electronic newsletter, the HBA eBulletin, and increased its publishing frequency from monthly to weekly beginning in July.

Our staff members brought the HBA message to new audiences through media appearances and the engagement of the American Society of Association Executives, a 22,000 member group of professionals that manage associations. Read more in the organization and staff recognition section of this report.

Led by Carol Meerschaert, HBA director of marketing, and Lea Carey, HBA social media committee chair, we employed innovative marketing tactics to engage new audiences through social media. Read more in the Leadership Conference section.

**Fine-tuning our brand**

Guided by our advisory board’s advice to be bold in our branding vision for the organization, we invested in research to further define and develop the HBA’s brand for the future. We engaged with Brand Power Partners to research the perceptions of our organization and the needs of our members, corporate partners and the overall industry. The goal of this project, which will continue into 2013, is to enhance our organization’s positioning, build a foundation for all messaging and future development, and develop a brand architecture with value propositions specific to each key target that also supports the overall HBA brand.

**Expanding our reach**

The new HBA virtual component is making content available anywhere in the world and opening the door for HBA expansion globally. In 2012, we pioneered *WOTY Connect* — a virtual program using the HBA Leadership Online platform, in conjunction with InterCall, the HBA virtual platform provider. Designed to bring the excitement and inspiration of the WOTY event to HBA members worldwide, highlights of this new offering included video clips of the speeches of 2012 WOTY Carolyn Buck Luce and 2012 Honorable Mentor Michael Kaufmann as well as an interactive discussion with the two industry leaders.

In addition, the HBA held our second *Leadership in Practice* program. Built upon the success of the inaugural program in 2011, this six-week program offered downloadable modules, worksheets and resources to guide the learning experience via an on-demand self-guided format to 365 participants based in 34 countries. On-demand podcasts featuring HBA WOTYS and coaches provided motivational context for each module and several online chats offered real-time peer mentoring. The closing panel with senior industry leaders capped off the program.

Individuals and corporate partners alike benefited from this unique program. In fact, The National Association of Female Executives (NAFE) specifically noted HBA corporate partner Pfizer’s extensive participation in the program as one of the reasons the NAFE ranked Pfizer among the Top 50 companies for executive women.
As we continue to push ahead in our fourth decade of furthering the advancement and impact of women in healthcare worldwide, we are focused more than ever on expanding our reach and deepening our engagement with members throughout our 15 chapters across Europe and the United States.

As of 2012, we served more than 6100 members, collaborated with 127 corporate partners, and provided information to 14,462 event registrants.

Here’s a look at our membership at the end of the year.

### HBA Membership Year End 2012

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Members</th>
<th>Chapter</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>111</td>
<td>Mid Atlantic</td>
<td>267</td>
</tr>
<tr>
<td>Boston</td>
<td>701</td>
<td>Ohio</td>
<td>169</td>
</tr>
<tr>
<td>Chicago</td>
<td>383</td>
<td>RTP</td>
<td>229</td>
</tr>
<tr>
<td>Europe</td>
<td>188</td>
<td>San Francisco</td>
<td>357</td>
</tr>
<tr>
<td>Florida</td>
<td>169</td>
<td>So California</td>
<td>246</td>
</tr>
<tr>
<td>Greater Philadelphia</td>
<td>835</td>
<td>St Louis</td>
<td>210</td>
</tr>
<tr>
<td>Indiana</td>
<td>452</td>
<td>Texas</td>
<td>184</td>
</tr>
<tr>
<td>Member At Large</td>
<td>124</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metro</td>
<td>1529</td>
<td>Totals</td>
<td>6154</td>
</tr>
</tbody>
</table>
The HBA ended 2012 in a financially solid position, with 75% of our annual operating expenses ($3.7M) in unrestricted assets and a 13.3% increase in total assets.

The increase in total assets, primarily related to the collection of 2013 Corporate Partner packages in 2012, provided a 19% increase in investment capital.

The HBA continues to follow the conservative investment policy we developed to preserve the principal investments of our organization through a laddered approach with minimal exposure to financial instruments with credit risk.

With only current liabilities and no long-term credit obligations, the HBA has the financial indicators of a healthy and vital association that is positioned to make future investments designed to provide sustainable value to our customers. Our strategic goal to focus on building reserves to ensure economic sustainability continues and ensures a strong base for future growth.

<table>
<thead>
<tr>
<th>Assets</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,959,006</td>
<td>$1,895,671</td>
</tr>
<tr>
<td>Investments</td>
<td>2,902,286</td>
<td>2,440,737</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>128,396</td>
<td>65,758</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>-</td>
<td>9,154</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$4,989,688</strong></td>
<td><strong>$4,411,320</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$565,801</td>
<td>$212,888</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>694,703</td>
<td>487,132</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,260,504</strong></td>
<td><strong>$700,020</strong></td>
</tr>
</tbody>
</table>

| Unrestricted Net Assets       | 3,729,184 | 3,711,300 |
| Total Liabilities and Unrestricted Net Assets | $4,989,688 | $4,411,320 |

Note: 2012 & 2011 fiscal years audited by The Mercadien Group
HBA 2012 Financial Statement Highlights

Total revenue decreased by 2.5% in 2012. This was primarily attributable to a decrease in attendance and program revenue from the annual Leadership Conference, which was significantly impacted by lost registrations due to Hurricane Sandy. The hurricane hit the Northeast one week prior to the flagship event, affecting more than 50% of our members who reside primarily in the region.

This year was also one of thoughtful transformations and wise investments designed to position our organization for future success.

As unfavorable economic conditions continue to impact global companies and organizations, the HBA—like many other associations—is proactively identifying alternative sources of revenue generation. In 2012, we invested 4% of our unrestricted reserves into new product discovery.

In response to market research, we also fully launched our new Corporate Partner program. This provided more customized programming that integrates membership and flagship event registrations and thereby affects allocation of associated revenue as compared to 2011.

Individual membership revenue increased by 26% over 2011, showing a consistent trajectory towards growth as the association makes strides in expanding our presence.

Total expenses increased by 8.0%. This is primarily attributable to several key investments in research of new products, expansion of professional staff, and additional technology to further strengthen the infrastructure and to position the HBA for anticipated future revenue-generating opportunities.

### CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN UNRESTRICTED NET ASSETS

**Comparative Years ended December 31,**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings, workshops and conferences</td>
<td>1,859,520</td>
<td>2,257,721</td>
</tr>
<tr>
<td>Corporate memberships</td>
<td>986,047</td>
<td>987,082</td>
</tr>
<tr>
<td>Individual memberships</td>
<td>1,061,369</td>
<td>844,069</td>
</tr>
<tr>
<td>Special Events - Woman of The Year</td>
<td>805,265</td>
<td>779,470</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>103,323</td>
<td>57,233</td>
</tr>
<tr>
<td>Investment return</td>
<td>78,815</td>
<td>40,419</td>
</tr>
<tr>
<td>Other revenue</td>
<td>60,755</td>
<td>116,068</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>4,955,094</strong></td>
<td><strong>5,082,062</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events, meetings, workshops and conference</td>
<td>1,897,804</td>
<td>2,288,951</td>
</tr>
<tr>
<td>Special events - Woman of the Year</td>
<td>477,215</td>
<td>507,116</td>
</tr>
<tr>
<td>Payroll and personnel related</td>
<td>1,381,836</td>
<td>941,051</td>
</tr>
<tr>
<td>Research</td>
<td>138,800</td>
<td>23,283</td>
</tr>
<tr>
<td>General and administrative</td>
<td>145,622</td>
<td>129,574</td>
</tr>
<tr>
<td>Professional fees</td>
<td>196,781</td>
<td>126,437</td>
</tr>
<tr>
<td>Travel, meals and entertainment</td>
<td>205,785</td>
<td>161,771</td>
</tr>
<tr>
<td>In-kind expenses</td>
<td>103,323</td>
<td>57,233</td>
</tr>
<tr>
<td>Printing and postage</td>
<td>38,270</td>
<td>40,210</td>
</tr>
<tr>
<td>Technology &amp; communications</td>
<td>184,054</td>
<td>140,660</td>
</tr>
<tr>
<td>Marketing &amp; advertising</td>
<td>143,010</td>
<td>149,353</td>
</tr>
<tr>
<td>Taxes</td>
<td>-</td>
<td>(237)</td>
</tr>
<tr>
<td>Insurance</td>
<td>13,610</td>
<td>6,376</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>11,100</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>4,937,210</strong></td>
<td><strong>4,571,778</strong></td>
</tr>
</tbody>
</table>

| Change in unrestricted net assets | 17,884 | 510,284 |
| Unrestricted net assets, beginning of year | 3,711,300 | 3,201,016 |
| **Unrestricted net assets, end of year** | **$3,729,184** | **$3,711,300** |
The HBA ended 2012 with positive cash flow, bringing our cash and cash equivalents to $1.96M, which is in line with other comparative associations in the industry.

Primary drivers of the sustained positive cash flow are the receipt of advance funds for the 2013 Corporate Partner program and the timing of payments to vendors for end-of-year events.

### CONSOLIDATED STATEMENT OF CASH FLOWS

#### Comparative Years ended December 31,

<table>
<thead>
<tr>
<th>Cash Flows from Operating Activities</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in unrestricted net assets</td>
<td>$ 17,884</td>
<td>$ 510,284</td>
</tr>
<tr>
<td>Adjustments to</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrealized gain on investments</td>
<td>(11,462)</td>
<td>24,240</td>
</tr>
<tr>
<td>Increase (decrease) in cash from</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>(62,638)</td>
<td>(16,663)</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>9,154</td>
<td>(8,154)</td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>352,913</td>
<td>(7,449)</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>207,571</td>
<td>2,058</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td><strong>513,422</strong></td>
<td><strong>504,316</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash Flows from Investing Activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceeds from sale of investments</td>
<td>460,006</td>
<td>281,627</td>
</tr>
<tr>
<td>Purchase of investments</td>
<td>(910,093)</td>
<td>(847,001)</td>
</tr>
<tr>
<td><strong>Net cash used in investing activities</strong></td>
<td><strong>(450,087)</strong></td>
<td><strong>(565,374)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net increase in cash and cash equivalents</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>63,335</td>
<td>(61,058)</td>
</tr>
<tr>
<td>Cash and cash equivalents, beginning of year</td>
<td>1,895,671</td>
<td>1,956,729</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents, end of year</strong></td>
<td><strong>$ 1,959,006</strong></td>
<td><strong>$ 1,895,671</strong></td>
</tr>
</tbody>
</table>

#### Supplemental Disclosure of Cash Flow Information

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash paid during the year for income taxes</td>
<td></td>
<td>$ 10,846</td>
</tr>
<tr>
<td>Donated and contributed services</td>
<td>$ 103,323</td>
<td>$ 57,233</td>
</tr>
</tbody>
</table>


The Atlanta chapter has worked hard to build a “halo” around two signature programs—a strong mentoring program, now in its fourth year, and a Women in Healthcare Leadership award program, which recognizes female leaders for their impact through leadership and mentoring within their own organization as well as the broader Atlanta healthcare industry. This year’s award was presented to Cindy Roser from Cardinal Health.

The chapter also solidified its advisory board in 2012, making it an anchor and guiding light for future growth. Many advisory board members have commented on the progress the chapter has made this year based on their previous recommendations and input.

Atlanta is a fast-growing hub for the healthcare industry. This bodes well for the Atlanta chapter’s continued growth and recognition.

The Boston chapter focused in 2012 on enhancing its operating efficiency, maintaining membership value, expanding into new healthcare sectors and creating innovative programs—achievements which earned the chapter the 2012 Chapter Excellence award.

In 2012, the Boston chapter formalized local programs for outreach and sponsorship and instituted an official membership ambassador program within major area healthcare companies. They also served more than 1,200 attendees at 17 programs, including their signature event, “Healthcare Forum: The Impact of Reform on Healthcare Innovation,” at which more than 225 attendees gathered to hear high-profile leaders from local healthcare institutions discuss healthcare reform and innovation.
Chicago
The Chicago chapter continued to strengthen their corporate relationships—with sponsorship exceeding $75,000 in 2012—and expanded their board to include representation from Walgreens, Boehringer Ingelheim and Abbott.

The Chicago chapter also focused on expanding their reach and engaging the community through strong programming in 2012. Program highlights from the year include a program on value-based leadership with former Baxter CEO Harry Kraemer, a program on getting promoted with leaders from Abbott, Baxter, Bio Sante, DJE Science Lundbeck and Takeda, and a program on transformational leadership with Lori Steel, IBM’s general manager of global process services.

At the same time, the chapter enhanced engagement within their board and volunteer base—exceeding their 2012 membership goal.

Europe
The Europe chapter worked hard in 2012 to advance key objectives. The chapter increased motivation and momentum through strengthened leadership and committee structures in most regions. They also collaborated to expand corporate outreach across Europe with partners, including Abbott, Bayer, Merck GA, Pfizer and Roche.

The chapter delivered 21 regional programs in 2012. Highlights from the European regions include two established regions (Berlin and Frankfurt) in Germany, the 5th annual EU conference held in Switzerland and a new team set to relaunch in Italy.

Florida
The Florida chapter celebrated their second year as an official HBA chapter as they continued their great work to cultivate the entrepreneurial spirit of their members. With the launch of their “212 by 2012” membership campaign, the chapter grew membership by 27%. They also formed a chapter advisory board comprised of 10 industry SVPs and partners. The chapter has now established a full board of directors with 12 members and 100% retention since 2010.

With programs garnering an average of 50-60 attendees and evaluation scores of 4.76 (on a scale of 1-5), the chapter conducted their first human resources/talent management forum with representatives from Tampa providers and payers to provide feedback on HBA programming and leadership development needs.

Greater Philadelphia
The Greater Philadelphia chapter focused in 2012 on setting the course for their future and ensuring they have the team in place to lead the chapter forward. The chapter defined their five-year vision and created a roadmap for realizing that vision, with an overall strategy supported by individual functional area visions and year-by-year tactics. They also put dedicated leads in place to champion the vision and roadmap development and created a committee to implement the roadmap. While setting the course for the future, the chapter also increased the number and types of programs offered to cater to the diverse learning and delivery needs of their members.

In 2012, all Greater Philadelphia board members were consistent attendees and contributors on their respective global functional calls and worked to bring the learnings from their recent efforts to other chapters and the overall organization.

Indiana
The Indiana chapter had a strong year in 2012 while balancing a significant transition in board leadership and a diversity of growth opportunities. The chapter successfully re-launched their mentoring program, which was specifically designed to meet the needs of individual members.

Membership of the chapter grew to over 400 (more than doubling 2011 numbers) with increased diversity and an influx of members from corporate partners. The chapter welcomed Eli Lilly and Company and Roche Diagnostics this year, with representatives from both companies serving as board members and bringing their valuable leadership skills and unique perspectives to the chapter.

Indiana has a strong competitive position in the future as home to many entrepreneurs, insurers, payers, health systems, nationally recognized universities, pharmaceutical and device manufacturers and a growing orthopedics industry.
Metro
The Metro chapter focused their efforts in 2012 on strengthening engagement. To engage with corporate partners, the chapter cemented relationships with key champions within partner companies, held lunch-n-learn events at several partner companies, and created a team to reach out to potential new corporate partners. To engage with members, the chapter expanded offerings in New York and Connecticut, increased access to programs and increased member retention through member value initiatives at events.

The Metro chapter also piloted a successful circle of advisors program for senior women, which will be offered again in 2013. Prominent speakers, including a Wharton professor, NYTimes best-selling author, and a three-time Academy-Award®-winning producer, drew significant attendance to chapter programs in 2012.

Metro remains the largest and most established chapter of the HBA, with close to 1600 members.

Mid-Atlantic
The Mid-Atlantic chapter focused in 2012 on driving innovation. The chapter launched their “E.D.G.E.neer Your Career” webinar series, based on 12 recommended practices for individuals from the HBA’s groundbreaking E.D.G.E in Leadership Study.

They also continued the evolution of their women in science (WIS) program, designed to provide empowering and educational professional development. WIS programs explore career advancement strategies, what can be done to address gender disparities in career opportunities and advancement and how to become an effective leader in the scientific community.

The chapter’s innovative efforts also helped promote larger HBA events. The chapter was responsible for the development and execution of the “Ride the Purple Wave” campaign to drive awareness of and excitement around the 2012 WOTY event as well as other social media campaigns.

Ohio
The Ohio chapter focused their 2012 efforts on enhancing member programming. The results of this hard work were best captured by the chapter’s two signature events for 2012: the live WOTY event in Columbus at Cardinal Health, home of 2012 HBA Honorable Mentor Michael Kaufman, and the Cultural Competency in the Workplace event held in Cincinnati, each of which were attended by more than 100 industry professionals. The chapter also held an event in Cleveland to explore regional interest.

“World-class healthcare” characterizes the state of Ohio, and nationally-ranked healthcare providers drive the state’s healthcare sector. The Ohio chapter was excited to celebrate the 2012 HBA ACE award winner for corporate programs advancing women’s careers, Cardinal Health’s Women’s Initiative Network (WIN).

Research Triangle Park
The Research Triangle Park (RTP) chapter set two goals for 2012 to drive all efforts: engagement (growing volunteerism to 35%) and retention (increasing membership retention to 70%). They not only achieved these goals, but also earned the distinction of the top chapter in the global Satisfaction and Loyalty Index, tied for top chapter in satisfaction and shared the 2012 Chapter Excellence award with the HBA Boston chapter.

In addition, they established a standard of collaboration and integration among their committees, a routine sharing of best practices with global teams and participation on numerous global committees. The chapter also launched several new programs and initiatives, including an outreach program for volunteers, new member orientation materials, a new mentoring program, a corporate partner snapshot template and the inaugural RTP advisory board.

San Francisco
The San Francisco chapter spent 2012 reinforcing the momentum they have built in recent years and building on the theme of “make the most of your HBA membership.” The chapter fortified their volunteer base through strengthened committees and cross-functional collaboration. They engaged their west coast corporate partners, resulting in a doubling of sponsor support. In addition, they increased participation in their mentoring
program while also increasing the number of engaged volunteers.

The chapter held two signature panel discussions that drew large audiences: one on women in leadership featuring female leaders from across Johnson & Johnson companies (a collaborative program with J&J) and another on mentoring with Ian Clark, CEO of Genentech and 2011 HBA Honorable Mentor, his mentee, Jennifer Cook, senior vice president of immunology and ophthalmology at Genentech, and other expert panelists.

The San Francisco chapter, along with host Genentech, again hosted WOTY West, a simulcast of the WOTY event in New York that gave female leaders across California the opportunity to experience the event while networking with their west coast peers and helping others through the Dress for Success charity drive.

**Southern California**

The Southern California (SoCal) chapter earned the 2012 HBA Group Innovation Award for their bold move to restructure the chapter model from a centralized model in which the SoCal chapter board oversees all chapter operations to a decentralized regional structure led by regional directors in Los Angeles, Orange and San Diego counties. This new model allowed the chapter to obtain geographic expansion while at the same time better serving members in diverse locations by empowering regional leaders to tailor HBA offerings to local member needs. The successful pilot program led the way for other chapters to employ this innovative growth model. While implementing this exciting restructured model, the chapter also increased programs offerings by 105%.

**St. Louis**

The St. Louis chapter focused in 2012 on refining their keys to success, namely by enhancing programming, membership and visibility.

The St. Louis board reached several milestones this year. They successfully met their membership growth targets, developed and delivered an electronic newsletter to members, hosted two large events on health information exchanges and executive presence, advanced their financial reporting, successfully initiated the dine-around concept, and planned their first lunch-and-learn event for corporate partners.

In 2012, Pfizer became a gold sponsor of the HBA St. Louis chapter, marking the company’s first year of sponsorship in St. Louis, where Pfizer has a presence in pharmaceutical development and clinical manufacturing for biologics and vaccines. The chapter continues to build its corporate partner support to expand its networking and mentoring offerings.

**Texas**

The Texas chapter brought expanded reach and increased visibility for the HBA in 2012. The chapter launched a new regional model to better reach the hundreds of thousands of industry professionals in the strong and diverse Texas healthcare community. With more than 400 attendees, the chapter’s 2012 annual State of the Industry event showcased the HBA to the area’s entire healthcare community and served as a model program which other chapters drew from to create their own signature events.
Members and volunteers are the heart and soul of the HBA—and they’re critical to advancing our mission to further the advancement and impact of women in healthcare worldwide.

It’s important to remember that, in addition to the good work they do to through the HBA, our members and volunteers are also dynamic industry professionals and dedicated leaders in their own communities.

The HBA is committed to recognizing the professional achievements of our members. Throughout 2012, announcements of our members’ accomplishments appeared in the HBA’s weekly newsletter, the eBulletin.

Several HBA members made the 2012 PharmaVOICE 100 List

Since 2005, more than 80 HBA members have been included on the annual PharmaVOICE 100 list, which recognizes some of the most inspiring individuals in the life sciences industry.

In 2012, the following 10 HBA members made the list:

- Kim Boerircke
- Dyan Bryson
- Dr. Leo P Francis
- Kelly Gratz
- Shannon Hartley
- Leigh Householder
- Rick Keefer
- Ilyssa Levins
- Anna Walz
- Wendy White

Many other HBA members were featured in industry publications, recruited for esteemed panels and honored for their expertise and dedication to healthcare.
In 2012, the HBA and our staff dramatically increased the organization’s visibility through awards and media engagement. Below are some highlights from the year.

Awards

The HBA also received IDG’s CIO magazine 2012 CIO 100 award for our Leadership in Practice program. The 25th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).

The HBA was also named as one of the Learning! 100 Award recipients. The Learning! 100 Award recognizes 60 corporate and 40 public sector organizations for outstanding learning culture, innovation or collaboration that drives performance. Honorees cut across all industries and organization sizes, from 5 to 1.6 million employees.
Engagement

The staff of the HBA made a concerted public relations effort in 2012, increasing media interviews and speaking at conferences to strengthen the HBA’s image and expand the public’s knowledge of our organization’s mission. Below are highlights of these efforts:

• The HBA actively engaged the American Society of Association Executives (ASAE), a 22,000 member group of professionals who manage associations. HBA staff members showed their subject matter expertise in ASAE magazine articles regarding member engagement, cloud financial reporting and the creation of editorial guidelines. Carol Meerschaert presented on the topic of grassroots marketing to the ASAE component section in March and Laurie Cooke presented on women’s leadership and the HBA’s E.D.G.E. in Leadership study at the ASAE annual conference in August.

• Laurie Cooke presented on best practices in leveraging virtual environments for learning at the Chief Learning Officer symposium, participated in the IEEE executive roundtable on key challenges in global association development and spoke about internal women’s networks (IWNs) and how the HBA helps companies establish and mature their IWNs at the Network and Affinity Leadership Congress (NALC).

• Staff members also gave presentations at vendor events. Nikki Jones presented at the Intacct Advantage 2012 Customer and Partner Conference. The HBA was also represented at the Blue Hornet email marketing conference.

• HBA staff members Carol Meerschaert and Marianne Fray joined Lea Carey, HBA social media committee chair, on Blog Talk Radio along with HBA members Linda Brock, PhD, Roz Schneider, MD, and Gina Wilkerson, DVM, to discuss the glass ceiling and how the HBA Women in Science affinity group helps women join together to support each other’s careers.

• Staff member Liz Stueck teamed up with HBA Metro chapter President-elect Kathy Fitzpatrick to deliver a workshop titled, “Maintaining Mentoring Momentum” at the 2012 International Mentoring Association’s conference in March.
2012 Woman of the Year event

Each year throughout its 23-year history, the HBA’s Woman of the Year (WOTY) event has continually grown and improved in its reach and impact in serving as a platform for thought-provoking discussions on women’s leadership in healthcare. This year, the HBA employed social media and virtual broadcasting to take engagement to a whole new level.

For the first time, industry professionals were invited to connect with the HBA’s WOTY prior to the event via social media, with 2012 WOTY Carolyn Buck Luce hosting a tweet chat in April. HBA members then continued the momentum as they connected via a LinkedIn invitation to “ride the WOTY train” and donned purple scarves while networking all the way to the main event in May in NYC.

At that event, more than 2,500 attendees—in New York, San Francisco, and, for the first time, Ohio—joined together to meet new colleagues, strengthen existing relationships and celebrate and be inspired by the honorees. HBA members, chapter representatives and guests shared the excitement live by tweeting highlights from the speeches under the #WOTY hashtag.

The WOTY experience continued with the post-conference WOTY Connect, a two-hour web-based program that offered attendees and other industry professionals a personal leadership conversation with Carolyn Buck Luce and Michael Kaufmann. This exciting new event, hosted in the HBA’s award-winning Leadership Online community space, offered a mix of live Q&A, video highlights from the WOTY speeches and online dialog and networking with the honorees and other participants.

“The Woman of the Year event always leaves me feeling empowered, and this year was no different.”

Eileen O’Brien, director of search and innovation, Siren Interactive, and HBA Greater Philadelphia chapter member
Carolyn Buck Luce, global pharmaceutical leader at Ernst & Young, was recognized as the 2012 HBA Woman of the Year for her decades-long leadership in healthcare and life sciences combined with her tireless efforts toward the advancement of women in the industry.

Buck Luce is known throughout the industry for her championship of an industry-wide conversation based on Ernst & Young’s perspective of transformation to “Pharma 3.0”. During her 21 years at Ernst & Young, she also helped found the Ernst & Young Center for Strategic Transactions as well as the company’s Diversity Task Force.

A long-standing and passionate advocate for the advancement of women in business, Buck Luce is a co-founder of the Corporate Council for the White House Project, which brings together major corporations to enhance the perception of women as business leaders in the public eye.

Buck Luce is also the co-chair and co-founder of The Talent Innovation Task Force, studying “The Hidden Brain Drain—Women and Minorities as Unrealized Assets” and currently serves on the Mayor’s Commission on Women’s Issues in New York City, where she advises on strategies and programs to make NYC the best large city for women to live and work. For the past decade, she has also served in a variety of officer positions, most recently as chair, on the board of directors for the New York Women’s Foundation.

A sought after writer and speaker on topics related to the Pharma 3.0 industry transformation as well as women and minorities in business, Buck Luce has been the author or co-author of several recent articles in the Harvard Business Review, including “Stopping the Exodus of Women in Science,” “Leadership in Your Midst: Tapping the Hidden Talents of Your Minority Executives” and “On-Ramps and Off-Ramps: Keeping Talented Women on the Road to Success.”

Buck Luce earned her bachelor’s degree from Georgetown University, graduating magna cum laude, Phi Beta Kappa, and her MBA from Columbia University. She currently serves as adjunct professor at Columbia University Graduate School of International and Public Affairs, where she teaches a course on women and power.
Mike’s passion about supporting the advancement of women in healthcare is inspirational. Mike not only talks the talk but is really walking the walk.”

— Shari Tordoff, HBA Ohio chapter past president

Michael Kaufmann, CEO of the pharmaceutical segment at Cardinal Health, was named the 2012 Honorable Mentor for his dedication to supporting the HBA’s mission and his advocacy on behalf of women at Cardinal Health and throughout the healthcare industry.

Kaufmann joined Cardinal Health in 1990 and held a number of senior operational, sales and finance positions before taking on his current role as CEO of the company’s $94 billion pharmaceutical segment, which delivers pharmaceuticals and value-added services to hospitals, physicians’ offices, pharmacies and other sites of care throughout the United States. Kaufmann previously served as group president for the company’s former healthcare supply chain services-medical segment, which distributes medical, surgical and laboratory products; and as chief financial officer of the company’s former healthcare supply chain services segment.

In 2009, Kaufmann became the executive sponsor of the Women’s Initiative Network (WIN) at Cardinal Health, an employee resource group dedicated to fostering partnerships which create a great place for women to work and grow their careers, while building a sustainable competitive advantage for Cardinal Health. In this role, Kaufmann advocates for female professionals, leveraging his resources, his time and his position to support their success.
“Nancy epitomizes all the qualities of an HBA volunteer leader and we have been honored to work with and learn from her over the years.”

–Buket Grau, 2012 HBA president

Since 1982, Nancy Larsen has demonstrated her commitment to the HBA, serving on the board as both treasurer and director of membership. She is the only member to be elected HBA president twice, in 1991 and again in 2003. Her significant contributions to the HBA over the years have included an essential role in the development of the ACE award, which recognizes internal leadership programs that perform by advancing women, and her guidance of the chapter boards of the Atlanta, Chicago, San Antonio and Indiana chapters. Larsen continues to be involved with the HBA Leadership Conference as well as the HBA Metro chapter’s mentoring program.

Along with her commitment to the HBA, Larsen has had an extremely successful business career, with experience that spans pharmaceutical sales and marketing with Searle, Ayerst and GynoPharma. While at Ayerst, she headed the Premarin marketing team and at GynoPharma, led the launch of ParaGard IUD in the US. She held senior positions at two advertising agencies, Sutton and Klemtnr, and went on to the position of CEO of PROmedica Communications, leading a staff of 30 in the medical education/CME arena. Larsen is also active in her hometown community of Lafayette, NJ, where she volunteers for the Lafayette Preservation Society.
Each year, the HBA invites our corporate partners to designate one Rising Star. These are emerging and talented professionals in disciplines across the healthcare and life sciences industry. They are acknowledged by their employers for contributing significantly to their organizations, exemplifying true leadership and serving as a role model for others, assisting those in subordinate or peer positions, and showing dedication to the healthcare industry.

“The Rising Star award was a critical tipping point for me in my leadership journey. I realized my organization and peers revered me as a leader so I needed to fully embrace this opportunity to broaden my leadership exposure beyond my functional area.”

–Linda DaSilva, 2003 HBA Rising Star

“Being named an HBA Rising Star further inspired me to get more engaged with the HBA, to volunteer for positions of growing responsibility and to get involved with more strategic organization-wide initiatives. Through these experiences, I have gained invaluable insights that are reflected in my strategic work with my clients, helped to strengthen my leadership confidence every day, and built enduring friendships.”

–Liz Kay, 2007 HBA Rising Star

The following women were honored as 2012 HBA Rising Stars:

**Melissa Ayers**  
HR Manager, Janssen Biotech  
Johnson & Johnson

**Angela Bagley**  
Senior Director - Supply Chain Product Strategy  
Shire Pharmaceuticals

**Christy Barlow**  
Associate Director, Managed Care Specialist  
Watson Pharmaceuticals, Inc.

**Melissa Stapleton Barnes**  
VP, Deputy General Counsel  
Eli Lilly and Company

**Alexa Beavers**  
Associate Director, Value Chain  
Boehringer Ingelheim

**Patricia Becker**  
Regional Sales Manager  
PDI, Inc.

**Jeanne Blanchard**  
EVP, Director of Client Services, Ogilvy CommonHealth Medical Marketing  
Ogilvy CommonHealth Worldwide

**Taylor Blount**  
VP, Account Group Supervisor  
Euro RSCG Life LMP

**Sharon J. Bracken**  
Divisional VP, Global Operations, Abbott Diagnostics  
Abbott Laboratories

**Jennifer Brunner**  
Director, Consumer Health  
Cardinal Health, Inc.

**Tia Bush**  
Executive Director, Quality  
Amgen Inc.

**Ticia Cawley**  
Senior Consultant, Specialty Products  
PSKW, LLC

**Lily Cheung**  
Director, Human Resources  
Actelion Pharmaceuticals US, Inc.

**Ashleigh Chung**  
Director  
Vynamic

**Jody Cohn**  
VP, Management Supervisor  
LLNS

**Lisa Cooney**  
VP, Process Engineering  
IMS Health, US

**Bridgett Craig**  
Director, Oracle Consulting Practice, North America Business & Decision, North America

**Katie Dahler**  
Managing Director  
KPMG
Emily Denney  
*Senior Director, Alliances Development Stakeholder Relations*  
AstraZeneca Pharmaceuticals

Colleen DeSimone  
*Senior Director, Finance and Controller*  
Millennium: The Takeda Oncology Company

Susan Dorfman, MD  
*Chief Marketing and Innovation Officer*  
Communications Media, Inc.

Marianne Eisenmann  
*Head of Communications, Research and Measurement*  
Chandler Chicco Companies

Rachael England, MPH  
*Manager*  
CryerHealth

Stella Elizabeth Evans  
*Associate Director, Supply Chain*  
Purdue Pharma L.P.

Valeria Fantin  
*VP, Tumor Cell Biology, Oncology Research Unit*  
Pfizer Inc

SuEllen Farrell  
*Editorial Director*  
Health & Wellness Partners

Kimberly Feeny  
*Research Associate*  
Motivation Mechanics, LLC

Anna Frable  
*VP, Communications and Advocacy*  
Novartis Pharmaceuticals Corporation

Lisa Gallo  
*Associate Partner, Project Management*  
Rosetta

Shanthi Ganeshan, PhD  
*Executive Director, Drug Regulatory Affairs*  
Novartis Pharmaceuticals Corporation

Kavya Gopal  
*Director, Strategic Planning*  
Sandoz Inc.

Natalie Greer  
*Creative Director, Copy*  
GA Communication Group

Sarah Gunhouse  
*Hospital Sales Executive Director, Central Region*  
Quest Diagnostics

Sarah Hall  
*VP, Group Account Director*  
Saatchi & Saatchi Wellness

Monica Heuer  
*Senior Manager*  
CFAR, Inc.

Susan B. Hundley  
*Project Leader*  
Quintiles

Kimberly Jablonski  
*Assistant General Counsel*  
Bristol-Myers Squibb

Phyllis Jarrett-Sutton  
*Executive Sales VP*  
Cardinal Health, Inc.

Colleen Katzman  
*EVP, Client Services*  
JUICE Pharma Worldwide

Therese Kelley  
*WW Director, Professional Education,*  
DePuy Spine and Codman & Shurtleff  
Johnson & Johnson

Nida Khan  
*Senior Practice Executive*  
Campbell Alliance

Ewa J. Kleczyk, PhD  
*Senior Director, Custom Analytics*  
ImpactRx, Inc.

Carly Kuper  
*VP, Strategic Marketing & Corporate*  
Communications  
Compas, Inc.

Victoria Landolfi  
*Senior Director, R&D Projects*  
Sanofi US

Tina M. Larson  
*Senior Director, Operations & Engineering, Pharma Technical Development*  
Genentech, Inc., A Member of the Roche Group

Shira Lawlor  
*VP, Group Account Supervisor*  
Flashpoint Medica

Kimberly Levy  
*VP, Commercial Marketing*  
Epocrates
Meredith Levy  
*VP, Group Account Director*  
Publicis Life Brands Medicus

Nadine Lindley  
*Director, Commercial Operations*  
Lundbeck

Lisa Logan  
*Research Manager*  
The Planning Shop International (TPSI)

Meghan Lopresto  
*VP, Multichannel Marketing and Sales Force Analytics*  
The CementBloc

Kristie Madara  
*Director, US Corporate Communications*  
UCB, Inc.

Jennifer Malatesta  
*AERS Principal*  
Deloitte

Susan Markham  
*Consultant*  
Insigniam

Peggy S. McKinnon, PharmD  
*Senior Director, Health Economics and Outcomes Research*  
Cubist Pharmaceuticals

Kimberly Metcalf  
*Senior Director, Commercial Training*  
Celgene Corporation

Angel Micarelli  
*Creative Director*  
Cramer

Lauren Miller  
*Account Director*  
GSW Worldwide

Gwen Moore  
*VP, Operations*  
MD Mindset, LLC

Rebecca A. Morison  
*VP, US Neuroscience Division*  
Eli Lilly and Company

Katie Murtha  
*Group Account Supervisor*  
CAHG

Marianne McGowan Nugent  
*VP, Training & Program Implementation*  
Publicis Touchpoint Solutions, Inc.

Leslie Sandberg Orne  
*Partner*  
Trinity Partners, LLC

Karen J. Otero  
*Senior Account Executive*  
McK Healthcare

Kate Owen  
*Executive Director, Clinical Trial Management*  
Novo Nordisk Inc.

Aimee Pagano  
*Staffing Director*  
Publicis Healthcare Communications Group

Laura Parks, PhD  
*SVP, Marketing & Sales*  
DSM Pharmaceutical Products Inc.

Chris Ann Patrick  
*VP, Finance*  
Torre Lazur Healthcare Group

Krista Pinto  
*Global VP, Strategic Corporate Accounts*  
inVitro Health

Kimberly Platten  
*Client Partner*  
Cegedim Relationship Management

Kimberly Plessala  
*Executive Director*  
Bench International

Shanna Potter  
*Manager, Quality Systems*  
Big Communications, LLC

Jennifer Potts  
*Manager of Business Development*  
Bulletin Healthcare

Mary Puncochar  
*Bayer Healthcare Diabetes Care, US Sales and Marketing Area Sales Manager*  
Bayer Healthcare

Laura Kellers Queen  
*VP, Human Resources - Americas*  
Teva Pharmaceuticals
Michelle Radney  
Regional Sales Director Primary & Specialty Care  
Eisai Inc.

Amanda Rhodes  
Director, Strategic Solutions  
McKesson Patient Relationship Solutions

Laura Richman, DVM, PhD  
VP, Research & Development - Translational Sciences  
MedImmune

Jessica Riebe  
SVP, Senior Program Director  
IntraMed, a Sudler & Hennessey Company

Andrea Rinkewich  
VP, Account Supervisor  
Saatchi & Saatchi Health Communications  
New York

Rachael Person Robertson  
Director  
PricewaterhouseCoopers

Erin Rossi  
Senior Art Director  
Palio

Karen Rustek  
Executive Director, Enterprise Applications  
Daiichi Sankyo, Inc.

Christine Rydzik  
Program Manager  
Dowden Health Media

Carol L. Sabourin, PhD  
Senior Research Leader and Chief Scientist for the  
Battelle Biomedical Research Center  
Battelle

Laura Schwieterman  
Bayer Healthcare Consumer Care, Senior Brand  
Manager, Alka-Seltzer Franchise, Campbo-Phenique,  
Bronkaid, Neo-Synephrine  
Bayer Healthcare

Denise Sena  
Product Manager, Global Franchise Planning  
MERCK

Isabella Sergio  
Account Supervisor  
The Hobart Group

Amy “JoyL” Silva  
Regional Business Director, Northwest Region,  
US Primary Care  
Pfizer Inc

Kelly Simcox  
Head of Clinical Science & Operations Project Leaders  
for Early Development  
Sanofi US

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VP, Medical Strategy- Education & Publication  
Vertex Pharmaceuticals Inc.

Tamara Sniffen  
VP Operations, Integrated Business Planning  
Stryker Corporation

Donna Sooklal  
Senior Manager  
Ernst & Young

Consuelo Barrett Staheli  
Director Global Strategy and Portfolio  
Covidien

Molly Stallings  
Group Account Supervisor  
MicroMass Communications, Inc.

Laura D. Tannenbaum  
SVP Creative Director  
RCW Group

Joanne Uhl  
Head of Planning, Project Planning and Management  
GlaxoSmithKline

Martha Vincent, PhD, FACC  
VP, Clinical Development  
Agensys, Inc., an affiliate of Astellas, LLC

Celine Vita  
Senior Vice President, Group Managing Director  
CDM New York

Latesha M. Williams  
VP, Account Group Supervisor  
Draftfcb

Jennifer Wolfgram  
VP, US Regulatory Compliance and Quality  
Roche Diagnostics Corporation

Susan Zienowicz  
SVP, Roche Applied Science  
Roche Diagnostics Corporation
2012 WOTY Sponsors

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PricewaterhouseCoopers LLP
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Flashpoint Medica
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Multiple Myeloma Research Foundation
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Vynamic
Watson Pharmaceuticals, Inc.

Media Partners
Dorland Health
Healthcare Marketer’s Exchange
Life Science Leader
Med Ad News
Medical Marketing & Media
PharmaVOICE
Pharmaceutical Executive
PM 360
The 2012 HBA Leadership Conference welcomed more than 350 attendees to beautiful Orlando, Florida for a conference that only the premier alliance of female healthcare industry professionals could deliver.

The conference opened with a special session titled “The new healthcare ecosystem,” led by HBA 2012 WOTY Carolyn Buck Luce. In this session, Buck Luce discussed how the industry has transformed in recent years due to increasing industry and economic pressures and how it is on the cusp of its biggest transformation yet.

During the conference, three keynote speakers provided their perspectives on leadership:

Pat Mitchell— the first woman president and CEO of PBS and current president and CEO of the Paley Center for Media who was also the first woman to launch, produce and host her own nationally syndicated program (“Woman to Woman”) and continues to break new ground for women across the media landscape.

Noreen Fraser—an award-winning television producer, co-creator of the 2008 Stand Up 2 Cancer network television special and founder of the Noreen Fraser Foundation, which supports translational cancer research aimed at developing new prevention methods, diagnostic tools and non-toxic therapies to treat women’s cancers.

Bonnie St. John—a Rhodes Scholar, White House official, Olympic medalist, entrepreneur and celebrated author of six books, including her most recent best-seller, How Great Women Lead, which she co-authored with her teenage daughter.

Enhancing leadership acumen through high-impact workshops

Selecting from among 14 exciting and relevant topics for the three-session workshop series,
attendees created their own educational experiences.

Several workshops focused on emerging industry trends such as the implications of personalized medicine, the increasing influence of patient and professional advocacy groups and the pitfalls and possibilities in today’s health policy environment. Participants could also work on a rich variety of leadership skills, including executive presence, visioning, change leadership, self coaching and coaching others, global matrix team communication and influence strategies. Finally, career planning and development needs were addressed in sessions highlighting the role and value of coaches, mentors and sponsors and the importance of developing a solid game plan to attain sought-after leadership roles.

The 2012 workshop series was developed under the direction of Linda DaSilva, RPh, Leadership Conference chair; Nancy Larsen, content committee chair; Donna Ramer and Catherine Sohn, PharmD, workshop co-chairs; Kristin Risi, PhD, and Donna DeCarolis, PhD, academic advisors; Liz Stueck, HBA education director and staff lead; and a 12-member workshop review panel.
Enhancing networking with the Leadership Conference App

For the second year, the HBA offered a downloadable app for iPhones/iPads and Androids and mobile website that allowed attendees to navigate the Leadership Conference on their smartphones with instant access to schedules, speakers, times, locations, sponsors and more. The app also allowed users to take and store notes, follow the conference on Twitter and give immediate feedback on sessions through the conference survey. New this year, the app allowed attendees to also connect with HBA chairs for volunteer opportunities.

Building conference momentum through social media

Led by Lea Carey, HBA social media committee chair, the HBA employed innovative marketing tactics to build momentum for the Leadership Conference and engage attendees.

Efforts included:

• A text message campaign donated by Ira Flood and TIP Medical Communications that delivered short video messages to 2012 HBA Leadership Conference attendees

• The registration of #HBALead with the Healthcare Hashtag project

• A tweet chat with 2012 WOTY Carolyn Buck Luce to showcase her opening night presentation at the Leadership Conference

• A “Ride the purple wave” campaign designed to encourage HBA members to show their organizational pride by wearing the HBA pin and scarf and sharing images and video via social media
Ruby
Cardinal Health
Genentech, Inc.
Insigniam

Sapphire
Stryker Corporation

Gold
Bayer HealthCare
Cegedim Relationship Management
Publicis Healthcare Communications Group
Sanofi US

Cobalt
Drexel University LeBow College of Business
Eli Lilly and Company
Ernst & Young LLP
Millennium Pharmaceuticals: The Takeda Oncology Company

Bronze
AmeriClic, LLC
AstraZeneca Pharmaceuticals LP
Compas, Inc./Communications Media, Inc. (CMI)
Covidien
CMR Institute
DSM Pharmaceutical Products
grey healthcare group (ghg)
Randstad

Exhibitors
AdMed, Inc.
A Fashion Hayvin, Inc.
Cardinal Health
Cegedim Relationship Management
Delta Dental Insurance Company
Dress For Success
Drexel University LeBow College of Business
Flashpoint Medica
Genentech, Inc.
Healthcare Businesswomen’s Association
Insigniam
PharmaVOICE
Publicis Healthcare Communications Group
Quintiles
Rosetta
Saint Joseph’s University
Shire Pharmaceuticals
Snowfish, LLC
The Usheroff Institute
Laura Clark, 2012 Leadership Institute team leader, and Mary-Margaret Armstrong, VP of membership and education for the HBA, led the planning for the Leadership Institute where, each year, chapter board members take part in a training program in non-profit association governance and leadership. Held the day prior to the HBA Leadership Conference, the HBA Leadership Institute addresses essential skills needed for effective board service and provides a solid foundation for the experiential learning to come.

Attendees at this year’s institute were afforded a major professional development opportunity—participation in an Insights® Discovery program, which was sponsored by Genentech via HBA San Francisco chapter leader Carol Wells. In this session, board members learned more about their own personal styles, as well as those of others, and how this knowledge can be leveraged to enhance communication and teamwork. They also discovered the predominant style of their individual boards, which led to meaningful discussions on how to optimize their collective strengths, identify developmental opportunities and work together as high-performing teams over the coming year. The feedback was clear: participants found this to be a best-ever session.

Each year, Leadership Institute participants also enjoy making new connections with peer leaders from across the healthcare industry and gaining a deeper appreciation of:

- HBA mission, vision, bylaws, offerings, constituents and financial benchmarks
- Expectations for service on a non-profit board
- Best practices, strategic imperatives and the strategic plan
- Specific board roles and responsibilities
- Individual chapter goals and objectives

An exclusive benefit for chapter and corporate board members, the Leadership Institute prepares individuals for service—on HBA or other nonprofit boards—and provides the foundation needed for success in their respective roles.
The HBA President’s Award

Each year, the HBA President’s Award is given to an HBA leader who exemplified effective leadership and dedication to the mission of the HBA and had a measurable impact on the HBA global organization, chapter operations, members and/or corporate partners. This year two outstanding leaders were honored with this award: Liz Coyle and Linda DaSilva.

Liz Coyle, GM of commercial research at IMS Health and vice president of the Greater Philadelphia chapter, was given this award in part for her leadership in developing a needs-based, customized HBA Greater Philadelphia chapter on-boarding program. This three-part series of slide presentations and conference call “classrooms” has been extremely helpful in assimilating new board members into their specific functional leadership roles.

Linda DaSilva, director of business development at Priority Solutions International and director of conference platforms on the HBA Global Board, was honored for her outstanding leadership of two flagship events (WOTY and the HBA Leadership Conference). The financial implications of successfully running these two events are critical to the sustainable fiscal health of the HBA, and Linda led both teams to deliver highly successful, well-received events. She also created a strong knowledge transfer structure to pass along lessons from this year to future teams.

Innovation awards

These awards recognize a demonstration of commitment, passion and a drive for results that lead to the creation of a new process, product, service or level of recognition for the HBA that has or will have a positive benefit to the association and/or its chapter operations. Two awards, one for an individual and another for a group, were presented.

The Individual Innovation Award went to Deb Dominianni, senior marketing manager of Phillips Healthcare and marketing director for the Mid-Atlantic chapter, who worked with a stellar team to create the “E.D.G.E.ner Your Career” year-long series of webinars. These innovative webinars taught attendees how to engineer their careers using the findings of the E.D.G.E. in Leadership Study. Deb brought Mid-Atlantic chapter programs to the entire HBA with this webinar concept and created a 12-month, rolling communications calendar incorporating digital, print, chapter newsletter and social media communications.

The Group Innovation Award went to the HBA Southern California chapter led by president Jill Schulman. With the goal of growing both
demographically and geographically, the chapter board developed a regional structure as a pilot program to develop a scalable way for all HBA chapters to obtain geographic expansion and better serve their members.

Members of the 2012 HBA Southern California chapter board include:

Executive committee
President: Jill Schulman
President-elect: Debbie Moysychyn
Vice-president: Ericka Crawford
Secretary: Janet Twitchell
Treasurer: Sara Hoffman
Immediate past president: Sue Steven

Directors at large
Chapter advisory board: Heather Linehan
Interactive communications: Ira Flood
Marketing: Shelly Snow
Market research: Sarah Hindley
Membership: Karen Shopmyer
Programs (WIS): Lisa Dauffenbach

Regional directors
Los Angeles: Rose Ryder
Orange County: Ank Stuyfzand
San Diego: Christy Fleurat
Special projects: Laura Clark

Council of Chapter Presidents’ Award

This award is intended to recognize an individual who has demonstrated consistent leadership that directly progressed the CCP agenda, fostered collaboration throughout the council, and brought best practices to fruition across chapters. This year, the award was given to Judy Klein, owner of in-Klein consulting and 2012 president of the HBA Greater Philadelphia chapter. Klein was honored for her initiative in creating an account management tool and sharing best practices for its optimal utilization. Adopted by her chapter board, the CCP and volunteers across the HBA, it has increased communication and collaboration.

Chapter Excellence Award

This 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. The winning chapter is recognized for having maintained strong financial health while achieving excellence in membership recruitment and retention, programming innovation and attendance, engagement and sharing with other chapters and the corporate level of the HBA.

This year, two chapters were selected for this honor: Boston and Research Triangle Park:

HBA Boston chapter
The HBA Boston chapter has grown to become the premier organization for career development
for women in healthcare in Boston. In 2012, the chapter launched several initiatives that support the goals of sustained membership and growth through diversification, including:

- **Executive women’s series**—executive women build their networks and gain industry knowledge

- **Ambassador program**—companies with 15 or more members (including Shire, Vertex and Millennium) now have ambassadors to help the HBA come alive in the daily work environment

- **Volunteer engagement program**—the initiative trained board directors to assess and leverage the talent on their committees. This sustains chapter members by engaging them in meaningful volunteer work and gets them talking about the value of the HBA with others in their network.

- **Healthcare forum**—debuting in 2012, the healthcare forum will be an annual, cross-functional event where women can meet other women from different sectors and hear the latest on the evolution of the healthcare industry. The 2012 forum had attendance 330% higher than the average attendance for chapter events, a net profit rate double the average and unprecedented media coverage.

**Executive committee**

President: **Keri Collette**  
President-elect: **Pat Riordan**  
Vice-president: **Nicolette Sherman**  
Secretary: **Kimberlee Kossover Hansen**  
Treasurer: **Patty Allen**  
Immediate past president: **Liz Paulson**

**Directors at large**

Corporate relations: **Bonnie Fendrock**  
Market research: **Courtney Buzzell**  
Marketing: **Susan Newlin**  
Membership: **Bonnie Lappin**  
New initiatives: **Amy Weickert**  
Programs: **Lisa Lallos**  
Programs (EWS): **MJ Roach**  
Programs (LSS): **Valerie Philippon**  
Programs (WIS): **Alicia Gomez-Yafal**  
Programs (mentoring): **Lisa Wittenhagen**  
Special projects: **Joanne Kamens**  
Volunteer engagement: **Susan McPherson**

**HBA Research Triangle Park**

The RTP chapter achieved their 2012 membership growth and retention goals, had 48% of members volunteer and earned the highest satisfaction and loyalty index of all chapters on the HBA member satisfaction survey. The chapter board was actively engaged throughout the HBA at all levels, and worked to create a system to improve knowledge sharing, skill building, communications and access to thought leaders to serve their chapter members and corporate partners located in the chapter region. The board also created a unique chapter culture where volunteerism is an honor, not a duty, demonstrated continuous commitment to the HBA and embodied our organization’s spirit of radical hospitality.

**Executive committee**

President: **Lorra Gosselin**  
President-elect: **Nina Patel Lahanis**  
Vice-president: **Chelsea Stahr MacMeekin**  
Secretary: **Nannette Stangle-Castor**  
Treasurer: **Jenny Brews**  
Immediate past president: **Julia Amadio**

**Directors at Large**

Corporate relations: **Nancy Shepherd**  
Chapter advisory board: **Deborah Roth**  
Market research: **Gabi Cruze**  
Marketing: **Lilly Ferrick**  
Membership: **Lesa Melvin**  
Programs: **Schanel Mize**  
Programs: **Marion Jervay**  
Programs (mentoring): **Mora Melican**  
Volunteer engagement: **Patti Ensor**
LEAD Award
(Leadership Excellence And Dedication)

This award honors 15 exceptional volunteer leaders, each representing one of the HBA’s 15 chapters. Many deserving volunteers were nominated and only one volunteer leader was then selected by a majority vote of their chapter board. Award winners made a significant contribution during the current calendar year, demonstrated excellence via sustained contributions, positively impacted the chapter and its ongoing success, exemplified leadership excellence overall, demonstrated dedication to the HBA mission and made a positive impact upon others.

HBA Atlanta: Tracey Reese
HBA Boston: Courtney Buzzell
HBA Chicago: Natalie Benamou
HBA Europe: Rikke Egelund Olsen
HBA Florida: Triska A’Lima Pederson
HBA Greater Philadelphia: Mary Dominiecki
HBA Indiana: Lisa Sassman
HBA Metro: Gerarda Collins

HBA Mid-Atlantic: Erin Harrigan
HBA Ohio: Deborah Dexter
HBA RTP: Nannette Stangle-Castor
HBA San Francisco: Samantha Graham
HBA So. California: Ericka Crawford
HBA St. Louis: Joy Haven
HBA Texas: Staci L. Foster

“We know that focusing on women and diversity is not only the right thing to do but it is also the smart thing to do—for our customers, our communities and our business.”

–Michael Kaufmann, CEO, pharmaceutical segment, Cardinal Health
Cardinal Health’s Women’s Initiative Network (WIN) was named as the recipient of the 2012 ACE Award. This award—designed to recognize corporations’ efforts to strengthen the advancement, commitment and engagement of women’s careers in the healthcare industry—is bestowed following a rigorous and independent review by a panel of industry leaders.

The WIN fulfilled the award criteria for leadership programs that perform, specifically demonstrating excellence in:

- Business performance
- Stewardship
- Execution
- Sustainability
- Measurable results

More about Cardinal Health’s WIN

WIN works to foster partnerships that help create a community of support and best practices for its female employees while creating a sustainable advantage for Cardinal Health. WIN is supported by an executive sponsor, a steering committee composed of senior leaders from all business segments, an external coach and a dedicated program manager. The network has 2,000 male and female members throughout the company and offers mentoring programs in all of its chapters. WIN also partners with highly regarded women’s organizations for insight, benchmarking and programming.

“It is an honor to be recognized for our efforts with the 2012 ACE award. As part of the overall Cardinal Health diversity and inclusion strategy, our Women’s Initiative Network has meaningful impact on the development of our leaders. We know that focusing on women and diversity is not only the right thing to do but it is also the smart thing to do—for our customers, our communities and our business,” said Mike Kaufmann, CEO of the pharmaceutical segment of Cardinal Health.

2012 ACE award judges

Tamar Howson, partner at JSP Partners and 1999 HBA Woman of the Year
William S. Sheldon, former president and COO of Eisai Inc., current member, board of trustees, Lakeland College, Sheboygan, Wisconsin and the HBA’s first Honorable Mentor
Lynn Gaudioso, president at Ivanhoe Strategies and 1996 HBA Woman of the Year
Paul Katz, MD, founding dean of the Cooper Medical School of Rowan University
Carolyn J. Slaski, managing partner at Ernst & Young
Kristi Raube, adjunct professor in the graduate program in health management at the Haas School of Business

Previous ACE award winners

2011: Bayer HealthCare’s Women’s Leadership Initiative (WLI)
2010: sanofi-aventis’s WISE (Women Inspiring sanofi-aventis Excellence) program
2009: Abbott’s Women Leaders in Action (WLA) Employee Network
2008: Novartis Pharmaceuticals Women’s Initiatives (EWIN/WIL)
2007: Johnson & Johnson Women’s Leadership Initiative (WLI)

ACE award committee

The ACE award committee was led by Ilyssa Levins, HBA director at large, and Marianne Fray, HBA director of corporate development.
The HBA advisory board provides strategic direction on how the HBA can further the advancement and impact of women in healthcare worldwide through HBA initiatives. The board is made up of an invited group of senior executives in the healthcare industry that represent a diverse membership and who are willing to support the HBA mission for a three-year term. This year’s advisory board is co-chaired by Freda Lewis-Hall, MD, executive vice president and chief medical officer at Pfizer Inc, and Deirdre Connelly, president of North American Pharmaceuticals at GlaxoSmithKline Inc.

Kelly Barnes  
Partner  
PricewaterhouseCoopers LLP

Beth Battaglino Cahill  
CEO  
HealthyWomen

Jody Blakeway  
SVP, Client Services  
athenahealth

Joseph Bocuzzi  
Senior Director  
Spencer Stuart

Neriman Botas  
SVP, Human Resources  
Eisai Inc.

Nancy Brown  
CEO  
American Heart Association

Carolyn Buck Luce  
Global Pharmaceutical Leader  
Ernst & Young

Laurie Byrne  
VP, Global Staffing and Talent Development  
Stryker Corporation

Ian Clark  
CEO  
Genentech Inc.

Deirdre Connelly  
President, North American Pharmaceuticals  
GlaxoSmithKline Inc.

Teresa DeLuca, MD  
VP, Pharmacy Health Solutions  
Humana

Deborah Dunsiere, MD  
President and CEO  
Millennium Pharmaceuticals: The Takeda Oncology Company

Rosanna Durruthy  
Chief Diversity Officer  
Cigna

Kathleen Finato  
SVP, Marketing and Product Management  
InterCall

Nancy Larsen  
Account Director  
PAREXEL

Diane Gage Lofgren  
SVP, Chief Communication Officer  
Kaiser Permanente

Peter Greenleaf  
President  
MedImmune

Tim Hayes  
SVP and Region Head, North America  
Bayer Healthcare Consumer Care

William Ippolito  
VP, Business Operations  
Daiichi Sankyo Inc.

Michael Kaufmann  
CEO, Pharmaceutical Segment  
Cardinal Health

Lisa Latts, MD  
Principal  
LML Health Solutions

Freda Lewis-Hall, MD  
Executive VP and Chief Medical Officer  
Pfizer Inc

Patricia Maryland, Dr PH  
President and CEO  
St. John’s Providence Health System

Kendall O’Brien  
VP, Group Finance, Medical Devices and Diagnostics  
Johnson & Johnson

Judy O’Hagan  
VP, US Human Resources  
Sanoﬁ

Kristine Peterson  
CEO  
Valeritas

Eiry Wyn Roberts  
VP, Autoimmune Product Development  
Eli Lilly & Co.

Frederick Robinson, Esq.  
Partner  
Fulbright & Jaworski LLP

Catherine Angell Sohn, PharmD  
President  
Sohn Health Strategies, LLC

Mark Swindell  
President, Vaccines, Specialty Care Business Unit  
Pfizer Inc

Meryl Zausner  
EVP and CFO  
Novartis Pharmaceuticals Corporation

Susan Torroella  
President, Medical Division  
MEDEX Global Solution

Nancy Wysenski  
COO  
Endo Pharmaceuticals
2012 HBA executive committee

Members of the HBA board are representative of the HBA’s diverse membership, which represents all aspects of the healthcare industry, from pharmaceutical and medical device companies to patient advocacy groups, healthcare communications and consulting firms across the US and Europe.

**President:** Buket Grau, global commercial strategy director, Stryker Corporation

**Immediate past president:** Deborah Coogan Seltzer, life sciences practice member, Spencer Stuart

**President-elect:** Terri Pascarelli, principal, TAP Business Strategies

**Treasurer:** Beth Eby, financial advisor, Eby Financial

**First vice president:** Jeanne Zucker, VP, client development, athenahealth

**Second vice president:** Janis Cohen, EVP, group managing director, Draftfcb

**Secretary:** Wendy White, founder and president, Siren Interactive Corporation

**Immediate past president**

Amy Bybee, VP, pharmaceutical markets, Harte-Hanks

Linda DaSilva, sales executive, Priority Solutions International, Thermo Fisher Scientific

Pat Gibson, president and CEO, PMG Communications

Jolanda Groenhuijzen, MD, president and managing director, MyLanda GmbH

Sharon Henry, MD, VP, Global Medical HQ, Bristol-Myers Squibb

**2012 HBA directors-at-large**

Liz Kay, VP, account strategy and business development, Cramer

Ann Mohamadi, managing director, health advisory, PwC

Laurie J. Murphy, president and CEO, PeopleAreKey Inc.

Lesley Reynolds, senior associate, Fulbright & Jaworski LLP

Charlotte Sibley, president, Charlotte E. Sibley Associates LLC

Ilyssa Levins, president, Center for Communication Compliance

Roslyn Schneider, MD, senior director, medical affairs, Pfizer Inc

**2012 HBA non-voting directors**

Taren Grom, co-founding partner/editor in chief, PharmaVOICE

Cathy Kerzner, SVP and head, strategy and marketing, Nestlé Health Science
Chief executive officer:
Laurie Cooke, RPh, CAE

Executive director:
Carol Davis-Grossman

Vice president, membership and education:
Mary-Margaret Armstrong, CMP

Interim executive:
Yvonne D'Amelio, MBA

Director, corporate development:
Marianne Fray, MBA, CAE

Director, finance and administration:
Nikki Jones

Director, information technology:
Leena Gademsky

Director, marketing and communications:
Carol Meerschaert, MBA, RD

Director, education:
Liz Stueck

Chapter operations manager:
Barbara Bull

Associate manager, marketing and communications:
Philip George

Senior accountant:
Dorota Tadych, MBA

Event database associate:
Mary Ann “Maddie” Higgins

Membership database administrator:
Donna Cornelius
“After attending the 2012 HBA Leadership Conference along with 20 of my Johnson & Johnson colleagues, I was reminded of how important the renewal of our skills and energy can be to our success as individuals and as a company. I am thankful to be part of a company and a professional organization that supports and enables this growth each year.”

–Christa Heydt, global systems lead, pharmaceutical R&D quality & compliance, quality systems, Janssen Pharmaceutical Companies of Johnson & Johnson, director-at-large, member, HBA Greater Philadelphia Chapter and 2011 HBA Rising Star

The National Association of Female Executives (NAFE) ranked Pfizer Inc among the Top 50 companies for executive women in 2012—and called out the company’s extensive participation in the HBA Leadership in Practice program as a key defining element.

Through corporate partner status with the HBA, companies visibly demonstrate their leadership in the healthcare community by acknowledging the importance of women leaders and the investment they have in their own employees’ success. When corporate partners’ employees at all levels and functional positions engage with the HBA, corporate partners directly benefit because their staff strengthen contributions to the company by stepping out of conventional work roles to gain experience and knowledge of leadership, teamwork and industry changes.

In 2012, the HBA was thankful to work alongside 127 corporate partners to further the advancement and impact of women in healthcare worldwide. Turn the page for the full list of partners.
Abbott Laboratories
Actelion Pharmaceuticals US
ACR Image Metrix
Advanstar Communications Inc
Allergan, Inc.
Amgen Inc.
Astellas Pharma US Inc
Astrazeneca Pharmaceuticals LP
Battelle
Baxter Healthcare Corporation
Bay City Capital LLC
Bayer Healthcare
Bench International
Big Communications Inc.
Boehringer Ingelheim Pharmaceuticals Inc
Bristol-Myers Squibb Company
Bulbette Healthcare
Business & Decision, North America
Corbett Accel Healthcare Group (CAHG)
Campbell Alliance
Cardinal Health
Cegedim Relationship Management
Celgene Corporation
The CDM Group
CDM Princeton
The CementBloc
CFAR, Inc
Chandler Chicco Agency
CMK Select
CMR Institute
Communications Media, Inc. (CMI)
Compas Inc.
The Conference Forum
Covidien
Cramer
Creyer Health
Cubist Pharmaceuticals Inc
Daiichi Sankyo Inc
Deloitte & Touche USA LLP
Dowden Health Media (now Dowden Medical Communications)
Draftfcb HealthCare
DSM Pharmaceutical Products
Duke Clinical Research Institute
Eisai Inc.
Eli Lilly and Company
Eprocates
Ernst & Young LLP
Ferring Pharmaceuticals, Inc.
Flashpoint Medica
Forest Laboratories
Fulbright & Jaworski LLP
Genentech, Inc.
GlaxoSmithKline
GA Communications Group
grey healthcare group (ghg)
GSW Worldwide
Havas Worldwide Health
Health & Wellness Partners
The Hobart Group
Idis, Inc.
ImpactRx, Inc.
IMS Health, US
Insigniam
International Medical News Group, an Elsevier Company
InVentiv
Johnson & Johnson Company
Juice Pharma Worldwide
Klick Health
KPMG
LEO Pharma
Life Technologies
LLNS
Lundbeck, Inc.
Mc/K Healthcare Advertising
McKesson Patient Relationship Solutions
MD Mindset, LLC
MedAssurant (now Inovalon)
MedImmune
Medicus LifeBrands (now Publicis Lifebrands Medicus)
Meniscus Limited
Merck
Merck KGaA
MicroMass Communications, Inc.
Millennium: The Takeda Oncology Company
Mission Pharmacr Company (MPC)
Motivation Mechanics LLC
Novartis Pharmaceuticals Corporation
Novo Nordisk, Inc.
Ogilvy CommonHealth Worldwide
PA Consulting Group
Palio Communications (now Palio+Ignite)
PDI Inc.
Pfizer Inc
PharmaVOICE
The Planning Shop International
PricewaterhouseCoopers LLC
PSKW
Publicis Healthcare Communications Group
Publicis Touchpoint Solutions
Purdue Pharma LP
Quest Diagnostics
Qpharma Inc
Quintiles
RCW Group
Roche Diagnostics
Rosetta
Saatchi & Saatchi Healthcare Advertising
Saatchi & Saatchi Healthcare Innovations (now Saatchi & Saatchi Sciences)
Saatchi & Saatchi Wellness
Sandoz, Inc.
Sanofi
Shire Pharmaceuticals
Siren Interactive Corporation
Stryker Corporation
Sudler & Hennessey
Synchrony Healthcare
Takeda Pharmaceuticals NA Inc.
Taylor Search Partners
Teva Pharmaceuticals
Thomson Reuters Life Sciences
Torre Lazur McCann (now McCann Torre Lazur)
Trinity Partners, LLC
UCB, Inc.
Vertex Pharmaceuticals, Inc.
Vox Medica Inc
Vynamic
Watson Pharmaceuticals, Inc.
The past year has been one of remarkable progress and change for the HBA, as we keep pace with the ever-evolving healthcare industry and needs of our members and partners. The agility and innovation we’ve seen in 2012 has demonstrated why the HBA continues to be the premier alliance of female professionals across the healthcare industry.

In 2013, we will continue to push forward to enhance our support of the talented, collaborative businesswomen who make up our membership as they continue to advance their careers and shape the future of healthcare. A key area of focus will be developing leadership competencies and ensuring we remain a source of cutting-edge industry knowledge.

The HBA has long been known for creating a supportive environment in which women can freely participate, build confidence, excel in leadership roles and share best practices with other women. This year, we will continue our work to widen that environment across regions and countries through more virtual programming—and across individuals’ careers with portable tools and a strong business network women can take with them along their entire career journeys.

We will also continue to make that environment even more supportive with innovative member and volunteer initiatives that promote high touch, experiential connections that empower more women as business and thought leaders in healthcare. And, we will continue to bolster our support of our corporate partners and align the needs of these organizations and their local chapters for greater reach and impact.

Finally, we will complete our refinement of the HBA brand in order to determine how best to position our organization to deliver the highest value to our current members and partners as well as to new healthcare sectors, companies and geographies.

Laurie Cooke, HBA CEO