The Healthcare Businesswomen’s Association

2013

Annual Report
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2013 focus: strategic pillars

Aligning corporate and chapter momentum

Empower members to flourish in their careers to achieve enhanced business success

Career Advancement
Brand/Value
Stakeholder Engagement
When I look back on the year 2013, I think of these famous words of Ralph Waldo Emerson: “Do not go where the path may lead; go instead where there is no path and leave a trail.”

This year, we have worked together to blaze a new trail for the HBA—one that will test our organization’s boundaries and ensure that we can match what we deliver to the evolving needs of the members and Corporate Partners that support our mission and rely on our incredible network.

By updating our board operating structure, carefully prioritizing our strategies, and engaging across our global and chapter-level teams, we have set in motion the strategic direction for our future.

To support these strategic pillars, we developed and readied for launch a new membership and events database. This technology will help support the way we share information, engage with our audiences and reach beyond our current geographies to become a more truly global HBA. We also developed a vibrant Leadership Competency Framework that will unify our career enhancement initiatives across the HBA. Finally, we undertook an integrated strategic research initiative to critically evaluate our membership models. This investment will provide a tested foundation to confirm our membership and value proposition for the years ahead.

This year has been one of forward-thinking strategy, disciplined prioritization and deepened integration—all driven by our organization’s passion of delivering value on behalf of our individual and corporate members. As a demonstration of this integration, this report weaves our chapter accomplishments throughout the text. As we continue to test our boundaries and step together into key strategic decisions, I feel such appreciation for everyone involved—from our board to our volunteers to our staff—trailblazers, all.

—Terri Pascarelli
2013 HBA president & vice president of client development at YourEncore, Inc.
Key accomplishments

- Updated board operating structure around 3 distinct strategic pillars (career advancement, brand and value enhancement, and stakeholder engagement)
- Identified 12 core competencies through a new Leadership Competency Framework
- Researched and selected a newly integrated membership and events technology
- Conducted a major strategic research initiative
- Enhanced corporate engagement reports for HBA Corporate Partners
- Refreshed integrated business and account management model for Corporate Partner engagement
- Expanded full-time staff by 25%
LEAD THE WAY

34 years of furthering the advancement and impact of women in healthcare worldwide


Education

- 339 chapter-level educational and network-building events
- 539 registrants for the inaugural Career Conversations webinar
- 12 chapter-developed webinars

Social media

- 4438 total tweets and retweets
- 1596 Twitter followers
- 1349 Facebook fans
- 2449 LinkedIn group members

Popular words: women, leadership, powerful, connected

Awards

- 79 women in healthcare honored as HBA Rising Stars
- 56 women leaders in healthcare honored at our annual Leadership Institute
- 1 company’s women’s leadership advancement program chosen as the 2013 ACE award winner
- 1 exceptional man honored as the HBA Honorable Mentor
- 1 inspiring healthcare leader chosen as the HBA Woman of the Year (WOTY)
- 1 extraordinary volunteer honored as the HBA STAR

The Healthcare Businesswomen’s Association (HBA) 2013 Annual Report

www.hbanet.org
Defining the HBA Leadership Competency Framework

Educational programming—through our 300+ chapter-level events in addition to flagship events like our annual conference—is a key way in which the HBA delivers on our mission to further the advancement and impact of women in healthcare worldwide.

To focus educational efforts in areas with the greatest potential to deliver on this mission, we launched a new initiative in 2013 to identify the key leadership competencies needed for women to succeed in the healthcare industry. After a year-long, multi-step process that included input from an advisory panel and HBA board members, we identified the following 12 competencies as being essential to the success of women working in the business side of healthcare.

When grouped and stratified by four core actions—enlighten, empower, engage and evolve—they form the foundation for this Leadership Competency Framework. This draft framework was introduced to 2013 Leadership Conference attendees in the conference’s first-ever poster session. Following final review and
revisions, the framework will be presented to the 2014 HBA board for adoption.

In 2014 and beyond, our organization will use this framework as a guide to inform HBA programming and to more tightly align our educational offerings and other activities with the knowledge, skills and behaviors that can make a difference in women’s careers. In doing so, we will ensure that HBA stakeholders—members, chapters, Corporate Partners and employers—are well served. In addition, we will continue to explore this topic—for as healthcare changes, the leadership competencies needed to succeed in the industry will change as well.

HBA Leadership Competencies advisory panel:

- Bridget Boyle, vice president of human resources, Roche Diagnostics
- Laurie Cooke, CEO, Healthcare Businesswomen’s Association
- Dave DeMarco, PhD, managing partner, EY
- Kathleen Fitzpatrick, director of human resources, Johnson & Johnson
- Joy Haven, PhD, executive officer, Mallinckrodt Institute of Radiology, Washington University
- Cynthia Pace, assistant vice president of diversity and inclusion, MetLife
- Patricia Pesanello, senior managing consultant, IBM Global Business Services
- Kristin Risi, PhD, executive director of corporate and executive education, Drexel University, LeBow College of Business
- Deborah Seltzer, life sciences practice, Spencer Stuart
- Molly Shepard, president and CEO, The Leader’s Edge/Leaders By Design
- Charlotte Sibley, president, Sibley Associates, LLC
- Liz Stueck, director of education, Healthcare Businesswomen’s Association

The HBA would like to recognize and thank Diana Kramer, PhD, president, Kramer Consulting Solutions, Inc. for the time, guidance and expertise she provided at the outset of this initiative and Dave Collins, president, Direct Line Medical Communications, for creative services on the HBA Leadership Competency Framework graphic and poster.
Developing career management tools

The HBA continues to refine our efforts to create and enhance career management tools designed to help women own their careers—successfully managing and optimizing their career trajectories throughout their working lives. Our work is heavily informed by ongoing research, including surveys of the types of tools that our members and Corporate Partners want and need most.

To this aim, 2013 saw the launch of an exciting new career advancement webinar series. Career Conversations is designed to provide practical guidance and actionable insights so women can manage their careers with intention, purpose and confidence.

Hosted by a moderator, each conversation features a leadership or professional development expert and a thought leader who shares stories of career growth and achievement and offers advice.

The first webinar was held on October 29, 2013 with more than 500 registrants—a new HBA record—including groups of 25-50 colleagues from five healthcare companies. “Controlling your destiny: recognizing themes, making choices” was moderated by Laurie Wessels, executive coach and president of Wessels Group Inc., and featured Marian Ruderman, PhD, senior fellow and director, research horizons, Center for Creative Leadership, and Nancy Miller-Rich, group vice president, new ventures and strategic commercial development, Merck.

To augment and reinforce the content presented, registrants were provided with access to “Getting real: how high-achieving women can lead authentically”—a 2013 Center for Creative Leadership white paper authored by Marian Ruderman and Sharon Rogolsky—as well as the recorded webinar.

Career Conversations will continue in 2014 as a series of four 75-minute webinars.
Inspiring healthcare industry professionals through our flagship events

Each year, the HBA educates and inspires thousands of healthcare industry professionals through our two flagship events designed to celebrate the power of women in healthcare—and continue to advance their impact on our industry.

Our Woman of the Year (WOTY) event, held each year in May since 1989, offers inspiration to our members and others in the industry as they listen to the first-person career stories, insights and reflections of the renowned men and women honored by our WOTY, Honorable Mentor and HBA STAR awards. The event also enables our Corporate Partners to inspire their employees and recognize their top talent through our Rising Star award.

Our Leadership Conference, held each year in November since 1999, offers in-depth learning to women at all stages of their careers. Through a mix of inspiring keynote speeches, interactive workshops and innovative network-building sessions, HBA members and other industry professionals come together to learn and enhance vital skills, share insights and further develop key leadership competencies.

Keep reading to learn more about these exciting flagship events as well as our Leadership Institute, a day of training exclusively for HBA board members.
They also added a new spin with tie-ins to new features onsite at WOTY:

- Members were interviewed on the Purple Carpet, where they got the opportunity to share their thoughts on the WOTY celebration and their involvement in the HBA. These videos were posted to the HBA’s YouTube channel along with our long-running Red Carpet interview series of event honorees.

- Attendees also had the chance to add to a WOTY mural. During the pre-luncheon reception, attendees were invited to add their touches of color and well wishes for our WOTY honorees to the large mural. A time-lapse video of the activity was also shared on YouTube.

- Two HBA Corporate Partner companies held private receptions strategically leveraging the WOTY event to recognize their employees.

Thanks to these engaging new activities and excellent overall event management, the 24th annual WOTY event was rated highly by both attendees and sponsors.
Bridgette P. Heller, executive vice president at Merck and president of Merck Consumer Care, was recognized as the 2013 HBA Woman of the Year for her strong leadership, dedication to meeting customer needs and support of diversity. Heller is known as an inspiring leader with a strong track record in leading both mature businesses and entrepreneurial ventures.


Earlier in her career, Heller served as CEO of Chung’s Gourmet Foods, where she provided hands-on leadership for the second-largest US egg roll manufacturer. She also spent 17 years with Kraft Foods Inc., where her most recent position was as executive vice president and general manager of the coffee division, which constituted the largest coffee portfolio in the US.

Heller serves on the board of directors for The ADT Corporation and has an extensive record of not-for-profit service. She is currently a member of the national board of directors for Girls Incorporated, having previously served as board chair; a member of the executive leadership council and a former member of the advisory board for the Center for African American Studies at Princeton University. She has been recognized by several organizations, including Advertising Age, Essence and Black Enterprise, for her overall leadership and innovation in marketing.

Heller earned an MBA from the JL Kellogg Graduate School of Management at Northwestern University and a BA from Northwestern University.

“
We all know that more is possible, and together we can help make what’s possible real.”

— Bridgette P. Heller
Kevin Rigby, vice president of public affairs, Novartis Pharmaceuticals Corporation, and US country head of public affairs, Novartis, was named the 2013 HBA Honorable Mentor.

Prior to joining Novartis in 2002, Rigby served as vice president of sales and marketing services at Hoffmann-La Roche Inc. Previously, he worked as a private practice attorney and held public sector positions, including state director and chief of staff to Senator Bill Bradley as well as councilman and mayor of River Edge, New Jersey. Rigby is active in nonprofit organizations, serving as chairman of the HealthCare Institute of New Jersey, chair of the New Jersey Workplace Blood Donor Coalition, and board secretary of Choose New Jersey. He also serves as vice chair of the board of the Alliance for Aging Research and is past chair of the board for the National Pharmaceutical Council.

Rigby earned a Juris Doctor from Pace University School of Law and a BA in political science from Rutgers University.

“...

It is so inspiring to help people develop, grow and achieve their dreams. Receiving this prestigious award offers me the opportunity to encourage others to share their wisdom and make mentoring part of who we are and how we work.”

— Kevin Rigby
2013 HBA STAR

Eve Dryer

Eve Dryer, principal of Eve Dryer Healthcare Consulting, was recognized as the HBA’s 2013 STAR (Strategic Transformation Achievement Recognition) for her selfless dedication to our organization.

Dryer has served on the HBA board in several roles, including director at large for key stakeholder relations. She oversaw the advisory board, Rising Star and ACE (Advancing Commitment Engagement) awards committees, and has regularly served on the WOTY committee.

Dryer has also served on the HBA Metro chapter board, was a founding board member for the HBA Greater Philadelphia chapter and co-chaired the Leadership Conference twice. In 2012, she spearheaded the HBA’s publication initiative featuring 2011 WOTY Dr. Freda Lewis-Hall.

Outside of her roles in the HBA, Dryer has worked extensively in the managed market arena, serving as a senior communications consultant to CIGNA, head of communications for Aetna Health Plans and managed care advisor for the global health management team of Manning, Selvage & Lee. In 1998, Dryer founded Vox Medica Health Care Public Relations, now part of Vox Medica Inc., and worked as partner and owner through 2012.

Dryer was an integral part of the National Coalition on Aging’s award-winning “My Medicare Matters” campaign. Her work has also garnered her four Silver Anvil awards from the Public Relations Society of America (PRSA), numerous Philadelphia PRSA Pepperpot awards and recognition as a 2008 “Mover and Shaker” in the annual PharmaVOICE 100.

Dryer is chair of the board of directors of HealthyWomen. She also serves on the executive committee of the Cancer Support Community of Philadelphia and on the steering committee for BIO’s Diversity Summit. Dryer holds a degree in communications from American University.

My involvement with the HBA community has allowed me to learn from and work alongside some of the most visionary leaders the industry has ever known, and to play a part in developing the next generation of healthcare leaders. It’s an exhilarating ride—and I urge other women to hop on board.”

— Eve Dryer
Each year, the HBA invites our Corporate Partners to designate Rising Stars. These are emerging and talented professionals in disciplines across the healthcare and life sciences industries. 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.
Lisa Arbogast, vice president, life sciences
YourEncore Inc.

Jacqueline Beagan, head of global clinical trial management
EMD Serono Inc.

Yin Becker, vice president, communications and public relations
Stryker

Ritta Bernshteyn, executive director, business intelligence
Forest Laboratories Inc.

Amila Bewtra, practice lead, brand analytics
Symphony Health Solutions

Melody A. Blanchford, senior manager, advisory services, life sciences sector
EY

Kelley Boucher, director and senior HRBP
Shire Pharmaceuticals

Tia Bryant, SVP account group supervisor
Draftfcb Healthcare

Rachel Bunting, senior associate scientist, immunopharmacology group
Johnson & Johnson

Erin E. Capra, senior product manager, marketing
Shionogi Inc.

Joann Chalmers, account director
Cegedim Relationship Management

Christine Colella, senior legal director
Eisai Inc.

Selina Coleman, associate
Fulbright & Jaworski LLP

Jenny Colombo, vice president, medical affairs strategies and communications
Takeda Pharmaceuticals International Inc.

Lisa Costa, account manager, buying services and deliverables
CMI/Compas

Narisa Cougar, director, advisory
KPMG

Kristin Croucher, director, clinical project management, allergy, respiratory, infectious diseases and vaccines
Quintiles

Ines Dahne, executive director, process excellence
Quest Diagnostics

Lisa M. Deschamps-Baum, executive director and head of brain and bone marketing
Novartis Pharmaceuticals Corporation

Sabine Dettwiler, director, commercial COE
Campbell Alliance

Sandy DiCesare, VP, commercial operations, commercial operations management
Millennium Pharmaceuticals: A Takeda Oncology Company

Amy Eaves, principal
IMS Health

Edith M. Eby, executive director, medical relations and governance
Pfizer Inc.
Sara Elinson, principal, financial advisory services
Deloitte LLP

Maria Finlay, product manager, Janssen Pharmaceuticals, Johnson & Johnson

Ruthann Fleming, sales director
Roche Diagnostics

Annie Foster, senior vice president, associate creative director
JUICE Pharma Worldwide

Valerie Francis, senior director, IS business partner for NA pharmaceuticals commercial excellence
Sanofi US

Amber Gilbert, SVP, chief strategy officer
Ogilvy CommonHealth Worldwide

Elizabeth Gingrich, senior account executive
Sudler & Hennessey

Joanne Golankiewicz, executive director, field force effectiveness
Novo Nordisk Inc.

Ida Goldstein, director, commercial analytics and planning
Actelion Pharmaceuticals

Courtney Granville, senior research scientist and study director
Battelle

Eileen Green, controller
Covidien

Soma Gupta, senior director, group leader, US hematology, oncology business unit
Pfizer Inc.

Maxine Hamilton, vice president of managed access programs
Idis

Laurie Hill, head of biologics intellectual property
MedImmune

Xinyan Huang, senior research scientist, molecular pharmacology
Lundbeck

Qi Jiang, executive director, biostatistics
Amgen Inc.

Kelly Kaericher, senior director, portfolio and planning, cornerstone
AstraZeneca

Stephanie Kassab, marketing manager
BulletinHealthcare

Sue Kelsey, US marketing director of smoking cessation brands
GlaxoSmithKline

Julie Kim, global franchise head, biotherapeutics
Baxter Healthcare Corporation

Purvi Kobawala Smith, scientific director
Health and Wellness Partners

Terese Kung, SVP, group managing director
CDM New York

Lauret Maletsky, vice president, group account supervisor
grey healthcare group

Courtney Manze, account executive
QPharma Inc.
Sarah Marchetti, director, human resources
Health Market Science

Elizabeth McGee, head of legal, oncology NA region
Novartis Pharmaceuticals Corporation

Rochelle Melton, SVP, associate creative director
Havas Life New York

Kathy Meyer, senior director, operations
Sandoz Inc

Geline Midouin, SVP, human resources, Saatchi & Saatchi Health, Discovery & Razorfish Healthcare, Publicis Healthcare Communications Group

Teresa Miller, director, supply chain operations
Astellas

Nicole Monachino, director, remediation
Boehringer Ingelheim

Kathleen Munster, director, global quality systems
Bristol-Myers Squibb Company

Mary Neiweem, SVP, group account director
The Bloc

Jeanine O’Kane, managing director, biosector 2
Chandler Chicco Companies

Rhona O’Leary, director, GRED business operations
Genentech Inc.

Jennifer Oleski, VP, account director
GSW Worldwide

Carla Oliveira, global brand leader, contour USB, Bayer Diabetes Care, Bayer HealthCare

Deborah Pan Dorner, director, scientific strategy
Dowden Medical Communications Group

Jane Petty, area director, sales force
Purdue Pharma LP

Jennifer Poitrimol, tax director
PricewaterhouseCoopers LLP

MJ Roach, senior director, CF marketing
Vertex Pharmaceuticals Inc.

Alissa Roldan, VP, management supervisor
LLNS Inc.

Annette Schulz, senior manager, advisory services, life sciences sector
EY Europe

Krystina Smith, research analyst
Palio+Ignite

Janet Spear, executive director, plant manager
Celgene Corporation

Branka Stancevic, VP, medical director
Flashpoint Medica
Terri Stentz, VP of national brand supplier relations and performance plus Cardinal Health

Kim Stone, senior program manager PSKW LLC

Courtney Sullivan, director procurement Roche Diagnostics

Lisa Turzio, associate partner, healthcare Rosetta

Kimberly Wix, director, internal communications Daiichi Sankyo Inc.

Maria K. Woods, executive director, chief compliance and privacy officer Publicis Touchpoint Solutions Inc.

Alisha Woolford, associate director, marketing Merck Sharp & Dohme Corp.

Sara Zaccheo, VP, associate creative director, copy McCann Torre Lazur Group

June Zeringue, consultant Insigniam
Thank you to our 2013 WOTY sponsors

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Leadership Conference

With the theme of The Art & Science of Leadership, the 2013 HBA Leadership Conference celebrated the two key elements necessary to create an environment to inspire, learn, stretch and explore each attendee’s own leadership style. The conference committee, along with HBA staff and management, were committed to making this conference a lasting experience for every attendee—a goal that was met and exceeded at this sold-out event that brought together more than 950 healthcare industry professionals.

Inspiring keynotes

Amy Cuddy, PhD, is a Harvard Business School professor who studies influence and perception and was named by TIME magazine as one of 2012’s “Game Changers.” Her work has been featured widely in the media (Today Show, CNN, MSNBC, Fast Company, Harvard Magazine, Wired, The New York Times, Financial Times, The Wall Street Journal). In addition, Dr. Cuddy’s research has garnered honors from top academic journals, including being named of the Harvard Business Review’s Top 20 Breakthrough Ideas for 2009 and one of the Top 10 Psychology Studies of 2010 by Psychology Today. She writes and blogs for the Harvard Business Review.

Dr. Cuddy’s keynote address focused on the positive impact of assuming a “power pose” prior to critical meetings and events. The talk was based on her research showing that how we position...
our bodies can affect our levels of hormones such as testosterone and cortisol, changing the way we feel, act and present ourselves. Standing in a “power pose” for two minutes is a proven way to feel more confident and present better in business situations.

Liz Wiseman is president of The Wiseman Group, a leadership research and development firm headquartered in Silicon Valley that advises senior executives from clients, including Apple, Genentech/Roche, Salesforce.com, GAP Inc., Symantec, SAP and Microsoft. Wiseman is also the author of the bestselling book, *Multipliers: How the Best Leaders Make Everyone Smarter*, and has been published in the *Harvard Business Review*.

During her keynote address, Wiseman taught attendees how to be “multipliers” (leaders who use their intelligence to amplify or multiply the intelligence of other people) rather than “accidental diminishers” (leaders who unintentionally do things that take away others’ power).

What’s your six—stories to share

Sue Foelix, US VP and GM of oncology at Sanofi, led the keynote on “What’s your six—stories to share.” During this session, conference attendees were challenged to craft their unique leadership stories using only six words. This exercise helps participants home in on what makes them who they are by condensing their experiences into so few words. Sharing those stories provides a point of connection, helping individuals to show their true selves, inspire each other and build community.

Attendees had plenty of opportunities to “share their six” in activities that took place throughout the conference.

Workshops

This year’s attendees were offered the chance to take four workshops during the conference (up from three in past years). They had 26 workshops to choose from, including sessions designed to boost their business and industry acumen, advance their careers and enhance their leadership skills. An inaugural executive track, the Executive Women’s Forum, also premiered at the 2013 conference.

A newly created “Guide to Selecting Your Sessions”—a regularly updated online guide showing new, sold-out and available sessions—made the process of choosing sessions easier than ever. And a sold-out post-conference seminar offered registrants an opportunity to present and practice their business story, with individual critiques and feedback provided by an Academy-Award-winning writer-producer.

The 2013 workshop series was developed under the direction of Donna Ramer, workshop committee chair; Nancy Larsen, advisor to the committee; Kristin Risi, PhD, and John M. Lowe, III, PhD, academic advisors; Liz Stueck, HBA education director and staff lead; and a 23-member workshop review panel.

Network building and connections

The HBA conference is designed to offer unparalleled opportunities for participants to build and strengthen their business networks. This promotes personal growth and enduring career fulfillment by facilitating knowledge sharing and helps participants learn from shared experiences.
Most outstanding poster:

HBA chapter contribution category

Lydia Rohn of Walgreens, Pamela J. Van Den Bussche, DM, of Sunrise Valley Associates, Inc, Pat Fuller of Technology Management Group and PJ Ramtin of Aveo Oncology were awarded the most outstanding poster for “Leveraging a chapter mentoring program to fuel double-digit chapter growth.”

Most outstanding poster:

conference content category

Jill Vitiello of Vitiello Communications Group was awarded the most outstanding poster for “Power to your people: how to create a dynamic employee ambassador program.”

Awards were presented by poster chair Karen Habucky, PhD, of Novartis Pharmaceuticals Corporation, and Kristin Risi, PhD, of Drexel University LeBow College of Business, the poster session sponsor.

Prior to the conference, first-time attendees were welcomed with phone calls and a webinar to ensure each attendee’s experience was maximized. The conference began with several networking forums to build relationships, including receptions hosted by each chapter to allow attendees to meet women who live and work near them.

We also continued to employ online, social media and mobile technology to engage, excite and connect attendees leading up to—and during—the conference and to share conference insights with the world at large. For the third year, our mobile app served as a green guide to the conference, providing attendees with detailed information about workshops, speakers, poster sessions, sponsors and other logistics right at their fingertips. Attendees also used the app to share their experience in real time using Twitter hashtag #hbalead.

New in 2013

Each year, we strive to build on this conference—keeping the time-tested elements that work well and introducing new and exciting features that keep the conference fresh and dynamic.

This year saw the introduction of four new features:

1. Leadership Connections: Breakfast with Executives: This session was introduced by Shellie Caplan, Leadership Connections program chair, and Melissa Stahl, Leadership Conference co-chair. Following opening remarks by Drs. Annalisa Jenkins and Deborah Dunsire, senior industry executives led table discussions focusing on a specific career or leadership challenge. Several hundred participants benefitted from connecting with and hearing from a senior leader and learning from fellow participants at their table. Prior to the conference, attendees selected
Chapter highlight: Southern California (SoCal)

In 2013, the HBA SoCal chapter continued to refine its innovative decentralized chapter model through which regional directors oversee operations in three geographically diverse counties. The chapter also created a new position of director of program strategy, with oversight of all programs using a distributive model, in order to elevate and deliver consistent programming across regions.

HBA SoCal had a successful year, reaching 92% of the chapter’s membership goal and 96% of its retention goal. Noted accomplishments this year include:

1. The 2nd Annual Leadership Institute West—an exclusive, complimentary one-day leadership training event for chapter volunteers and board members, hosted at Genentech in partnership with the HBA San Francisco chapter.

2. Art contest: To celebrate the conference theme of Art & Science—and to encourage attendees to open their minds to see new meanings and connections through moments of artistic discovery—this year’s conference included an art contest. Submissions were evaluated by a select group of volunteers and HBA staff members on the criteria of visual interest, originality and innovation. Select submissions were then displayed during the conference and attendees voted for their favorites via secret ballot.

3. Poster session: A newly incorporated educational poster session, chaired by Karen Habucky, PhD, provided another learning channel for this year’s conference attendees. Posters summarized research, programs and best practices related to the conference’s major content categories and offered a chapter contributions category as well.

4. Executive Women’s Forum: This special workshop track for executive women made its debut at the 2013 conference. The track fostered connections between top leaders and featured sessions designed to meet their unique needs, such as serving on corporate boards, communicating vision and creating a legacy.

5. Speed networking: This fast—and fun—networking session helped attendees quickly make meaningful personal connections with new peers during the conference.

And the winner was…”Ripples,” a photograph by Trina Schneider from ZOLL Medical.

From a list of 10 topics that included, “how to”:

- Be recognized as someone with high potential
- Prepare for a senior-management role
- Stay motivated and perform at a high level during times of organizational change
- Reinforce your vision with your team over time and through change

Attendees were grouped at breakfast tables by challenge to encourage discussion and sharing among diverse groups of professionals with similar interests and concerns.

2. Art contest: To celebrate the conference theme of Art & Science—and to encourage attendees to open their minds to see new meanings and connections through moments of artistic discovery—this year’s conference included an art contest. Submissions were evaluated by a select group of volunteers and HBA staff members on the criteria of visual interest, originality and innovation. Select submissions were then displayed during the conference and attendees voted for their favorites via secret ballot.

And the winner was…”Ripples,” a photograph by Trina Schneider from ZOLL Medical.

3. Poster session: A newly incorporated educational poster session, chaired by Karen Habucky, PhD, provided another learning channel for this year’s conference attendees. Posters summarized research, programs and best practices related to the conference’s major content categories and offered a chapter contributions category as well.

4. Executive Women’s Forum: This special workshop track for executive women made its debut at the 2013 conference. The track fostered connections between top leaders and featured sessions designed to meet their unique needs, such as serving on corporate boards, communicating vision and creating a legacy.

5. Speed networking: This fast—and fun—networking session helped attendees quickly make meaningful personal connections with new peers during the conference.
Thank you to our 2013 Leadership Conference sponsors

Ruby

Emerald

Topaz

Gold

Cobalt

Silver
Leadership Institute

Each year, the HBA offers a one-day Leadership Institute to train the boards of our 15 chapters and affiliates in nonprofit association governance and leadership. The Leadership Institute is an exclusive benefit for HBA chapter and corporate board members.

The curriculum includes a full day of knowledge sharing and training designed to address the essentials needed for effective board leadership and enhance professional and personal leadership acumen. It is scheduled the day prior to the HBA Leadership Conference.

The Leadership Institute is complimentary and—to underscore the importance of attendance—the HBA offers partial funding for chapter board leaders to travel to this event.

A recap of this year’s institute

On November 13th, current 2013 and incoming 2014 HBA board members from across the US and Europe gathered at the Boston Marriott Copley Place in Boston, MA to gain the tools and build the networks they would need to make their board terms successful.

The day kicked off with morning networking, followed by a warm welcome from Lynda McDermott, 2013 Leadership Institute chair. Next, Terri Pascarelli, 2013 HBA president, Jeanne Zucker, 2013 HBA president-elect, and Laurie Cooke, HBA CEO, shared their visions for the HBA's future in a highly interactive session. Leaders then participated in breakout sessions with functional peers to learn about their roles and gain insights on effective board leadership.

After a luncheon, during which several outstanding volunteer leaders were recognized in our annual Leadership Institute awards celebration (read more on page 33), the afternoon continued with the opportunity for individual chapter boards to meet and discuss their 2014 goals, priorities and strategies. The day ended with an amazing professional development session sponsored by Vital Smarts, LLC, a leading training and consulting company, and facilitated by one of Vital Smart’s master trainers, David Nelson.
Strategic pillar II: brand/value enhancement

Enhancing our brand and value proposition

This year, the HBA undertook a major initiative to ensure that our brand and value proposition match the needs and values of the diverse women and organizations we serve.

Together with Brand Powers Partners (BPP), we worked to uncover insights around ensuring a consistent global vision, building value for both service members and corporate members and focusing on specific member segments. The results reinforced that members are looking for a supportive environment in which women can freely participate, excel in leadership roles and share best practices with other women.
Chapter highlight: Indiana

The HBA Indiana chapter’s priority in 2013 was to elevate the HBA brand within the state of Indiana to establish a strong local presence for women in healthcare, ensure enduring growth and financial health for the association, and provide measurable value to key stakeholders.

Successes in 2013 included:

- Increasing the chapter’s financial profitability and sustainability with 52% chapter profitability in 2013—and plans for smart chapter investment and growth in 2014 in leadership and membership development

- Strengthening relationships with HBA Corporate Partners:
  - Welcomed YourEncore as a new HBA Corporate Partner
  - Held at least one lunch-and-learn with each HBA Corporate Partner
  - Held regular business meetings with Roche Diagnostics as an external partner for Roche’s Women’s Leadership Initiative (WLI)

Cognizant was then selected as our partner for a robust, methodical segmentation of the women we serve. Our goal was to ensure that we are addressing their diverse interests through a range of programs and speaking directly to each woman to provide her with information on the topics she cares about most based on:

- **Where she is in her career** (her position, years in the industry and role as corporate employee, service professional or entrepreneur)

- **How she feels about her career** (her satisfaction with where she is on her career path and her drive to advance)

- **Her attitudes about professional development** (her level of desire for challenges and taking charge of her career and her attitudes about how the HBA can play a role)

As we revamp our brand, our focus will be on empowering women in healthcare by meeting them where they are now. To achieve this, we will focus on four core areas in order of priority:

- Networking forums to build relationships
- Knowledge-sharing and access to thought leaders to broaden perspective
- Educational programs to provide leading-edge industry knowledge and develop leaders
- Recognition of outstanding women and companies to promote visibility of positive role models

The reveal of our new brand is planned in conjunction with the 2014 flagship events.
Sharing our brand story and expertise

Offering insights, advice and education through HBA publications

As the HBA continues to evolve to meet the needs of our members and our industry, so too does our signature publication, the HBAdvantage. What started as a print newsletter called the Bulletin chronicling association activities became a magazine in 2007, offering articles that reflect the changing healthcare landscape.

In 2013, we produced three issues of the HBAdvantage magazine. The first was an expansive “Industry Update” issue. This issue featured the insights and predictions of 15 industry experts about the future of healthcare sectors—including pharmaceuticals, biotech and specialty products, medical device, payers and providers, and academia and associations—as well as their advice on top job prospects and how professionals can stay ahead of the changes and succeed in our ever-evolving industry.

In addition, we collaborated once again with HBA Corporate Partner PharmaVOICE magazine to produce Leadership Principles, a special edition of the HBAdvantage designed to be a leadership resource based on the content of the annual HBA Leadership Conference. The issue was distributed to over 17,000 PharmaVOICE subscribers. The third HBAdvantage issue profiled our HBA STAR Eve Dryer and included articles on a range of timely issues, from personalized medicine to the impact of patient advocacy on healthcare.

Look for further evolution of the HBAdvantage in 2014 as the publication continues to be linked to our two flagship events, WOTY and the HBA Conference.
Chapter highlight:
Ohio

The HBA Ohio chapter reached 200 members this year, representing women in the northeast, central and southwest regions of the state.

The chapter held more than 20 highly praised programs throughout these three regions. Expanded programming this year included:

- General sessions
- Women in Science (WIS) programs
- Executive Women’s Breakfast (EWB) series
- The inaugural mentoring program, which launched with 60 participants, including eight circles in two regions

The chapter’s 3rd annual signature event, held in Cincinnati, Ohio, featured keynote speaker Carol Keehan, president and CEO, Catholic Health Association of the United States (CHA), who was chosen as one of TIME magazine’s “100 Most Influential People in the World” 2010 and one of Modern Healthcare’s “100 Most Influential People in Healthcare” 2012.

Lending our voice to discussions on healthcare and women in business

Our staff members and volunteers also share the value of the HBA through conferences, speaking engagements and media interviews.

This year, HBA CEO Laurie Cooke attended and spoke at numerous conferences and events—both healthcare and non-healthcare related—in order to interact with senior leaders in the healthcare and business communities and share the HBA’s critical work in advancing the impact of women worldwide.

Laurie was also featured in several publications, including PharmaVOICE magazine, Association Now magazine and The Road to Relevance: 5 Strategies for Competitive Associations book. She also served as an advisor and contributor to Life Science Leader magazine and was asked by the Philadelphia Business Journal to once again serve as a judge for their annual Women of Distinction award.
Engaging our members

In 2013, the HBA continued our efforts to reach more professionals from diverse sectors of the healthcare industry by expanding engagement in our 15 chapters across the United States and Europe. In 2013, the HBA served more than 6,300 members and strengthened the knowledge of 18,581 registrants at HBA chapter and flagship events.
The HBA Chicago chapter grew from 383 to 611 members (a 60% increase)—and increased member retention to 57%.

The HBA Europe chapter experienced a net 13.8% membership growth.

The HBA Ohio chapter grew to 199 members from diverse regions of the state.

The HBA San Francisco chapter grew membership by 15% to top their target of 400 members.
Expanding and caring for our membership

In addition to membership growth, the HBA has increased our focus on customer service, cross-sector recruitment efforts and member care:

- **Outreach to nonmembers:** Nonmember attendees of the 2013 Leadership Conference and Career Conversations webinar were contacted with offers of more information about HBA membership and one-on-one assistance with the membership process.

- **Membership gift certificates:** For the first time ever, HBA membership gift certificates were offered during the holiday season to help members recognize colleagues, friends, staff and supervisors for a job well done.

- **Chapter efforts:** Chapters and volunteers are at the heart of our membership efforts, and without their initiatives on the front line, the HBA would not be as strong. Chapters such as San Francisco and St. Louis offered exciting chances to win career coaching sessions and chapter-funded memberships. Volunteers gave testimonials on the value of HBA membership to help with recruitment efforts. And chapters created welcome, guest pass and retention programs to help grow membership and heighten engagement.

- **Technology:** In 2013, the HBA made big strides toward our future member care efforts. Our membership database and members-only section of the website were revamped, with a launch planned in early 2014.

- **Research:** As part of a massive strategic research initiative, the HBA board of directors worked this year to analyze the current membership model as well as customer satisfaction at the individual, Corporate Partner, chapter and volunteer levels. Expect to receive more updates in 2014 on evolving HBA events, programs and offerings informed by this research.
## HBA Career Center fast facts

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<th>Employer activity</th>
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<td>✔️ Nearly 2400 resumes posted to the HBA database since launch (nearly 100,000 resumes through HBA + NHCN)</td>
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<td>✔️ 1000+ applications submitted for HBA jobs since launch</td>
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## Connecting job seekers and employers

The HBA Career Center is the premier electronic recruitment resource for the healthcare industry. As a member of the National Healthcare Career Network (an online recruitment network of 220+ leading healthcare associations) our career center offers employers access to nearly 100,000 resumes from the HBA and NHCN network databases.

The center focuses on providing easy access to highly qualified candidates specifically in the healthcare arena. Employers also enjoy real-time job posting and the ability to monitor their job postings statistics.
Honoring our volunteers

Providing recognition to outstanding women in the industry is one way the HBA fulfills our vision to empower more women as business and thought leaders in healthcare and our mission to further the advancement and impact of women in healthcare worldwide. We are further dedicated to recognizing the work of our volunteers—without whose time, energy and expertise the HBA would not be the organization it is today.

Along with our HBA STAR (Strategic Transformation Achievement Recognition) award—presented to one outstanding volunteer each year at our annual WOTY conference—we honor many dedicated volunteers for their tireless and innovative work on behalf of our organization and the women we serve. Individual chapters recognize their top volunteers in several ways, including volunteer-of-the-month awards and online volunteer profiles. In addition, our organization honors “the best of the best” each year at our annual Leadership Institute awards luncheon.

This year, we honored 56 HBA volunteers at the 2013 Leadership Institute.

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’s honorees were Taren Grom, co-founder and editor of PharmaVOICE magazine and HBA board member, and Gabriele Matthias, senior scientific associate at the Friedrich Miescher Institute for Biomedical Research, Novartis, and president of the HBA Europe chapter.

Taren was honored for her exemplary commitment to the business of the HBA in her leadership of the corporate engagement team responsible for raising funds through sponsorship. She was hailed as a leader who has brought discipline, strategy and strong transparent processes to HBA sponsorships through her unique combination of determination, innovation and humility.

Gabriele was honored for her extraordinary work that has changed the shape of the HBA Europe chapter and made her a role model for future chapter presidents. She was recognized as a highly strategic, practical, actionable and personable leader who secured new industry and association partnerships, reinforced the strength and enthusiasm of board members, increased transparency and communication, and personally supported and recognized her chapter board members and volunteers.

Chapter highlight: Mid-Atlantic

The HBA Mid-Atlantic chapter showcased the HBA’s radical hospitality at its best this year as two HBA Corporate Partners headquartered in the region faced major downsizing. The chapter implemented a strategy to personally call every new member and get them connected to another member or volunteer opportunity—boosting member retention while also supporting women in career transitions. The chapter also created a team to help drive membership within another Corporate Partner company, helping to maintain membership levels amidst the layoffs.

Other highlights of 2013 included:

- An innovative scholarship program for women scientists, which was honored with the 2013 HBA Innovation Award
- The pilot launch of mentor matching software that significantly improved the satisfaction of mentoring program participants
- Thousands of members reached by the chapter’s social media team, which was also the engine behind social media at both WOTY and the Leadership Conference
**Innovation award**

This award recognizes a demonstration of commitment and passion and a drive for results that led 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.

This year’s award went to the **Women in Science (WIS) team of the HBA Mid-Atlantic chapter**. The team recognized an unmet need among emerging women scientists of limited access to leaders and leadership development opportunities. They responded by creating a scholarship program to attract aspiring healthcare professionals with a scientific background to the HBA.

This innovative program is not only helping to give new networking and mentoring experiences to women scientists, but is also expanding HBA membership deeper into the academic and government sectors by exposing scientific women to the HBA earlier in their careers.

The **WIS team members included:**

- Linda Brock, PhD
- LeAnna Carey
- Kerry Casey, PhD
- Jennifer Jaskowiak
- Bernadette Owen
- Preeti Pinto
- Martha Sloboda
- Jocelyn Ulrich
- Stephanie Williams
- Isharat Yusuf, PhD

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**Chapter highlight:**

**Greater Philadelphia**

The HBA Greater Philadelphia (GP) chapter is well known for its innovative programming. In 2013, the chapter implemented an exciting new way to engage and connect members while bringing attention to the connection between physical fitness and business leadership.

The **Fit 2 Lead** pilot program was a great success and included events such as:

- **The TriRock Philadelphia Triathlon**—where over a dozen chapter members participated on the HBA GP team
- **Fitness and Walk in the Park events**—where attendees gathered to build and strengthen their professional networks
- **Walk Around the Globe Challenge**—a virtual team open to all chapter members where every member’s steps counted toward the team’s goal of going around the world (25,000 miles) in 180 days
- **Tri-Me**—where attendees were encouraged to take on a personal challenge and try a new fitness activity while building their networks
- **Fit Dine-Arounds**—where attendees learned from experts about goal setting in dinner meeting settings

The chapter also approved the launch of its inaugural mentoring program for 2014.
Strategic Pillar III: stakeholder engagement

The Healthcare Businesswomen’s Association (HBA) 2013 Annual Report

Council of Chapter Presidents’ award

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

This year’s honoree, Kathy Relias, VP at Radius Global Market Research and 2013 HBA Chicago chapter president, led her chapter to fulfill the HBA’s goal to create and support more women leaders in healthcare in the Chicago and upper Midwest region. Kathy’s enthusiasm has ignited the leadership team in Chicago. Her many contributions included leading the board to focus on priorities, reorganizing the board to meet key goals, focusing on excellence and recognition, and ensuring continuous communication to generate comfort in a time of great change. The multi-year vision Kathy led will continue into the future, with strong chapter leaders in place for 2014 and Kathy’s ongoing commitment to the HBA as the CCP chair for 2014 and supporter of the 2014 Annual Conference.

Chapter Excellence award

This award acknowledges an entire chapter board that has excelled in an area of chapter operations, exceeding 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: Atlanta and Chicago.

Atlanta

In 2013, the HBA Atlanta chapter continued the work begun in 2012 to create a “halo” around two signature programs designed to endure over time and serve as a catalyst for future growth:

- **Mentoring program**: The year was kicked-off with a record-breaking mentoring program. Enrollment for the program was up 300%—the largest increase to date.

- **Leadership award program**: This program took off in 2013 with a growing number of nominations and widespread interest among local healthcare companies and organizations. The Women in Leadership award, in its third year, continues to recognize a local woman who exemplifies strong and innovative leadership in a direct or related role in Atlanta’s healthcare industry.

One of the most exciting accomplishments for the Atlanta chapter was securing Kaiser Permanente of Georgia as a new Corporate Partner. They worked with executives at Kaiser to solidify their commitment to the HBA. Working closely with the HBA corporate development staff, Andrea Smith, 2013 HBA Atlanta chapter president, then created a tailored sponsorship package to meet the company’s needs.

The impact of these collective efforts has been dramatic. Atlanta is a vibrant chapter with a growing membership, improved retention and financial stability.

Congratulations to the HBA Atlanta chapter board:

- **Executive committee**
  - Andrea Smith, president
  - Sharon Baldwin, president-elect
  - Kimberly Ray, vice-president
  - Jeanne Marie Leahy, secretary
  - Ashley Mikles, treasurer
  - Brenda Varney, immediate past president

- **Directors at large**
  - Patti Austin and Tracey Resse, programs
  - Lynn Duran and Tiffanie Toms, mentoring
  - Martha Forlines, volunteer engagement
  - Karen Kaplan, marketing
  - Anne Kirby and Debbie Vereb, membership
  - Lynn Prothero, chapter advisory board
  - Jennifer Truitt, market research
  - Shirley Wulf and Gabrielle Denning, corporate relations
“This is a place where women (and some men) come together to better the healthcare community and to also improve their own presence and professional capabilities. Everything that is done through the HBA is somehow tied to what we’re all trying to do in our businesses.”

Chicago

The HBA Chicago chapter also continued building upon work started in 2012, excelling in its efforts to build connections between members, with their chapter and with key industry leaders. This work resulted in a 60% membership increase as well as an increase in retention.

To meet the mission and vision of the HBA, the chapter provided high-quality educational programs to drive attendance and membership. They also instituted a new cost model for programs—lowering program costs for members and increasing costs for nonmembers—resulting in a positive net profitability situation with greater member value.

Chapter leadership focused in 2013 on strengthening their board. This resulted in increased executive committee support for directors and new teams built under directors to help grow and sustain the HBA’s presence in Chicago. The chapter enjoyed a second year of a senior advisory board that included executives from area companies the chapter currently serves as well as those within which they would like to expand.

Congratulations to the HBA Chicago chapter board:

**Executive committee**
- Kathy Relias, president
- Natalie Benamou, president-elect
- Lydia Rohn, vice-president
- Pamela Landau, secretary
- Sarah Bader, treasurer
- Laurie Wessels, immediate past president

**Directors at large**
- Jenny Colombo, mentoring
- Bhavani Moodabagil, marketing/membership
- Leslie Penles, market research
- Jennifer Peters, C-suite ambassador
- Nancy Reid and Sandi Durrenberger, programs
- Sheri Staak, executive engagement

**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.

**Congratulations to our 2013 LEAD award winners:**
- Atlanta: Lynn Duran
- Boston: Lisa Lallos
- Chicago: Lydia Rohn
- Europe: Gabriele Yvonne Matthias
- Florida: Lynda McDermott
- Greater Philadelphia: Ashley Tappan
- Indiana: Jackie Koumpouras
- Ohio: Courtney A. Granville
- Metro: Heather Van Ness
- Mid-Atlantic: Linda Brock, PhD
- RTP: Nannette Stangle-Castor, PhD
- San Francisco: Catherine Foo
- Southern California: Rose Ryder
- St. Louis: Suzanne Pea
- Texas: Triska Alima Moosa

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**Chapter highlight: San Francisco**

In 2013, the HBA San Francisco chapter developed a **quarterly volunteer orientation and training program**, which resulted in more robust volunteer committees and a strong succession plan. Additional new features this year include:

- **A new career development form** that enables people to think about their HBA experiences with the HBA and translate that value to their managers
- **Increased corporate relations efforts**, resulting in five new companies that hosted a program in 2013 and are considering HBA partnership
- **An ambassador program**, to be rolled out in 2014, which pairs one HBA volunteer who works at the Corporate Partner company or sponsor to serve as the ambassador for deeper engagement

The chapter also achieved a significant increase (27% increase in LinkedIn group members; 264% increase in Twitter followers; 65% increase in Facebook fans; and 74% increase in website visits).

In addition to these exciting advances, the chapter held over **50 programs** in 2013, including innovative new offerings such as:

- **A neuroscience series**, which explored both the research and application of neuroscience in events held in academic venues in the San Francisco Bay area
- **Leadership Institute West, hosted in partnership with the HBA Southern California chapter**, which brought together HBA members of both chapters for a full day of knowledge sharing and training
- **HB8 Supper Clubs**, which brought together small groups of HBA members for informal social interactions at dinners hosted by board and program committee members
- **The first-ever combined program with the Association for Women in Science (AWIS)**, which focused on networking for women in science
Deepering our Corporate Partner relationships

In 2013, a total of 102 organizations joined the HBA as Corporate Partners—11 of them for the first time. This was due in part to our organization’s continued innovation in designing custom Corporate Partner solutions and flagship sponsorship opportunities.

We know that the healthcare companies that partner with the HBA are actively working to develop the high-potential women within their organizations. The HBA makes great efforts to ensure that we are doing everything we can to help these companies attract, retain and accelerate the growth of their top female talent.

That is why the HBA staff and board members—both at the corporate and chapter level—worked hard this year to deepen our engagement with these valued Corporate Partners. Engagement efforts in 2013 included our quarterly HBAAddsValue eNewsletter, new quarterly engagement reports shared at mid-year reviews, increased staff and board member visits, and an at-a-glance annual program calendar designed to help our partners more easily schedule their engagement touch points with the HBA.

We also developed enhanced Corporate Partner offerings, including a WOTY DVD, group purchase options for our Career Conversations webinar series, VIP reception tickets to the annual WOTY and Leadership Conference events, and private receptions at these events for our larger partners. In addition, our 3BC (Building Better Business Connections) steering committee continued its great work, including the 3BC sub-committee’s establishment of a framework for an Internal Women’s Leadership Network toolkit for Corporate Partners.

- Surveyed 25+ medical device companies to better understand their professional development programs, services, concerns and needs around leadership and development.
- Hosted a successful learning event for executive women in medical device to find out how they can best utilize the HBA offerings.
- Hosted the 2nd annual Healthcare Forum event.
Providing detailed engagement reports

This year’s new quarterly engagement reports represent a significant step forward in our efforts to help our Corporate Partners deepen their engagement with our organization for the benefit of their employees—and their broader organizations.

The reports feature visual representations of a host of informative metrics that together provide a picture of the state of the corporation’s relationship with the HBA, including:

- Year-by-year comparisons of active members, non-members who attend events and members who do not engage with the HBA
- Self-paid members vs members whose dues are pre-paid by the Corporate Partner
- Event attendance by year, region and event type

The reports also provide information about the Corporate Partner’s leaders who hold leadership roles on HBA corporate and chapter boards. During scheduled review meetings, representatives from the HBA and the Corporate Partner walk through the data together to assess the relationship and its reflection of the partner’s expectations and target goals. Together, they then identify any areas of improvement and work together to define paths to progress desired outcomes.

Resulting from our efforts to listen and deliver back to our customers what they really want, this innovative approach to reporting has been well received by our Corporate Partners. Several have noted that the reports have been extremely helpful in measuring the progress of their relationship with the HBA as well as in sharing the results of that relationship within their internal organizations.

Making business our business

In 2013, a team of HBA board members and staff, led by Jeanne Zucker, HBA 2013 president-elect, began work on the creation of a sustainable, integrated business and account management model for Corporate Partner engagement. This new approach is designed to align HBA chapter and corporate efforts to ensure consistent and meaningful engagements with our Corporate Partners—located throughout the many different regions that the HBA currently services—over the long term.

As part of this plan of action, a training program will be created to provide thorough training for HBA chapter presidents and corporate relations directors at large on Corporate Partner packages and flagship events sponsorships. The team will continue their important work, including the implementation of a pilot training program, in 2014.

“When I think of the HBA, I think of leadership and growth for female talent. I think of networking and emerging new thoughts and themes and ideas, the synergy that sometimes presents itself by virtue of just being with other folks in the healthcare industry—and not necessarily pharmaceuticals but the healthcare industry.”

2013 HBA Corporate Partner
Thank you to our 2013 Corporate Partners

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<td>Millennium: The Takeda Oncology Co.</td>
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<td>Norton Rose Fulbright</td>
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<td>Ogilvy CommonHealth WW</td>
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<td>Palio-Ignite</td>
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<td>PricewaterhouseCoopers LLP</td>
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<td></td>
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<td>PSKW LLC</td>
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<td>Publicis Healthcare Communications Group</td>
</tr>
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<td></td>
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<td>PublicisTouchpoint Solutions Inc.</td>
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<td></td>
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<td>Qpharma Inc.</td>
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<td>Shionog, Inc</td>
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<td>Shire Pharmaceuticals</td>
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<td></td>
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<td>Sudler &amp; Hennessey</td>
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<td>The CementBloc</td>
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<td>Theravance</td>
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<td>Vertex Pharmaceuticals</td>
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</tbody>
</table>
Meet two of our newest Corporate Partners

The HBA continues to reach out to corporations in sectors across the healthcare industry. In 2013, we were pleased to welcome our newest Corporate Partners:

**BD (Becton, Dickinson and Company)** — a global medical technology company that develops, manufactures and sells medical supplies, devices, laboratory instruments, antibodies, reagents and diagnostic products through its three segments: BD Medical, BD Diagnostics and BD Biosciences.

**Kaiser Permanente** — one of the nation’s largest not-for-profit health plans, comprised of the Kaiser Foundation Hospitals and their subsidiaries, the Kaiser Foundation Health Plan, Inc., and the Permanente Medical Groups.

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**Chapter highlight:**

Research Triangle Park (RTP)

The HBA RTP chapter focused their 2013 efforts on increasing engagement across the RTP region and providing high-quality programming and networking opportunities for members and community participants.

Highlights from the year include:

- A second location in Chapel Hill, NC added to expand the successful Women’s Interactive Network program
- Another successful year for the highly sought-after mentoring program, with mentoring groups designed to meet the unique needs of mentees, from entrepreneurial support to confidence building and more
- Three stellar evening events covering a broad range of topics, including developing business relations across global cultures, the virtual reality of today’s workplace and the future of healthcare
- The chapter’s first webinar program, “Healthcare Reform & Its Impact on Employers and YOU”
- The first annual business meeting held via webinar, which was well-received and will now become the standard
- Engagement with RTP regional groups through events, including:
  - A joint networking session with the RTP Women in Bio group
  - An end-of-the-year celebration and benefit for the Susan G. Komen NC Triangle to the Coast Affiliate, with host sponsor The RTP, an organization with a rich history of supporting the innovative work of the Triangle
2013 ACE award

The 2013 ACE award went to Quintiles’ Women Inspired Network (WIN).

"Winning the 2013 HBA ACE award validates Quintiles’ significant efforts to foster the development of women leaders throughout our organization and the industry,” said Tom Pike, chief executive officer of Quintiles. “WIN is a very important part of the fabric of our organization and one of the great catalysts we have internally for leadership development. Women comprise about 65% of Quintiles’ population and we promote the idea that women innovate, achieve business goals and advance Quintiles’ industry leadership in every job throughout the company.”

More about Quintiles’ WIN

Quintiles’ WIN program works to establish a corporate culture that inspires women to be leaders. It fosters recognition that diverse leadership enhances business success and makes Quintiles an employer of choice for talented women in the healthcare industry. The network has grown exponentially over the past few years, spanning all segments of the organization and every corner of the globe, including Asia, Japan, Africa, India, Latin America, the US and Europe.

Quintiles offers unique opportunities for WIN members to discuss leadership through groups such as the WIN book club, coaching program and informal conversations with Quintiles leaders. WIN also partners with the HBA chapters for insight, benchmarking and programming ideas.
Making a difference with our strategic partners

The HBA continued in 2013 to deepen our strategic partnerships with organizations and media companies that share our goal of empowering women business leaders to impact healthcare worldwide.

Alliances

The value of relationships with our alliance partners is significant and includes joint programs, reciprocal advertising and event discounts.

Thank you to our 2013 alliance partners:

BIO
For the second year in a row, the HBA hosted a meetup during the annual BIO International Convention, held this year in Chicago. Convention participants were encouraged to mingle with HBA leaders from around the world for informal networking, knowledge-sharing and learning more about the benefits of participation in the HBA.

DIA
Our collaboration with the Drug Information Association (DIA) began in 2012, when we launched a multi-year initiative to advance the careers of women in regulatory, legal, compliance and medical roles.

The DIA-HBA Leadership Project has pioneered several ‘firsts’ to provide a leadership skill-building roadmap. These include the first-ever, custom-fit leadership skill-building workshop of its kind—providing actionable tools that arm women in regulatory, legal, medical and compliance roles with the practical knowledge they need to accelerate their careers and achieve leadership positions. The project has also launched the first-ever Business Acumen Tool to further guide these functions as they think strategically. It will also integrate insights about the unique needs of these four functions into existing organizational women’s leadership initiatives, the most successful of which are honored by the HBA’s ACE award program.

Dress for Success
The mission of Dress for Success (DFS) is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since 1997, Dress for Success has served more than 550,000 women around the world.

Several HBA chapters have supported Dress for Success via chapter events and our HBA Rising Stars have worked with the organization to give back to their communities.

American Heart Association
American Heart Association, Inc. (AHA) and the Healthcare Businesswomen’s Association are working...
Chapter highlight: Europe

The HBA Europe chapter launched its first chapter-wide, international mentoring program in 2013. The program coordinated 37 mentoring relationships between 74 participants.

The chapter also served 688 attendees at 17 exciting events this year. Additional highlights from the year’s accomplishments include:

- The chapter’s first international webinar event
- The 6th Annual European Leadership Summit, held at Merck Serono in Darmstadt/ Germany
- The first joint workshop of HBA-DIA (Drug Information Association) Europe
- Thriving regional development with the opening of the second HBA location in France in Lyon (in addition to Paris) and a first event in Dublin (Ireland)

Together to advance mutual goals. In addition, the HBA Metro chapter has raised thousands of dollars for the AHA’s New York chapter through their charity golf event.

Media partners

We also value our ongoing relationships with leading healthcare publications partners. We are honored to partner with:

- PharmaVOICE (also an HBA Corporate Partner)
- Direct Marketing News
- Pharmaceutical Executive
- Dorland Health
- Healthcare Marketers Exchange
- Life Science Leader
- Med Ad News
- Medical Marketing & Media
- PM 360
Foundations:
strategic plan, finances, resources, systems, technologies and processes

Identifying opportunities and planning for strategic growth

As touched upon previously in this report, the HBA board of directors undertook a massive research initiative this year designed to provide clear direction for the organization's path forward. The result will be the synergistic implementation of a new membership model, brand and value proposition campaign, and career tools that align to the needs of our members, our Corporate Partners and our industry.
The HBA Texas chapter expanded the organization’s footprint well beyond San Antonio in 2013, hosting inaugural events in Houston, Austin and Dallas. The chapter board, including new board members from a wider geographic area, set to work executing a regional strategy that will enable the HBA to meet the needs of the geographically dispersed healthcare community in the state.

As awareness of the HBA and interest in getting involved grows throughout Texas, the chapter has set the stage for solidifying operations and expanding in 2014.

After a rigorous RFP process, our partner vendors Cognizant and Brand Power Partners (BPP) were chosen to assist in the effort. The four-phased research initiative then began with diligent preparation to ensure a foundational understanding of the HBA, followed by in-depth assessments and analyses combining qualitative interviews, a qualitative survey, desk research, internal and external benchmarks and data analytics. Next, informed by this research, the project team formed a comprehensive financial model and business plan. A roadmap for implementation of the final recommendations will be presented to the HBA board and other key stakeholders in early 2014.

Our new branding will be revealed at the 2014 WOTY celebration and a full rollout will coincide with the annual conference. The research is anticipated to result in advances to HBA offerings in 2014.
Integrating new technology

The strategic implementation and use of technology has long helped the HBA to successfully manage our relationships and programs and expand our reach.

New membership and event database

In 2013, we invested in a new membership and event database to store our organization’s membership and event information. This system will support the way our board, staff, members and Corporate Partners share information and engage with one another. It is designed to integrate seamlessly with current and future systems on the HBA technology platform.

The new system will provide robust customer relationship management (CRM) functionality to allow for enhanced relationships with our Corporate Partners. It will also serve as the base to interface with future tools to enhance operations and functionality.

The system will launch in early 2014.

Virtual programming

A virtual programming task force was formed in 2013 to help standardize and streamline the work flow of the HBA’s virtual offerings, including educational webinars. The task force researched platforms and implemented a standard procedure for all virtual programming.

In 2013, 12 webinars were produced by HBA chapters. In addition, chapter webinars are now recorded and can be viewed after the live broadcast, allowing members to view the webinars according to their own schedules.

Chapter highlight:
St. Louis

The HBA St. Louis chapter excelled in its chapter operations this year, increasing its membership, event attendance, sponsorships and financial reserves. The chapter also hired an event planner and has developed new added benefits for local financial sponsors in order to further improve operations and increase the value of the HBA to corporate sponsors.

Additional highlights from the year include:

- A 47% increase in marketing lead time for events, combined with a focus on improving the quality of programming
- Innovative event pricing programs, including creating a larger differential between members and nonmembers at regular monthly events, a pilot subscription program for events and a guest pass program that allows members to bring a guest to one monthly meeting per year free-of-charge
- An increase in the presence of executive-level women at events—resulting in the chapter exceeding their goal for the number of guest speakers and panel participants who meet chapter criteria for Pinnacle Club membership
## Consolidated Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash + cash equivalents</td>
<td>$2,254,920</td>
<td>$1,969,006</td>
</tr>
<tr>
<td>Designated investments - deferred compensation plan</td>
<td>$56,118</td>
<td></td>
</tr>
<tr>
<td>Investments</td>
<td>$2,636,842</td>
<td>$2,902,286</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>$251,853</td>
<td>$128,396</td>
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<tr>
<td>Prepaid expenses</td>
<td>$89,785</td>
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</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$5,289,518</strong></td>
<td><strong>$4,989,688</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities + Net Assets</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable + accrued expenses</td>
<td>$786,554</td>
<td>$565,801</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$625,945</td>
<td>$694,703</td>
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<tr>
<td>Deferred compensation plan obligation</td>
<td>$56,118</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,467,617</strong></td>
<td><strong>$1,260,504</strong></td>
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<table>
<thead>
<tr>
<th>Net Assets - Unrestricted</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designated for deferred compensation plan</td>
<td>$56,118</td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td>$3,765,783</td>
<td>$3,729,184</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$3,821,901</strong></td>
<td><strong>$3,729,184</strong></td>
</tr>
</tbody>
</table>

| **Total Liabilities + Unrestricted Net Assets** | **$5,289,518** | **$4,989,688** |

## Consolidated Statement of Cash Flows

### Cash Flows from Operating Activities

<table>
<thead>
<tr>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in unrestricted net assets</td>
<td>$92,717</td>
</tr>
</tbody>
</table>

#### Adjustments to

<table>
<thead>
<tr>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrealized gain on investments</td>
<td>$50,055</td>
</tr>
<tr>
<td>Change in value of deferred compensation plan trust assets</td>
<td>($6,118)</td>
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<tr>
<td>Increase (decrease) in cash from</td>
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<tr>
<td>Accounts receivable</td>
<td>($123,457)</td>
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<tr>
<td>Prepaid expenses</td>
<td>($89,785)</td>
</tr>
<tr>
<td>Accounts payable + accrued expenses</td>
<td>$219,753</td>
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<tr>
<td>Deferred compensation plan obligation</td>
<td>$56,118</td>
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<tr>
<td>Deferred Revenue + Other Liabilities</td>
<td>($68,758)</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td><strong>$130,525</strong></td>
</tr>
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</table>

### Cash Flows from Investing Activities

<table>
<thead>
<tr>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Deposits to deferred compensation plan</td>
<td>($50,000)</td>
</tr>
<tr>
<td>Proceeds from sale of investments</td>
<td>$469,390</td>
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<tr>
<td>Purchase of investments</td>
<td>($250,001)</td>
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<td><strong>Net cash used in investing activities</strong></td>
<td><strong>$165,389</strong></td>
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</table>

<table>
<thead>
<tr>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net increase in cash and cash equivalents</td>
<td>$295,914</td>
</tr>
<tr>
<td>Cash + cash equivalents, beginning of year</td>
<td>$1,959,006</td>
</tr>
<tr>
<td><strong>Cash + cash equivalents, end of year</strong></td>
<td><strong>$2,254,920</strong></td>
</tr>
</tbody>
</table>

## Supplemental Disclosure of Cash Flow Information

<table>
<thead>
<tr>
<th>2013</th>
<th>2012</th>
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</thead>
<tbody>
<tr>
<td>Cash paid during the year for income taxes</td>
<td></td>
</tr>
<tr>
<td>Donated + contributed services</td>
<td>$117,542</td>
</tr>
</tbody>
</table>
The association ended 2013 in a solid financial position as total net assets and total revenue increased over the prior year. Investments in research and the foundational aspects of the association were key in order to make strategic decisions that will assure the HBA maintains healthy future growth.

## Consolidated Statement of Activities + Changes in Unrestricted Net Assets

### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings, workshops and conferences</td>
<td>$2,094,906</td>
<td>$1,859,520</td>
</tr>
<tr>
<td>Corporate memberships</td>
<td>$750,200</td>
<td>$986,047</td>
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<tr>
<td>Individual memberships</td>
<td>$1,413,741</td>
<td>$1,061,369</td>
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<tr>
<td>Special Events - Woman of The Year</td>
<td>$738,663</td>
<td>$805,265</td>
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<tr>
<td>In-kind contributions</td>
<td>$117,542</td>
<td>$103,323</td>
</tr>
<tr>
<td>Investment return</td>
<td>$9,553</td>
<td>$78,815</td>
</tr>
<tr>
<td>Other revenue</td>
<td>$26,706</td>
<td>$60,755</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$5,151,311</strong></td>
<td><strong>$4,955,094</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events, meetings, workshops and conferences</td>
<td>$1,689,233</td>
<td>$1,851,090</td>
</tr>
<tr>
<td>Special events - Woman of the Year</td>
<td>$495,316</td>
<td>$477,215</td>
</tr>
<tr>
<td>Payroll and personnel related</td>
<td>$1,504,936</td>
<td>$1,381,836</td>
</tr>
<tr>
<td>Research</td>
<td>$346,200</td>
<td>$138,800</td>
</tr>
<tr>
<td>General and administrative</td>
<td>$154,307</td>
<td>$152,145</td>
</tr>
<tr>
<td>Professional fees</td>
<td>$141,989</td>
<td>$196,781</td>
</tr>
<tr>
<td>Travel, meals and entertainment</td>
<td>$247,521</td>
<td>$205,785</td>
</tr>
<tr>
<td>In-kind expenses</td>
<td>$117,542</td>
<td>$103,323</td>
</tr>
<tr>
<td>Printing and postage</td>
<td>$28,040</td>
<td>$38,270</td>
</tr>
<tr>
<td>Technology &amp; communications</td>
<td>$186,684</td>
<td>$224,245</td>
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<tr>
<td>Marketing &amp; advertising</td>
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<td>$143,010</td>
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<tr>
<td>Insurance</td>
<td>$15,411</td>
<td>$13,610</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$6,840</td>
<td>$11,100</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$5,058,594</strong></td>
<td><strong>$4,937,210</strong></td>
</tr>
</tbody>
</table>

### Change in unrestricted net assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in unrestricted net assets</td>
<td>$92,717</td>
<td>$17,884</td>
</tr>
<tr>
<td>Unrestricted net assets, beginning of year</td>
<td>$3,729,184</td>
<td>$3,711,300</td>
</tr>
<tr>
<td><strong>Unrestricted net assets, end of year</strong></td>
<td><strong>$3,821,901</strong></td>
<td><strong>$3,729,184</strong></td>
</tr>
</tbody>
</table>
Expanding our staff

Meet our newest staff members

In 2013, we hired four staff members in roles designed to align to the strategic HBA goals of advancing the organization and changing to a matrix structure.

Lauren Hefner, director of member care

Lauren comes to the HBA with over a decade of association management membership experience. Most recently, she worked as the director of communications and marketing for the National Grocers Association covering their membership and government affairs. Prior to that, Lauren held roles of increasing seniority serving with the Laboratory Products Association and National Cancer Registrars Association.

Lauren is a Certified Association Executive (CAE). She volunteers with the American Society of Association Executives and received a 2013 Forty Under 40® award from the Association Forum of Chicagoland.

Lauren Peck, manager of meetings event administration for the HBA Metro chapter

Lauren most recently worked as the event coordinator and office manager for Vybe Entertainment Group and brings with her three years of event coordination and managerial experience. The administrative and in-depth, detailed event knowledge learned while working at Vybe will surely make her a wonderful resource for the HBA and the Metro chapter.

Lauren earned her bachelor’s degree from Rutgers University in New Brunswick, NJ.

Jacqueline Sawers, corporate relations manager

Jacqui brings over 15 years of broad business experience in nonprofit and startup companies in the US and UK. She most recently volunteered with the Mid-Atlantic chapter serving as their director at large (DAL) for volunteer engagement. Prior to that, while living in San Francisco, Jacqui also served as the San Francisco chapter’s DAL for programs.

Jacqui brings considerable experience working with SalesLogix, a CRM database, which will assist the HBA as we build a CRM for our customers. Jacqui is already connecting dots to leverage data that is housed in various systems to help us deepen engagement with our existing and prospective CP organizations.

Heather Schoch Robidoux, director of meetings and conventions

Heather joins the HBA with over 10 years of conference and event planning experience. Heather most recently worked for the American Meat Institute (AMI) as director of convention and exposition services overseeing board functions, tradeshow logistics and foundation events. Prior to working for AMI, Heather held various roles in the meetings and conventions department at the Optical Society of America (OSA) working her way up to meetings manager.

Heather is a graduate of The American University and earned her Certified Meeting Professional designation from the Convention Industry Council in 2009. In 2011, Heather was recognized by the Potomac Chapter of Meeting Professionals International as Member of the Year.
In addition to hiring its first full-time employee to assist in the management of administrative and program responsibilities for this large and growing chapter, the HBA Metro chapter developed two key programs in 2013:

- The Women’s Healthcare Innovation Leadership Summit launched with over 300 attendees and high-profile panelists and was a huge income drive for the chapter, contributing to its most financially successful year to date.

- The Executive Women Circle of Advisors program, designed to offer executive-level women a strong peer community, piloted successfully in 2011, was officially launched in 2013.

The chapter also implemented a co-director approach for its board to ensure better engagement, succession and transition of responsibilities. This led to significant retention of board members in 2013.

Barbara Bull, chapter operations manager
Laurie Cooke, RPh, CAE, chief executive officer
Donna Cornelius, membership database administrator
Carol Davis-Grossman, executive director
Marianne Fray, MBA, CAE, director of corporate development
Leena Gademsky, MS, director of information technology
Philip George, associate manager of marketing and communications
Lauren Hefner, CAE, director of member care
Nikki Jones, director of finance and administration
Carol Meerschaert, MBA, RD, director of marketing and communications
Lauren Peck, manager of meetings and events administration, HBA Metro chapter
Heather Schoch Robidoux, CMP, director of meetings and conventions
Jacqui Sawers, corporate relations manager
Liz Stueck, director of education
Dorota Tadych, MBA, senior accountant
Executive committee

President
Terri Pascarelli,
vice president,
client development
YourEncore Inc.

President-elect
Jeanne Zucker,
vice president,
client development
athenahealth

1st vice president
Charlotte Sibley,
president
Sibley Associates, LLC

2nd vice president
Wendy White,
founder and president
Siren Interactive Corporation

Secretary
Keri Collette,
VP, professional services
QPharma Inc.

Treasurer
Nancy Santilli,
president
Santilli Global, LLC

Immediate past president
Buket E. Grau,
Senior director of program leadership
and management
Biogen Idec

Non-voting directors

Virtual platform
Amy Bybee,
SVP pharmaceutical markets
Harte-Hanks, Inc

Brand/strategic communications
Eve Dryer,
Eve Dryer Healthcare Consulting

Directors at large

Conference platforms
Linda DaSilva,
associate director,
business development
EY

Chapter programs platform
Patricia Gibson,
president and CEO
PMG Communications Inc.

Strategic research and insights
Stephanie Foye, PhD,
senior principal and research
practice leader
Cognizant

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

Corporate engagement
Taren Grom,
editor and co-founder
PharmaVOICE

Strategic growth integration
Sharon Henry, MD,
VP, global medical HQ
Bristol-Myers Squibb

Career tools
Liz Kay,
vice president, account
strategy/business development
Cramer

Chair of Council of Chapter Presidents
Judy Klein,
owner
inKlein Consulting

Advisory board and alliances
Ann Mohamadi,
managing director, health advisory—life sciences
PricewaterhouseCoopers LLP

Volunteer engagement
Laurie Murphy,
president/CEO
PeopleAreKey Inc.

Nominating committee

Chair
Buket E. Grau,
senior director of program leadership
and management
Biogen Idec

Quita Highsmith,
national sales director, rheumatology
Genentech Inc.

Michael Kaufmann,
CEO, pharmaceutical segment
Cardinal Health

Frederick Robinson, Esq,
senior partner
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VP, commercial capabilities
Sanofi US

Finance and Audit committee

Susan Torroella,
president medical division
MEDEX Global Solutions

Revathi Rammohan,
head global business planning/analysis
and financial operations
Novartis Pharma AG
The HBA advisory board provides strategic direction on how the HBA can further the advancement and impact of women’s careers 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. The 2013 advisory board was co-chaired by Meryl Zausner, EVP and CFO of Novartis Pharmaceuticals, and Mike Kaufmann, CEO of the pharmaceutical segment at Cardinal Health.

Eve Dryer, principal
Eve Dryer Healthcare Consulting

Deborah Dunsire, MD, president and CEO
EnVivo Pharmaceuticals

Rosanna Durruthy, chief diversity officer
Cigna

Kathleen Finato, SVP, marketing and product management
InterCall

Diane Gage Lofgren, SVP, chief communication officer
Kaiser Permanente

Tim Hayes, SVP and region head of consumer care division for North America, Bayer Healthcare AG and head global business development, Bayer Healthcare Consumer Care

Bridgette P. Heller, executive vice president and president
Merck Consumer Care

William Ippolito, VP, business operations
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Bahija Jallal, PhD, executive vice president
AstraZeneca, Head of MedImmune

Michael Kaufmann, CEO, pharmaceutical segment
Cardinal Health

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Johnson & Johnson

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Sanofi

Kristine Peterson, CEO
Valeritas

Kevin Rigby, vice president of public affairs and US country head of public affairs
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Erin Wyn Roberts, VP, autoimmune product development
Eli Lilly and Company

Deborah Coogan Seltzer, life sciences practice member
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Deborah Coogan Seltzer, life sciences practice member
Spencer Stuart

Paula Brown Stafford, president, Quintiles Clinical Development, executive vice president, Quintiles Transnational Corp.

Mark Swindell, president, vaccines, specialty care business unit Pfizer Inc.

Shawn Cline Tomaselto, corporate vice president and general manager, US hematology and oncology Celgene Corporation

Meryl Zausner, EVP and CFO Novartis Pharmaceuticals Corporation
As Terri Pascarelli, our 2013 HBA president, notes in her opening letter to this report, the HBA has set out to blaze a new trail—a trail that will test our boundaries and enable us to meet the evolving needs of the women and organizations that we serve.

As we stand poised at the entrance to that trail, I can imagine no other group of women more suited to continue the important work of the HBA and take this next step in our journey together.

These are women whose commitment to the strategic, operational and financial success of this organization has led to our innovative new structure centered around our strategic pillars and the six strategic initiatives that fall within those pillars—initiatives that focus on brand enhancement, career tools, membership business model, corporate business development and account management, technology and the future of our flagship events. With this new structure, our staff, board members and volunteers are more aligned in their efforts, more focused on their priorities and more disciplined in their approach than ever before.

These are also women who bring to life the thematic premise of the 2013 Leadership Conference: the Art and Science of Leadership. They understand and embrace not only the practical and scientific side of leadership, but the artistic side as well. The side that speaks to the experiences and reflections that inform each of our unique perspectives, the challenges—and even failures—that give us wisdom, and the hope for future generations of leaders that drives us toward our mission.

There is magic that happens when these talented, collaborative women come together for a common goal. It is this magic that makes the HBA stand out as a unique association. And it is this magic that I have witnessed time and again throughout my tenure as CEO of the HBA—but perhaps never so clearly as this past year.

During the 2013 Leadership Conference, many of us worked to create our “six-word stories” that capture who we are, how we lead and where we want to go in the future. My own story of “Embrace life’s journey. Shaping tomorrow’s leaders,” speaks to how I see my role in helping HBA members welcome new opportunities, build their confidence and turn failures into lessons learned for future success.

So what is the HBA’s six-word story? I believe that when considering the HBA’s membership and forward-thinking Corporate Partners, the six words that sum up the story of this community is that we have the partnership potential to change the world.

Thank you for partnering with us.

—Laurie Cooke
CEO of the HBA
REQUISITED EXPERIENCE FOR HEALTHY CAREERS