

## 2020 Fact Sheet

When members of the Healthcare Businesswomen's Association (HBA) come together, it's with a shared purpose: to be a **united force for change**. We connect diverse groups of both women and men, across all healthcare and life science disciplines. By taking a focused action to advance our mission, we're creating a powerful movement that directly drives professional opportunity and corporate growth. We believe that by joining forces in the relentless pursuit of gender parity, we are doing more than uniting individuals – we are strengthening the business of healthcare.

The HBA was founded in 1977 when five women recognized the need for women in healthcare to come together to exchange industry and career information and resources. They began informally, but meetings quickly grew and led to the formation of the Healthcare Businesswomen's Association (HBA) as a 501(c)(6) non-profit organization in 1979.

### Core purpose

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

### Mission

The Healthcare Businesswomen's Association is a global nonprofit organization comprised of individuals and organizations from across the healthcare industry committed to:

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

The HBA accomplishes its mission through strong business networks, education, and high-profile industry recognition of outstanding individuals and companies to promote visibility of their achievements.

### Corporate partners and individual members

The HBA serves more than 145 corporate partner organizations representing diverse sectors of the healthcare industry including pharmaceuticals, biotechnology, medical devices, marketing, contract research, payer organizations, consulting and other firms. Our nearly 10,000 individual members represent numerous sectors of healthcare as well.

### Flagship events

#### Woman of the Year (WOTY) – in New York City, 29 April

The HBA recognizes the work of individuals who have made significant contributions to the business of healthcare and been committed advocates of gender parity in the workplace. These awards attract more than 2,000 attendees to the annual Woman of the Year event and garner significant visibility for the award recipients and their companies:

- **Woman of the Year** award is presented to a female executive whose work and contributions have positively impacted women in the workplace and helped advance women in leadership roles in the healthcare and life science industries.
- **Honorable Mentor** award is presented to one individual who is dedicated to promoting the advancement of women in the healthcare industry through mentoring.
- **STAR (Strategic Transformation Achievement Recognition)** recognizes one HBA member who has demonstrated an exceptional contribution of time and talent to strategically transform the HBA.
- **Rising Stars** are women in the early stages of their career, designated by HBA corporate partner companies because of their outstanding performance, leadership, commitment to excellence, and significant contribution to the company and the industry.
- **Luminaries** are women with more than 20 years of industry experience, designated by corporate partner companies and recognized for their impactful results of advancing women's careers, their dedication to healthcare and because they serve as transformational leaders.

### **HBA Annual Conference – in Chicago, IL, 17-19 November**

This annual conference brings together women and men at all stages of their careers to build business connections for a sustainable leadership advantage, learn from thought leaders to broaden perspective, develop actionable insights and be a part of the convening of top women in healthcare across sectors as we work to further the advancement and impact of women in the business of healthcare.

### **HBA European Leadership Summit – in Brussels, Belgium, 1-2 October**

HBA Europe's annual signature European Leadership Summit will convene over 250 healthcare leaders in Brussels to enjoy interactive workshops, inspiring talks, networking and expert speakers discussing the steps they are undertaking within their organizations in order to achieve gender parity.

## **Research**

**Women in the Workplace (2018):** The HBA is proud to be an industry champion of one of the most comprehensive surveys of women in the workplace, conducted by McKinsey & Company in partnership with LeanIn.org. In 2020, a subset of data revealing trends about women in the healthcare workplace will be available.

**HBA E.D.G.E. in Leadership Study (2012)** – E.D.G.E. (Empowerment, Diversity, Growth and Excellence) identifies key insights and benchmarks that allow companies to accelerate the progress of high-potential women into the most senior positions in the healthcare industry. The HBA partnered with Booz Allen Hamilton, a leading strategy and technology consulting firm, to conduct a comprehensive examination of current employment data, attitudes, motivations, and initiatives and determine practices at life science companies that impact women's progress.

**H.A.I.L. Survey (2003)** – The attributes and influences of leaders in the healthcare industry were identified in this propriety research survey implemented in cooperation with *Pharmaceutical Executive* magazine. Results were first announced at the HBA's 2003 Leadership Conference and a summary article, "Integrity at the Helm," was published in the August 2003 issue of *Pharmaceutical Executive*.

**The POWER Study (1999)** – This pioneering HBA study focused on the climate for women's career progress in pharmaceutical companies and shed light on women's prospects for career advancement in industry.

## **HBA affinity groups**

These groups span the HBA to connect members with common interests. Many regions host events focusing on topics most relevant to the members of affinity groups. Affinity group events are for members only.

- **Entrepreneurs:** Supporting women with an entrepreneurial spirit to develop the capabilities and confidence to become courageous entrepreneurs.
- **Fit to Lead:** Providing a supportive environment to grow leadership skills through fitness activities and programs.
- **HBA iLead:** (formerly Women in Healthcare IT) Preparing, enlightening, inspiring and empowering women leaders that are working with data and technology to have an impact. Technology. Empowerment. Impact.
- **Tomorrow's Executives:** Promoting the professional advancement of young professionals.
- **Women in Science:** Providing women in scientific roles with professional support for their career advancement, through interactive, empowering, educational professional development programs, and a platform within the HBA that welcomes and facilitates their effective networking and collaboration.
- **Women in Transition:** This affinity group assists HBA members during career transition by providing resources, education, and a venue for targeted networking.
- **Women of Color:** This group seeks to leverage HBA's established principles and structure to further address the racial disparity that continue to hinder the advancement of minority women in the workplace.
- **Women in Healthcare Give Back:** This group focuses on community benefit/service activities that improve the well-being of our local and global communities.

**For more on HBA's regional locations, board of directors, and communication channels, visit [HBA.net.org](http://HBA.net.org).**

## **Media contact**

**Nancy White**, HBA director marketing, communications and digital strategy,  
703.431.9126 | [nwhite@hbanet.org](mailto:nwhite@hbanet.org) | [#HBAimpact](https://twitter.com/HBAimpact)