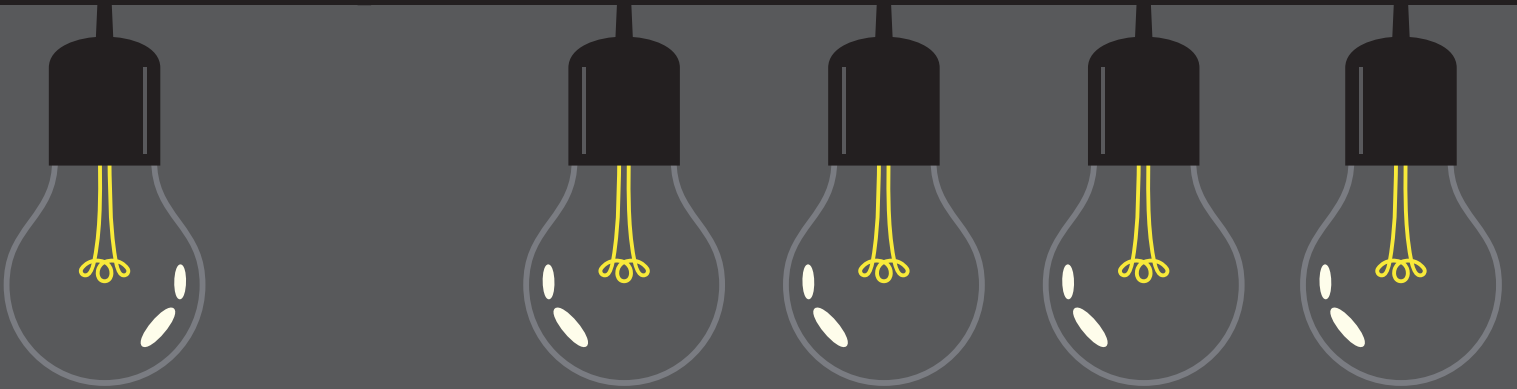




*illuminating*  
OUR IMPACT





# summary



**LAURIE COOKE** RPH  
president and CEO, HBA

**REBECCA VERMEULEN** RPH  
head, customer strategy and  
patient partnership, global  
medical affairs, Roche  
Pharmaceuticals (2019); chair, HBA

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## ILLUMINATING OUR ADAPTIVE RESILIENCY DURING A MOST UNUSUAL YEAR

Unprecedented, uncharted, inconceivable. We have heard these words repeatedly to describe 2020. A year hijacked by a pandemic and the terrible toll it had on the lives and welfare of our global society. And the news worsened with data revealing the virus' disproportionate impact on women, particularly women of color.

We also witnessed the vivid images of racial injustice and the related tragedies that have impacted our colleagues of color. For far too long.

It was one challenging year, for the world at large and for our HBA community. But as we look back from the horizon of hope in this new year, it's critically important to pause and reflect on the progress, brilliance and opportunity that arose from those very trying 365 days.

Like never before across the globe, women amplified their voices. From the voting booth to activism in social movements, women showed up at levels not seen since the 1960s. We also proudly observed women successfully securing seats in C-suites, in boardrooms, in research labs and at all levels of government—including the highest-ranking offices—and outperforming male leaders.

On the home front, our United Force for Change quickly embraced an adaptive resiliency. This strength—the gift to not only successfully overcome the unexpected but to thrive—resulted in one of HBA's most productive, successful and rewarding years.

Our members, volunteers, corporate and media partners, leaders and staff demonstrated a herculean effort to quickly pivot, adapt and deliver:

- Meeting and responding to our community's needs as our chapter and regional volunteer leaders reimaged in-person events into virtual opportunities and offered more than 650 events—the most ever.
- Evolving our signature Woman of the Year event into *Illuminate*. Not a replacement but a placeholder, this event showcased our industry successfully operating and shining during a pandemic. Numbers are the proof points. More than 6,500 registrants from 27 countries representing 439 industry organizations.
- Rallying to support our BIPOC colleagues and peers, HBA chapters hosted more than 15 events addressing racial inequities to reflect, listen and learn, and activate our members to collectively take action to advocate and progress change for ALL women.
- Raising our voices louder than ever to stand up, show up and speak up in greater quantity and frequency, with our social media community growing to nearly 70,000 followers, securing top media placements including *USA Today*, the *Washington Post's The Lily* and *Forbes* (twice), and our member forum discussions up 110 percent over the previous year.

Yes, 2020 was a year like never before. And yet for the HBA, an opportunity presented itself to *Illuminate* our Impact like never before. On behalf of the HBA family, we thank you for supporting us on the 2020 journey.

**We are indeed a United Force for Change.**



# members

HBA members embraced our 2020 “Amplify Your Leadership Vision and Voice” theme collaboratively taking on the challenges of a most unpredictable year. From around the globe, our committed community of 10,000+ members spoke up and showed up to support and advocate the long overdue movement toward BIPOC equity in the workplace. And their impact was relentless with these women and men demonstrating exceptional leadership acumen helping peers, patients and the world at large address the worst pandemic in modern history.

## HBA MEMBERS ARE IN GOOD COMPANY

**10,000+** MEMBERS  
REPRESENTING **1,000+** COMPANIES AND **40+** COUNTRIES

**3,000**  
DISCUSSION POSTS  
IN OUR HBA  
MEMBER-ONLY  
COMMUNITY

| MEMBERS BY INDUSTRY SECTOR |     |
|----------------------------|-----|
| Pharmaceuticals            | 50% |
| Biotechnology              | 15% |
| Consulting                 | 7%  |
| Medical device/diagnostics | 6%  |
| N/A, blank                 | 6%  |
| Other                      | 6%  |
| Industry services          | 4%  |
| Life sciences              | 4%  |
| Medical delivery           | 1%  |
| Managed care               | 1%  |

## GEOGRAPHIC EXPANSION

NEW AFFILIATE: Amsterdam  
AFFILIATE TO CHAPTER TRANSITION: Toronto and Charlotte  
BRAND NEW GEOGRAPHIES: Asia-Pacific, Latin America, India and Bavaria



HBA COMMUNITY  
ENGAGEMENT  
INCREASED BY  
**110%**  
OVER 2019

I prefer the virtual options that have become standard recently. I have attended many more events and enjoyed better networking since most of this is happening online.

MEMBERS SHARE  
TOPICS OF MOST  
IMPORTANCE

Career Growth.  
Women of Color.  
Leadership Skills.

**76%** OF MEMBERS HAVE EXPERIENCED  
CAREER GROWTH SINCE JOINING

I'm happy with the San Diego chapter, and the general availability of online events (from all regions) since the pandemic.

Please continue the virtual events after COVID. This has opened up the number of events I can access, increasing the value.

## TOP THREE

MOST-VALUED ASPECTS OF HBA MEMBERSHIP

- ONE Expanding my network
- TWO Developing leadership skills
- THREE Feeling inspired



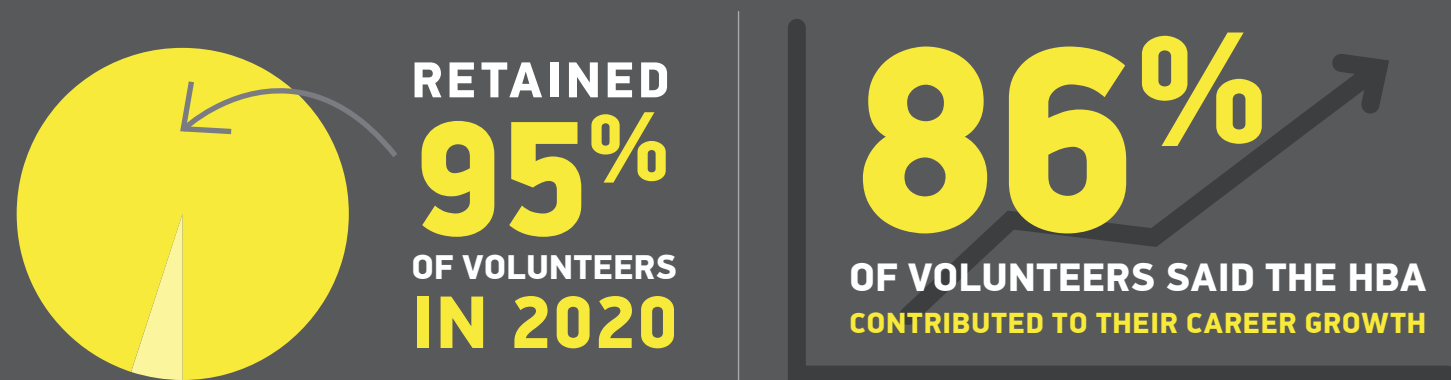
# volunteers

The “It Takes a Village” adage accurately describes the extraordinary amount of support that our 600 plus volunteer leaders contribute annually. But in a most extraordinary year, these HBA ambassadors led the charge with a herculean effort keeping the HBA ship afloat, supported and sustainable for the future. We are so incredibly appreciative of each and every volunteer, from the global board of directors setting HBA’s overall strategic direction to the leaders supporting the HBA on the ground (and “virtually” in 2020) in our 55 locations worldwide.



MEMBERS WHO VOLUNTEER WITH THE HBA ARE TWICE AS LIKELY TO:

|                    |  |   |   |   |
|--------------------|--|---|---|---|
| Secure a promotion | Move into new area/ function/ department | Include HBA activities in their performance reviews | Be nominated in and/or received a company award | Receive invitations to speak, present, write or publish |
|--------------------|--|---|---|---|



2020 HBA GLOBAL BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

- CHAIR: Rebecca Vermeulen, RPH, head of customer strategy and patient partnership for global medical affairs, Roche
- VICE-CHAIR: Simona King, VP, finance and assistant treasurer, Emergent BioSolutions
- SECRETARY/TREASURER: Angela Gillespie, president, W2O wcg
- PRESIDENT AND CEO: Laurie Cooke, RPH, president and CEO, HBA (ex-officio, non-voting)

DIRECTORS AT LARGE

- Adam Dubow, senior vice president and chief compliance and ethics officer, Bristol-Myers Squibb Company
- Erik D. Smith, PhD, principal, strategy and analytics, Deloitte Consulting
- Gisela A. Paulsen, MPharm, SVP, global head, product development clinical operations, Roche/Genentech
- Jaime Marks Corvino, associate director, account management, KPMG LLP (non-voting)
- Jhaymee Tynan, assistant VP, integration, Atrium Health (non-voting)
- Julie Ross, president, Advanced Clinical
- Laura Butler, CEO, WorkLife Performance Consulting, LLC (chair, Council of Chapter Presidents)
- La'Wana Harris, global diversity consultant, La'Wana Harris Inc
- Liz Paulson, strategic account executive, LexisNexis
- Rita Ribeiro, senior director of marketing and communications

GLOBAL ADVISORY BOARD

- Peter Anastasiou, Lundbeck
- Bill Anderson, Roche Genentech
- Randall Bradford, Merck KGaA, Darmstadt Germany
- Ruth Brinkley, Kaiser Permanente
- Marion Brooks, Novartis Pharmaceuticals Corporation
- Sharon Callahan, Omnicom Health Group
- Nick Colucci, Publicis Health
- Katie Dahler, KPMG LLP
- Lisa Egbuonu-Davis, Danahar Corporation
- Debbi Fitzgerald, EY
- Lisa George, Shearer's Snacks
- James Gillespie, Center for Healthcare Innovation
- Taren Grom, PharmaVOICE
- Sandra Horning, EQRx
- Lan Huang, BeyondSpring Pharmaceuticals, Inc
- David Komlos, Syntegrity
- Jacopo Leonardi, ActivCore
- Rod MacKenzie, Pfizer Inc.
- Christine Miller, Melinta Therapeutics, Inc.
- Carol Montandon, Johnson & Johnson
- Terri Pascarelli, Next Wave Cruising
- Mary Pittman, Public Health Institute
- Pamela Puryear, Walgreens Boots Alliance
- Dawn Rogers, Pfizer Inc.
- Nancy Santilli, Human Care Systems
- Susan Torroella, ArmadaHealth
- Cynthia Verst, IQVIA
- Jim Weiss, W2O Group

NATIONAL VOLUNTEER WEEK

The HBA saluted our stellar volunteers during April's National Volunteer Week with a social media campaign featuring volunteers "taking over." The results? Wow! See for yourself:

- ✓ **TWITTER** added, in one week, the number of new followers we average in a month.
- ✓ **LINKEDIN** saw a 150 percent increase in impressions compared to 2019 (66 percent more engagements).
- ✓ **INSTAGRAM** was the most engaged network, with an engagement rate of 44 percent.
- ✓ **THE NATIONAL VOLUNTEER WEEK MICROSITE** saw a 220 percent jump in visits compared to 2019.



WHERE ARE OUR VOLUNTEER LEADERS?

| REGION       | VOLUNTEER LEADERS |
|--------------|-------------------|
| Europe       | 111               |
| New England  | 84                |
| Southeast    | 77                |
| Pacific      | 72                |
| Midwest      | 68                |
| NY/NJ        | 57                |
| Mid-Atlantic | 49                |
| Global       | 40                |
| Southwest    | 33                |
| Canada       | 9                 |





# partners



"Partner" (def) *a person or entity associated with another in a shared endeavor or action.*

In a year focused on differences, it was encouraging to witness how HBA's myriad partners came together to share common goals and work toward a collective mission. Whether through our corporate partners' financial support or the enhanced opportunities for visibility via our media and marketing partners, together our efforts had an infinite impact driving a more equitable workplace in healthcare for ALL women.

Our Corporate Partners Proudly Recognized the 2020 Class of Rising Stars and Luminaries.

# 145

**RISING STARS AND LUMINARIES FROM  
97 OF OUR CORPORATE PARTNER COMPANIES\***

OUR ASSOCIATION'S NEARLY  
**150 CORPORATE  
PARTNERS**  
REPRESENT A WORKFORCE OF  
**5,004,462**

## OUR CORPORATE PARTNERS REPRESENT A WIDE RANGE OF INDUSTRY SECTORS

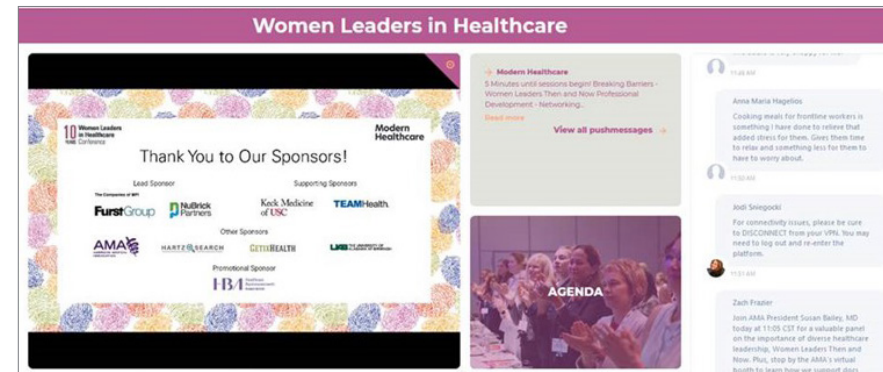
|                                |             |
|--------------------------------|-------------|
| Academic/Education             | 1%          |
| Association/Not for Profit     | 1%          |
| Biotechnology                  | 15%         |
| Clinical Research Organization | 3%          |
| Consulting                     | 14%         |
| Diagnostics                    | 3%          |
| Legal/Compliance               | 1%          |
| Manufacturing                  | 1%          |
| Market Research                | 1%          |
| Marketing/Advertising/PR       | 10%         |
| Medical Devices                | 6%          |
| Medical Education              | 1%          |
| Medical Services Organization  | 1%          |
| Other                          | 2%          |
| Pharmaceuticals                | 33%         |
| Pharmacy                       | 1%          |
| Publishing/media               | 1%          |
| Technology/Data Services       | 5%          |
| <b>GRAND TOTAL</b>             | <b>100%</b> |

\*See page 17 for HBA's list of nearly 150 corporate partners.

## MARKETING PARTNERS

### New Allies and Partners Gave HBA the Spotlight

The pandemic limited HBA's presence at live events but requests for HBA's involvement was in high demand, like never before. As a result, the HBA brand garnered visibility with new audiences and networks on virtual "stages" around the globe.



## MEDIA PARTNERS

Our Media Partners Extend HBA's Brand Reach to More than a Million Viewers



WORKING MOTHER

### Congratulations to the Healthcare Businesswomen's Association 2020 Women of the Year

Their valuable contributions are building an influential community of women helping women in business.

JANUARY 17, 2020  
With more than 80 percent of working mothers making all family healthcare decisions, the Healthcare Businesswomen's Association (HBA) honors innovative women who lead us to a better future.



VIEWERS



# collaborative

## Gender Parity Collaborative

POWERED BY THE HBA

Achievement. Impact. Results. In only a year, the Collaborative has already proven its impact with a higher increase and representation of women across all levels of leadership according to McKinsey & Company data. Additionally, the Gender Parity Collaborative earned prestigious recognition in 2020 with an ASAE Power of A Summit award garnering visibility with new audiences. This consortium of 17 companies earned acknowledgment among their peers for the systemic changes and progress in gender parity and diversity within their organizations. Together, we are going further. Faster.



### HBA'S GENDER PARITY COLLABORATIVE GARNERS TOP ASSOCIATION HONORS

The Gender Parity Collaborative was awarded with a 2020 Power of A Summit award by the American Society of Association Executives (ASAE). The prestigious honor recognizes the Collaborative for advancing systemic diversity, equity and inclusion progress in the workplace. With more than 46,000 members, representing 7,400 associations, ASAE is considered the association industry's preeminent organization.



### HBA SALUTES PARTNERS BATTLING COVID-19 WITH #GOODNEWSNOW INFOGRAPHIC AND CAMPAIGN

With plenty of bad news in 2020, the HBA launched a #GoodNewsNow campaign to showcase Collaborative member companies' impressive efforts in the fight against COVID-19.



On average, COLLABORATIVE MEMBER COMPANIES employ **12% more women** across all levels of employment versus other industries in the study.\*

\*Data from Women in the Workplace study.

### IN 2020, THE GENDER PARITY COLLABORATIVE HOSTED 7 EXCLUSIVE EVENTS:

THREE SOLUTIONS SUMMITS



THREE COLLABORATIVE CAFES



ONE GLOBAL COUNCIL FORUM



### THESE 7 EVENTS ENGAGED MORE THAN 150 INFLUENTIAL EXECUTIVES AND LEADERS COMMITTED TO ACCELERATING GENDER EQUITY FOR ALL WOMEN WITH A SPECIFIC FOCUS ON 3 PRIORITIES:

ADVANCING WOMEN OF COLOR



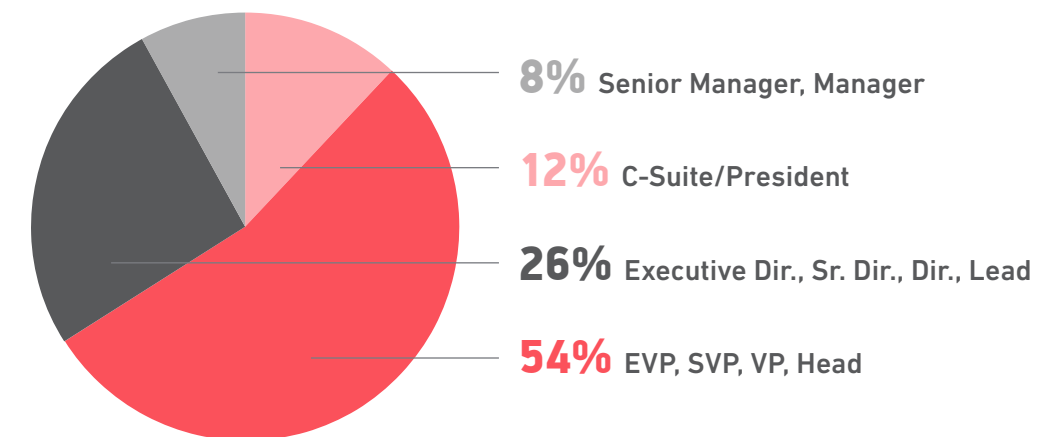
ENGAGING MEN AS ALLIES



TACKLING THE BROKEN RUNG



### THE COLLABORATIVE PROUDLY ENGAGED AN IMPACTFUL AND IMPRESSIVE ROSTER OF INFLUENCERS. TAKE A LOOK AT THE LEVELS OF LEADERS TRANSFORMING OUR INDUSTRY:




WOMEN MAKE UP **30%** OF COLLABORATIVE COMPANIES' BOARDS OF DIRECTORS

WOMEN MAKE UP **32%** OF COLLABORATIVE COMPANIES' EXECUTIVE TEAMS

### 2020 GENDER PARITY COLLABORATIVE MEMBERS







# community

Our community stepped up and showed up for each other with several “best-ever” results as you’ll see below. At the local level. At the global level. We came together to be there and be present. While COVID-19 forced a year’s delay to our signature Woman of the Year event, our community rebounded with the first-ever record-breaking *Illuminate* event spotlighting extraordinary leaders during the most extraordinary times.

# 600

GLOBAL EVENTS

# 32,579



REGISTRANTS

“Amazing job! Seamless. Appreciate the different levels of experiences and interactions. Love that I can go back to conference sessions that were impactful for next six months and listen again—what value!

“I prefer the virtual options that have become standard. I have attended many more events and surprisingly even enjoyed better networking since most of this is happening online.

MENTORING PROGRAMS  
EIGHT REGIONS  
WITH 800  
PARTICIPANTS



## ILLUMINATE 2020 BY THE NUMBERS

- 6,500 registrations (largest HBA event ever)
- 439 organizations represented
- 145 recognized Rising Stars and Luminaries
- 27 countries represented
- 22 founding sponsors
- 20+ speakers
- 14 breakout sessions
- 12 founding advertisers
- 3 significant panel discussions
- 2+ hours of dynamic and engaging content
- 1 amazing inaugural virtual experience



**HBA'S LARGEST ANNUAL CONFERENCE EVER**  
**OVER 1600 REGISTRATIONS (NEARLY DOUBLE 2019)**  
**ATTENDEES FROM 250+ HEALTHCARE AND LIFE SCIENCES COMPANIES**  
**AND FROM NEARLY 15 COUNTRIES**  
**20 BREAKOUT SESSIONS AND 3 KEYNOTES**  
**SIX-MONTH ACCESS TO 80+ HOURS OF CONTENT**



## OUR COMMUNITY COMES TOGETHER TO ADDRESS ISSUES OF WORKPLACE RACIAL INEQUITY

Confidence to Lead the Inclusion Conversation: Strategies to Benefit Your Career and the Business

Executive Happy Hour with Rebecca Vermeulen, VP @ Roche on Racial Diversity Gaps in Clinical Trials

Fireside Chat: Role of Diversity and Inclusion Promotes Team Efficiency

Gender Diversity in the Workplace: Elevating Women, Advancing Inclusion

Diversity & Inclusion in Healthcare Series

Race and Gender Diversity in the Workplace: The Roadmap For Race and Gender Inclusion

Driving Cultural Transformation: Linkages to Diversity, Equity and Inclusion

The Art of Unmasking - Racial Inequities Revealed at the Intersection of Gender

The Importance of Mentorship vs. Sponsorship for Women of Color

Uni-Tea: Taking Action to Address Racial Inequity and Inequality

Uni-Tea: Addressing Racial Disparities in HBA Member Experiences

Women in the Workplace - The Women of Color's Perspective

Women of Color Social Hour | Book Club: The Memo by Minda Harts

A Focus on Black Inequality: Leadership Solidarity In Action

Racial Inequities at Work: How to Demonstrate Leadership and Accountability for Change



# network

The HBA continued to expand our global presence in 2020 getting out in front of new audiences, even if only virtually. Outreach via traditional media outlets and social media helped garner significant visibility... setting new milestones with our LinkedIn community surpassing 20,000 followers. Stakeholders and new partners also boosted awareness of our impactful United Force for Change.



## THE HBA HAD INCREDIBLE REACH WITH:

**MORE THAN 70,000 PEOPLE  
IN OUR ONLINE COMMUNITIES**

WITH 40,000 IN OUR HBA CENTRAL MANAGED NETWORKS  
AND 30,000 IN OUR REGIONAL NETWORKS

## OUR HBA GLOBAL SOCIAL CHANNEL MILESTONES:

**ADDED 8,482  
FOLLOWERS IN 2020**

**HBA'S LINKEDIN  
HIT 20,000  
FOLLOWERS**

**TOTAL  
IMPRESSIONS:  
1,707,122**

**TOTAL NUMBER  
OF POSTS: 2,223**

## COMMUNITY GROWTH BY NETWORK

LINKEDIN: 52% | INSTAGRAM: 40% | FACEBOOK: 7% | TWITTER: 4%



THE **GENDER PARITY COLLABORATIVE'S** LINKEDIN  
COMMUNITY GREW BY **NEARLY 86%** IN 2020.



**OUR PRESIDENT AND CEO LAURIE COOKE  
DEMONSTRATED HER INFLUENCE IN 2020**

LAURIE COOKE'S TOTAL FOLLOWERS: **5,461**

Published **20 ARTICLES**  
with **MORE THAN  
2,000** views

Released **15 SHORT  
VIDEOS** garnering  
**18,441** views

Made **972 NEW CONNECTIONS** across  
all platforms, with LinkedIn, Instagram  
and Facebook communities exceeding  
**MORE THAN 20 PERCENT** growth.



**LAUNCHED THE NEW  
LUNCH WITH LAURIE  
VIDEO SERIES IN OCTOBER  
WITH THREE VIDEOS  
GARNERING NEARLY  
6,000 IMPRESSIONS!**

## ACE HONOREES DELIVERED AWARD-WINNING IMPACT

HBA's Advancement. Commitment. Engagement. (ACE) Awards recognize companies committed to ensuring that gender diversity and leadership opportunities for all women are part of their organizational DNA.



**BECTON, DICKINSON  
& COMPANY**  
Women's Initiative  
Network Mentoring  
Program



**GSK**  
Women's Leadership  
Initiative



**SURGICAL CARE  
AFFILIATES**  
Women's Network



**WALGREENS BOOTS  
ALLIANCE**  
Women of  
WBA Business  
Resource Group

These leadership and mentoring initiatives are  
accelerating the advancement of all women, having  
a profound impact on a global workforce of nearly  
400,000, and just as importantly for patients worldwide.

Laurie Cooke, president and CEO, HBA





# SPONSORS AND supporters



Recognizing that 2020 was a challenging year for everyone, for every company and organization, we are beyond grateful and appreciative for the support from our sponsors and supporters. Thank you. Merci. Gracias. Danke. Grazie. Do Jeh.



50 COMPANIES  
GENEROUSLY  
SPONSORED  
HBA EVENTS  
IN 2020...

RESULTING IN A TOTAL OF  
**\$500,000+**  
IN SPONSORSHIP SUPPORT.

## CORPORATE PARTNERS

|   |   |   |  |
|---|---|---|--|
| Abbott<br>AbbVie<br>Accenture<br>Accuray Inc.<br>Adaptive Biotechnologies<br>Advanced Clinical<br>Advanz Pharma<br>Agiros Pharmaceuticals<br>Alexion Pharmaceuticals, Inc.<br>Alkermes<br>Alnylam Pharmaceuticals<br>Amgen Inc.<br>Analytical Wizards<br>Arrowhead Pharmaceuticals<br>Astellas Pharma US, Inc.<br>AstraZeneca Pharmaceuticals LP<br>Atara Biotherapeutics<br>athenahealth<br>Atlas<br>Avanir Pharmaceuticals<br>Bausch Health<br>Baxter International Inc.<br>Bay City Capital LLC<br>Bayer U.S.<br>BD (Becton, Dickinson and Co)<br>Beacon Discovery, Inc.<br>Blueprint Medicines<br>Boehringer Ingelheim<br>Boston Pharmaceuticals<br>Bristol-Myers Squibb Company<br>BTK Communications Group, LTD<br>Calcium USA<br>Cardinal Health<br>Charles River Associates<br>ClinicalMind, LLC<br>CMI/Compas<br>Cognizant Technology Solutions<br>Crossix Solutions Inc.<br>CSL Behring | Currax Pharmaceuticals LLC<br>Cyclerion Therapeutics<br>Daiichi Sankyo, Inc.<br>Danaher Corporation<br>Deloitte LLP<br>DKI Health<br>Doximity, Inc.<br>Eisai Inc.<br>Eli Lilly and Company<br>Endo International<br>EVERSANA<br>Exequor Group<br>EY<br>Faegre Drinker Biddle & Reath LLP<br>Ferring Pharmaceuticals<br>Fingerpaint Marketing, Inc.<br>Genentech, Inc.<br>Gilead Sciences<br>GlaxoSmithKline<br>GW Pharmaceuticals<br>Haemonetics Corporation<br>HashtagHealth<br>Havas Health & You<br>Health & Wellness Partners, LLC<br>Health Perspectives Group<br>Hologic, Inc.<br>Horizon Therapeutics<br>Illumina<br>ImmunoGen<br>Incyte<br>Ingersoll Rand Medical<br>Inovalon<br>Insigniam<br>Intalere<br>Integra LifeSciences<br>Intercept Pharmaceuticals<br>Intouch Group<br>Ipsen Biopharmaceuticals<br>IQVIA | ISPOR—The Professional Society for Health Economics and Outcomes Research<br>Johnson & Johnson<br>JUICE Pharma Worldwide<br>KPMG LLP<br>Labcorp<br>LexisNexis Risk Solutions Health Care<br>Lumeris<br>Lundbeck<br>Magellan Rx Management<br>Mallinckrodt Pharmaceuticals<br>MannKind Corporation<br>Marina Maher Communications LLC<br>Medidata, a Dassault Systèmes Company<br>Merck & Co., Inc.<br>Merck KGaA, Darmstadt Germany<br>Microsoft<br>MiMedx Group, Inc.<br>MyoKardia<br>Navigating Cancer<br>Neurelis, Inc.<br>Neurocrine Biosciences<br>Novartis Pharmaceuticals Corporation<br>Novo Nordisk<br>Novo Nordisk Research Center Seattle, Inc.<br>Ogilvy Health<br>Opiant Pharmaceuticals<br>Orphazyme US, Inc.<br>Ortho Clinical Diagnostics<br>Otsuka America Pharmaceutical, Inc.<br>Parexel<br>Pfizer Inc.<br>Pharmavite LLC<br>PharmaVOICE | Publicis Health<br>Purdue Pharma L.P.<br>PwC<br>RB<br>Regeneron Pharmaceuticals, Inc.<br>Roche Diagnostics<br>Rubius Therapeutics<br>RWS Life Sciences<br>San Francisco State University, Lam Family College of Business<br>Sanofi U.S.<br>SeaGen Inc.<br>Shionogi Inc.<br>Siemens Healthineers AG<br>Strongbridge Biopharma plc<br>Sunovion Pharmaceuticals Inc.<br>Syneos Health<br>Syntegrity<br>Takeda Pharmaceuticals, Inc.<br>TBWA\WorldHealth<br>Terumo Blood and Cell Technologies<br>Teva Pharmaceuticals<br>The Lockwood Group LLC<br>The Scienomics Group, An Omnicom Company<br>ThinkGen<br>Traverse Therapeutics<br>Trinity Life Sciences<br>UCB, Inc.<br>Ultragenyx Pharmaceutical<br>Umoja Biopharma, Inc.<br>Vertex Pharmaceuticals Incorporated<br>VMS BioMarketing<br>W20 Group<br>Walgreens Boots Alliance<br>ZS Associates |
|---|---|---|--|



## ILLUMINATE SPONSORS

|  |   |  |
|--|---|--|
| Allergan<br>Astellas Pharma US, Inc.<br>athenahealth<br>Bayer<br>Boehringer Ingelheim<br>Bristol-Myers Squibb Company<br>Calcium USA<br>CSL Behring<br>Eisai Inc.<br>EVERSANA<br>Genentech, Inc. | Gilead Sciences<br>GlaxoSmithKline<br>Health & Wellness Partners, LLC<br>IBM Watson Health<br>Inovalon<br>Intercept Pharmaceuticals<br>Johnson & Johnson<br>KPMG LLP<br>Microsoft<br>Novartis Pharmaceuticals Corporation<br>Novo Nordisk | Otsuka America Pharmaceutical, Inc.<br>Parexel<br>Pfizer Inc.<br>Purdue Pharmaceuticals, Inc.<br>RB<br>Sanofi<br>Syneos Health<br>Takeda Pharmaceuticals, Inc.<br>TBWA\WorldHealth<br>VMS Biomarketing<br>Walgreens Boots Alliance |
|--|---|--|



## 3BC SPONSORS

|  |  |
|--|--|
| Deloitte LLP<br>Genentech, Inc.<br>HashtagHealth<br>Microsoft<br>UCB, Inc. | AbbVie<br>Accenture<br>Advanced Clinical<br>Amgen<br>Bayer<br>BD |
|--|--|



## ANNUAL CONFERENCE SPONSORS

|   |
|---|
| Danaher<br>Ferring Pharmaceuticals<br>Genentech, Inc.<br>Johnson & Johnson<br>KPMG LLP<br>Otsuka America Pharmaceutical, Inc. |
|---|



# infinite hope

## IN 2020, WE LEARNED WE MUST NOT LOSE INFINITE HOPE

All of us were impacted, stunned, disappointed—and many in our HBA community—personally affected by the impact of the COVID-19 pandemic and the racial inequities and injustices happening before our very eyes.

In looking back, we have also been witness to the very extraordinary progress and change our industry and our global network is driving, and in many cases, accelerating at a lightning and unprecedented speed. While 2020 delivered its share of finite disappointments and loss, we came to learn that as Dr. Martin Luther King advised, “We Must Not Lose Infinite Hope.”

As we transition from 2020, we want to salute hope and the promise it brings. It is most appropriate then to take the opportunity to give well-deserved attention and shine the light on the HBA community for the impactful change they have driven—and continue to drive—during one of the most extraordinary years in our history.

We are honored to be in the company of our pioneering corporate partners who are developing, producing and distributing life-saving pandemic interventions and vaccines.

We are proud of the opportunities our members embraced to create an open and safe space to reflect, listen and engage in transparent, and often uncomfortable conversations, with our colleagues of color. In doing so, we have begun the long journey toward dismantling practices that promote racial and ethnic biases and obstacles in our workforce.

Throughout *Illuminating Our Impact*, we have integrated commentary and data—and impactful highlights on the next page—about how the ubiquitous issues of 2020 not only challenged the HBA community, but how this United Force for Change chose to rise to the challenge and focus on infinite hope.

## THE HBA RALLIED TO SUPPORT OUR NETWORK DEALING WITH A GLOBAL PANDEMIC.

HBA MEMBERS  
FEEL SUPPORTED  
BY EMPLOYERS

88% OF HBA MEMBERS  
working for our corporate partners say...

their employer has taken steps to support employee family and caregiving responsibilities during the COVID-19 pandemic.

OUR VOLUNTEER  
LEADERS CONVENED  
WEBINARS, DISCUSSION  
FORUMS AND  
OPPORTUNITIES  
TO SHARE

26  
EVENTS

2318  
REGISTRANTS

OUR GENDER PARITY COLLABORATIVE MEMBERS AND CORPORATE PARTNERS WERE AT THE FOREFRONT OF INTERVENTIONS. TO SHOWCASE THEIR EFFORTS, THE HBA LAUNCHED THE **#GOODNEWSNOW** CAMPAIGN.

### HBA PARTNERS BATTLE COVID-19



TAKEDA DONATES  
**MORE THAN  
\$6 MILLION**  
TO FIGHT COVID-19



W20 AND CALIFORNIA  
LIFE SCIENCES  
ASSOCIATION (CLSA)  
LAUNCH REAL-TIME  
**COMMUNICATION  
CENTER**



PFIZER COMMITS  
**\$40 MILLION**  
IN CASH AND GRANTS  
TO MEDICAL NEEDS  
IN COMMUNITIES



GSK MAKES VACCINE  
**ADJUVANT  
TECHNOLOGY**  
AVAILABLE

#GoodNewsNow #HBAImpact

PROUDLY RECOGNIZING OUR GENDER  
PARITY COLLABORATIVE COMPANIES

Campaign launched in April 2020.

## THE HBA AMPLIFIED OUR VOICES TO SPEAK UP AND SUPPORT RACIAL EQUITY.

OUR COMMUNITY HOSTED EVENTS TO RESPOND TO THE CRISIS AND ENGAGE IN THE MOVEMENT.

HBA signature events included  
September's **3BC MEETING FOR  
CORPORATE PARTNER LEADERS**

2020 BUILDING BETTER BUSINESS CONNECTIONS (3BC) EXECUTIVE EVENT

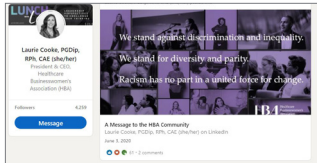
AN INCLUSIVE MINDSET: *Accelerating Equity, Innovation and Impact*

MONDAY, 21 SEPTEMBER | 10:00 AM - 3:30 PM ET | #HBA3BC



Our Annual Conference featured conversations with experts like **MINDA HARTS**, author of “The Memo” and LinkedIn’s Top Voice for Workplace Equity.

WE LEVERAGED OUR CHANNELS  
AND FORUMS TO BE INFORMED,  
VOCAL AND PRESENT



Our statement  
supporting Black  
Lives Matter



Our **#HBAWomens100**  
Social Campaign

Laurie Cooke's thought-leadership  
Piece on the 100th Anniversary  
of the 19th Amendment

**3 EVENTS**

hosted by HBA's Women of  
Color affinity group

**8 EVENTS**

hosted by the Gender Parity Collaborative  
included discussions and solution ideation

**12+**

chapter/  
regional events

# Thank you



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