



HBA

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Association

2024 Annual Conference Theme Resources

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Theme Overview



• **Accelerating Transformational Leadership**

- Global gender equity can't wait.
- Current estimates predict that closing the global gender gap will take another 130 years — meaning none of us will live to see the achievement of all gender equality goals.
- Here at the HBA, we refuse to accept that timeline.
- The latest Global Gender Gap Report underscores the pressing need for renewed, united efforts to attain true gender parity.
- Through collaborative, concerted corporate action, we can driver better, sustainable outcomes for women in the business of healthcare — at an expedited rate.
- That's why this year, we're focusing on "Accelerating Transformational Leadership" — to drive significant positive change and close the global gender gap.
- The time is now.

A group of women are shown from the chest down, standing in a circle and holding their hands together in a supportive gesture. They are wearing various professional attire, including blouses, sweaters, and jackets. The image has a purple overlay. In the center, the HBA logo is displayed in large white letters. To the right of the logo, the text 'Healthcare Businesswomen's Association' is written in white. Below the logo, the text 'Target Audience' is written in teal. In the bottom right corner, the hashtag '#HBAimpact' is visible in white.

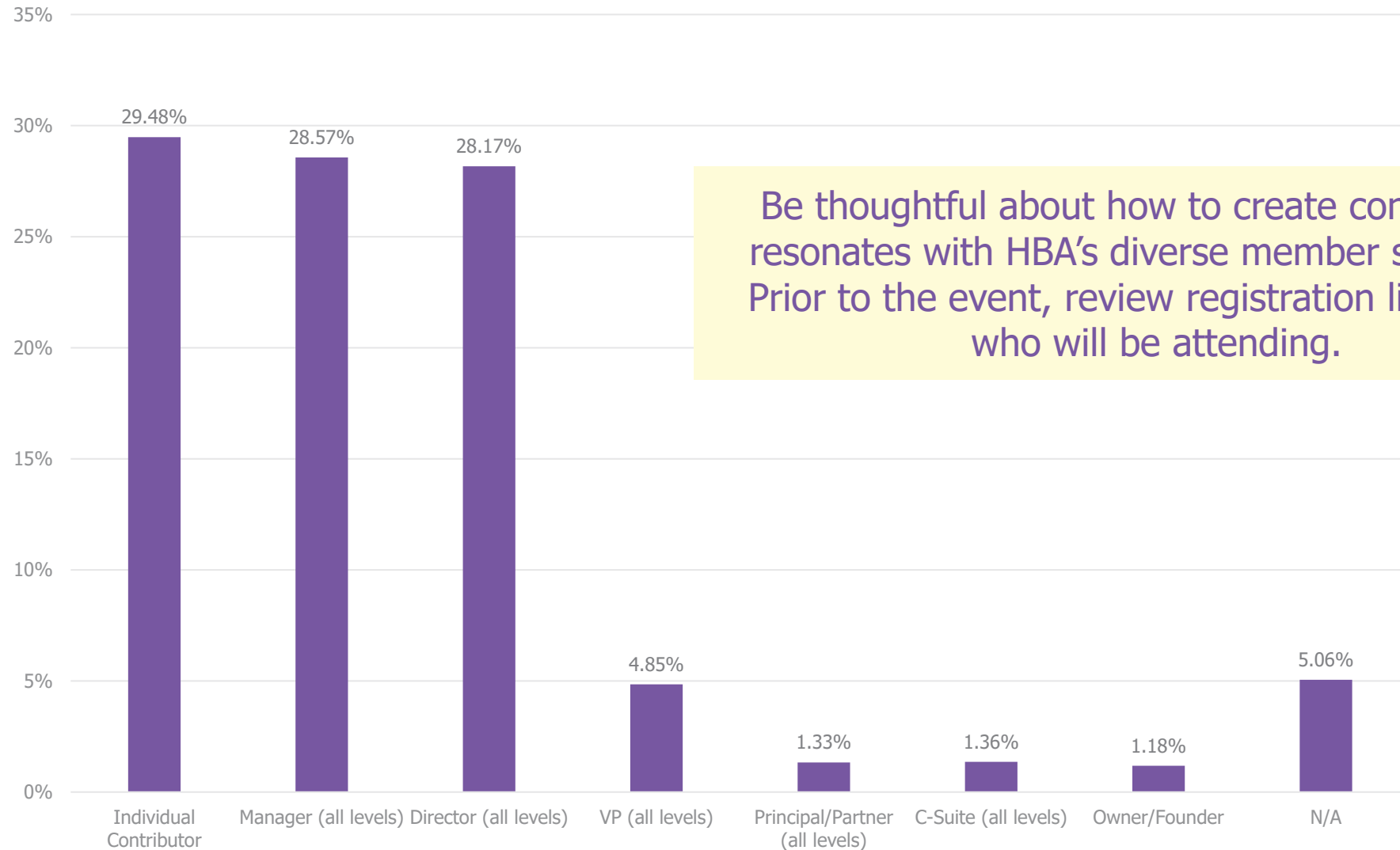
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Target Audience

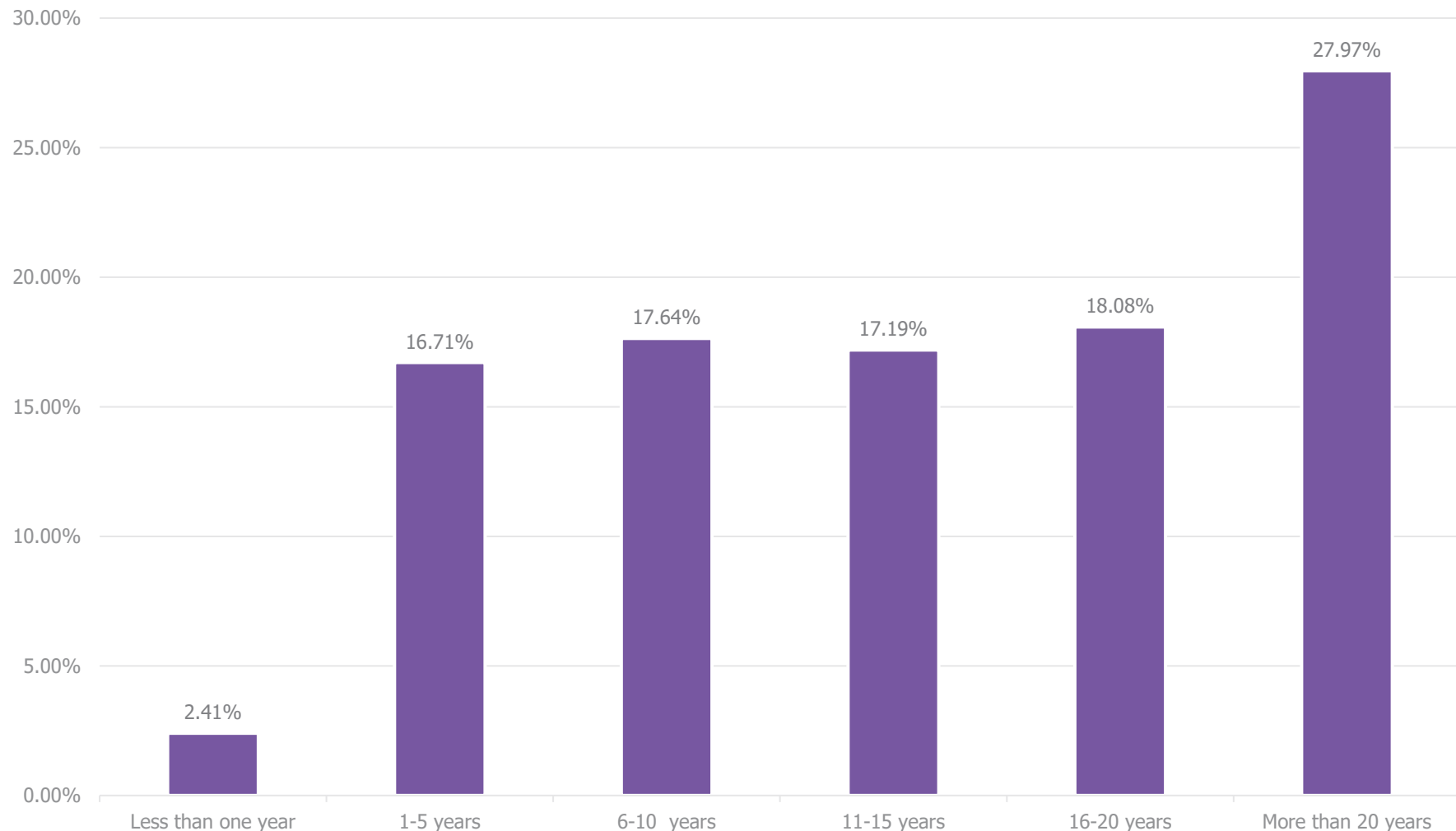
#HBAimpact

Target Audience – Members by Role Level

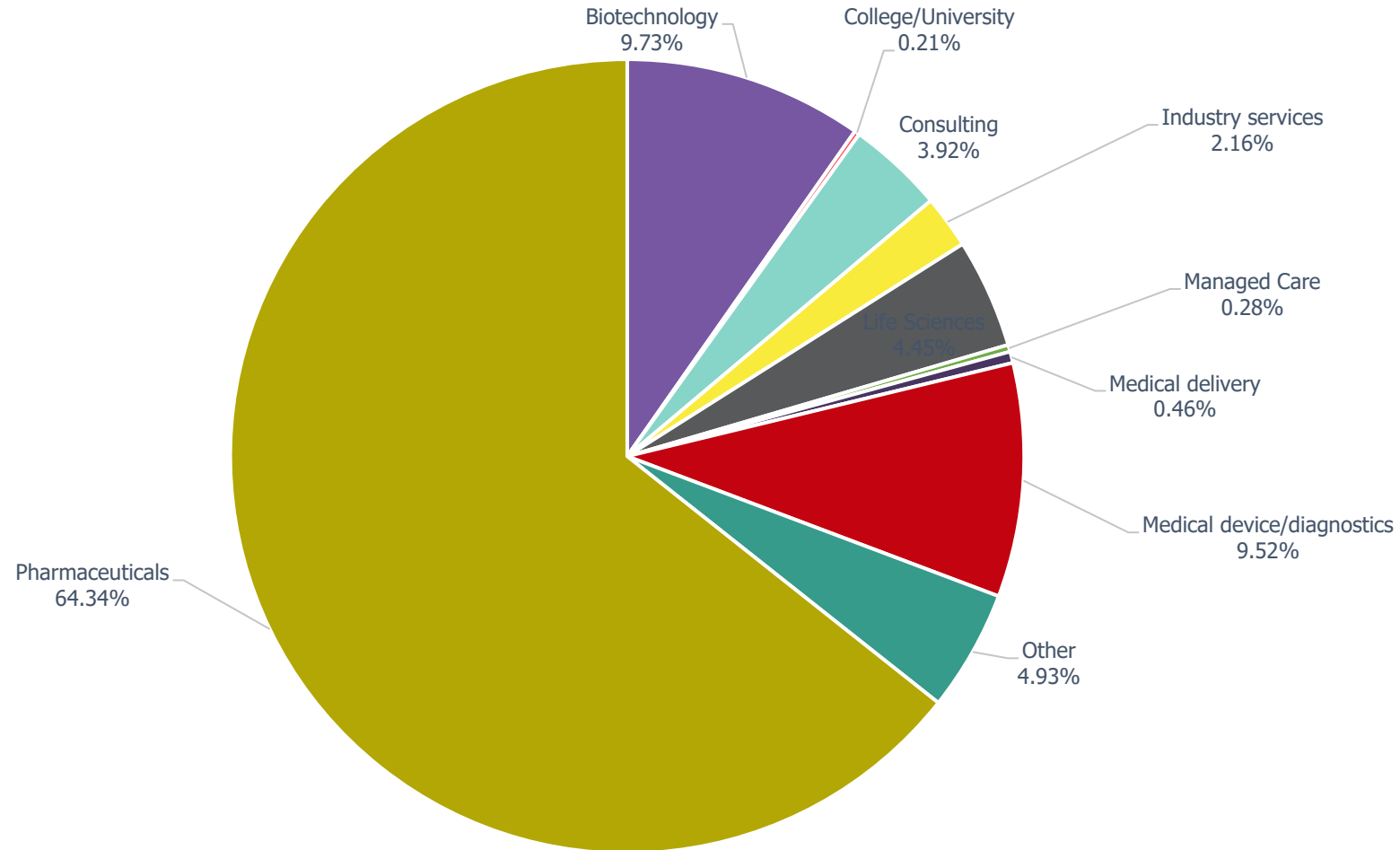


Be thoughtful about how to create content that resonates with HBA's diverse member segments. Prior to the event, review registration lists to see who will be attending.

Target Audience – Members by Industry Experience



Target Audience – Members by Industry Sector





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Industry Outlook & Insights

Highlighting Opportunities for Transformational Leadership

Industry Outlook and Insights

- Take time to review global trends and issues.
- These trends can help you think about topics that align with this year's theme.
- The next few slides provide examples, but there are many more resources available at your fingertips!

Deloitte 2024 Global Health Care Sector Outlook

1. Transforming health care with artificial intelligence
2. Addressing cost and affordability
3. Responding to the looming global shortfall in health care workers
4. Increasing the role of social care
5. Exploring a sustainable future

<https://www.deloitte.com/global/en/Industries/life-sciences-health-care/analysis/global-health-care-outlook.html>

2024 Outlook for Health Equity | Deloitte

Five factors that could help ensure that health equity is part of the next normal

1. Artificial Intelligence (AI)
2. Community Engagement and Clinical Trials
3. Workforce
4. Ecosystem Collaborations
5. Research Capabilities

<https://www2.deloitte.com/us/en/blog/health-care-blog/2023/outlook-for-health-equity.html>

Women in the Workplace 2023

McKinsey & Company and LeanIn.Org

Recommended Solutions for Companies Based on Key Findings

1. Track outcomes for women's representation.
2. Empower managers to be effective people leaders.
3. Address microaggressions head on.
4. Unlock the full potential of flexible work.
5. Fix the broken rung for women, with a focus on women of color.

<https://leanin.org/women-in-the-workplace#key-findings-2023>

Closing the Women's Health Gap (Jan 2024)

McKinsey & Company

Four Myths

- Myth 1 – Women live longer than men, so they are healthier.
- Myth 2 – The women's health gap is concentrated at the end of life.
- Myth 3 – Women's health is sexual and reproductive health.
- Myth 4 – Women's health is a niche market opportunity

<https://www.mckinsey.com/mhi/our-insights/closing-the-womens-health-gap-a-1-trillion-dollar-opportunity-to-improve-lives-and-economies>

The Future of Life Sciences | KPMG

Four Signals of Change

1. Precision medicine changes the game.
2. Digital health alters the landscape.
3. Artificial intelligence and machine learning are everywhere.
4. Critical risks persist: Supply chain disruption, cyber breaches, and counterfeiting.

Four Strategic Imperatives

1. Design tech-enabled, customer-centric experiences.
2. Develop AI partnerships for faster time to market.
3. Rethink the supply chain.
4. Manage cyber risks

<https://kpmg.com/xx/en/home/insights/2023/09/future-of-life-sciences.html>



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Education Topics Aligning with Annual Theme

Examples of Potential Topics Aligning with Theme

- Impacting Health Equity through a Social Determinants-Driven Approach
- How Cross-Functional Teams Drive Transformational Innovation
- Navigating Emerging Trends Through Lifelong Learning
- Leveraging Inclusion for Transformational Innovation
- Coaching for Leadership Excellence
- Agile Strategies for Adapting to Continuous Change
- Integrating Technology for Transformational Leadership
- Data-Driven Leadership for Transformational Results
- Fostering a Culture of Innovation and Risk
- Transforming Healthcare Through AI
- How to Be a Transformational Leader
- The Business Case for Closing the Women's Health Gap
- Partnering with Allies to Advance Gender Equity
- Leveraging Financial Acumen as a Tool for Advancement
- Biopharmaceutical Breakthroughs: Insights from Transformational Leadership
- Leadership Lessons from Innovative Entrepreneurs
- Strategies for Global Health Leadership
- Strategic Leadership in the Era of Artificial Intelligence
- Transforming Healthcare Delivery
- Accelerating Innovation Through Partnerships
- Managing Risk with Confidence
- Strategies for Navigating the Broken Rung
- Actionable Strategies for Closing the Women's Health Gap
- Best and Promising Practices for Closing Gender Pay Gap

More Direction about Education Events

- Although every session you offer does not have to relate to the theme, you should aim to have a significant number of your offerings relate to this year's theme.
- Every session you offer related to the theme does not have to have the exact theme in the title.
- As you can see by the examples, there are quite a few topics you can pursue – even beyond what is listed.



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Speaker Sourcing

Speaker Sources

- **2024 Woman of the Year, Honorable Mentor, and STAR**
 - *These individuals are only available for appearances after this year's Woman of the Year event on 10 May 2024.*
 - Yvonne Greenstreet (Woman of the Year), Otis Johnson (Honorable Mentor), and Kathrin Schoenborn (STAR)
- **Past Woman of the Year Honorees**
 - Christi Shaw (2023), Beth Seidenberg, MD (2022), Dr. Sandra J. Horning (2020-2021), Sharon Callahan (2019)
- **Past Honorable Mentor Honorees**
 - Jag Dosanjh (2023), Christopher Boerner, PhD (2022), Dr. Rod MacKenzie (2020-2021), Peter Anastasiou (2019)
- **Past STAR Honorees**
 - Liz Paulson (2023), Wendy White (2022), Susan Torroella (2020-2021), Taren Grom (2019)
- **Past ACE Awards Winners**
 - [Click here](#) for more information
- **To request any of these speakers, go to the following link:**
 - <https://hbanet.org/form/ceo-scheduling-request-form> (Although it says it's for CEO, you may request any of these speakers at this link.)

Speaker Sources

- **HBA Speaker Databases**

- Access a database of speakers at the following link: <https://bit.ly/HBASpeakerResource>

- **CEO, HBA Board of Directors and Advisory Board**

- Click here to make a request. <https://hbanet.org/form/ceo-scheduling-request-form>
(Although it says it's for CEO, you may request any of these speakers at this link.)



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Education Session Descriptions & Marketing

Education Session Descriptions & Event Promotion

Once you determine your topics and speakers, find creative ways to incorporate the [value messaging](#) for the annual theme in your program descriptions and promotions.

Foundational Copy	Values	Messages
<p>Global gender equity can't wait.</p> <p>Current estimates predict that closing the global gender gap will take another 130 years — meaning none of us will live to see the achievement of all gender equality goals.</p> <p>Here at the HBA, we refuse to accept that timeline.</p> <p>The latest Global Gender Gap Report underscores the pressing need for renewed, united efforts to attain true gender parity.</p> <p>Through collaborative, concerted corporate action, we can driver better, sustainable outcomes for women in the business of healthcare — at an expedited rate.</p> <p>That's why this year, we're focusing on "Accelerating Transformational Leadership" — to drive significant positive change and close the global gender gap.</p> <p>The time is now.</p>	<p>Draw inspiration from determined leaders who are spearheading monumental progress for women in the business of healthcare.</p>	<p>Recognize the unique, valuable assets you bring to the causes of gender and health equity.</p> <p>Challenge assumptions and be empowered to lead courageously.</p> <p>Amplify your visibility within the industry by elevating your personal brand.</p>
	<p>Learn bold, actionable strategies you can employ to pave the way for a future where equality is a tangible reality - not a distant dream.</p>	<p>Discover effective tactics to systematically transform your organization.</p> <p>Connect with other industry leaders committed to the HBA mission.</p> <p>Gain new perspectives and solutions to facilitate collaboration and challenge the status quo.</p>
	<p>Join forces with gender equality advocates around the world to accelerate the timeline to parity.</p>	<p>Engage with a like-minded network of visionary leaders intent on expediting impactful, sustainable results.</p>



HBA Healthcare Businesswomen's Association

Collectively, we can offer programming in 2024 that will drive significant positive change and move us closer to closing the global gender gap.

Thank you in advance for helping us bring the theme to life!