



This meeting
is being
recorded

Welcome!

HBA Healthcare
Businesswomen's
Association

HBA 2026 Leadership Institute

February 2026



Lauren Peck

**Director
Stakeholder Engagement**





Agenda

Welcome 2026 Member Leaders

2026 HBA CEO Update

Deep Dive: Restructuring & Transition Updates

Member Leader Resources & Functional Updates

Q&A

2026 Annual Timeline & Closing

Mary Stutts

Chief Executive Officer



THE **HRBA** by the numbers...



150+

Corporate Partners



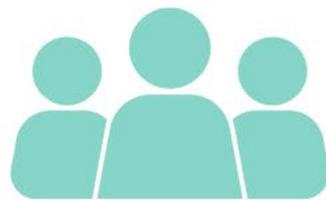
80+

locations represented



700+

events around
the globe



nearly
5,000,000

global workforce represented

2026 HBA CEO Update

- How is the HBA doing?
- Additional detail: previously communicated updates
- Changes across the healthcare landscape and how the HBA is adapting
- **Getting Your Bearings in 2026:**
 - What HBA Central is prioritizing this year
 - What volunteers can focus on for maximum impact





HBA FOUNDATION



The HBA Foundation is shaping the future of healthcare by building a workforce that truly reflects the world it serves.

Click the QR code to make your donation today.



2026 HBA

GLOBAL ASCENSION
LEADERSHIP EXPERIENCE

23-24 APRIL | SAN DIEGO

#HBAGALE2026

2026 HBA

EUROPEAN LEADERSHIP SUMMIT

SAVE THE DATE • 10-11 JUNE • VIENNA

#HBAELS26





#HBAAC26

HOUSTON

16 - 18 NOVEMBER

SAVE THE DATE



Strengthening the Systems that Support Volunteer Impact

Fixing the Foundation While the Work Continues

Technology Audit

What We're Doing

HBA has initiated a full review of our major technology platforms across all functions/departments to leverage new digital tools, increase efficiency, and identify the right long-term platforms for the future.

What This Solves for Volunteers

- Too many disconnected systems
- Simplifies Member and volunteer experience with HBA technologies
- Leverages technology to increase efficiency and better support all of HBA's stakeholders

Why This Is a Priority

- Technology challenges have consistently been cited as a major source of frustration, inefficiency, and disengagement for volunteers and Members. This work lays the groundwork for many other improvements.

What to Expect / Timing (already begun)

- **Q1 2026:** Access enablement sprint and audit work underway
- **Q1-2 2026:** selection of final platforms and tech uses
- **Q2 2026 and beyond:** implementation and adoption





Volunteer Management System & Clearer Roles

What We're Doing

HBA is piloting and preparing to roll out a new Volunteer Management system and: clearer, simpler volunteer role descriptions, and improved onboarding, and term management processes.

What This Solves for Volunteers

- Autonomy over all aspects of volunteer management: opening roles, accepting/rejecting applicants, editing terms, etc
- Unclear expectations and responsibilities; Confusing or inconsistent term tracking; Friction in onboarding, renewals, and transitions

Why This Is a Priority

Volunteer clarity is foundational to engagement, retention, and leadership development. This initiative directly addresses long-standing operational pain points identified in transition planning.

What to Expect / Timing

- **Q1 2026:** Interim solutions in place; Pilot planning and early testing of the Volunteer Manager system
- **Q1-2 2026:** volunteer training taskforce to be assembled and underway to complete new onboarding
- **Phased rollout** aligned with updated role descriptions as readiness is confirmed; Ongoing communication before any required action from volunteers

Our ask of you: aid us in piloting if tapped; provide constructive feedback so the HBA can iteratively improve

Community Refresh



What We're Doing

HBA is completing a major refresh and upgrade of the HBA Community, to transform the community from an underused platform into a core engagement, communication, and connection hub for members and volunteers.

What This Solves for Volunteers

- Eases difficulty of navigation, usage, and clarifies purpose, better integrating the platform into the overall HBA experience and day-to-day volunteer efforts
- Introduces a cleaner, more intuitive user interface
- Clarifying what the community is *for* and how it should be used
- Making it easier to communicate, engage, and build momentum before and after events
- Providing a consistent space for connection across geographies and roles

Why This Is a Priority in 2026

- Improve engagement and retention, reducing info overload by centralizing conversations
- **Enabling smarter communications**
- Strengthening the member volunteer experience at scale
- Creating new opportunities for non-dues revenue and sponsorship

Our ask of you: aid in beta testing if available; embrace adoption and champion utilization across your teams to ensure effectiveness



Resource Center Reorganization

What We're Doing

The HBA Resource Center is being **reorganized and refreshed** to: remove outdated content, organize resources by function and purpose, and overall make essential tools easier to find.

What This Solves for Volunteers

- Difficulty locating current guidance
- Conflicting or outdated documents
- Time lost searching for basic information

Why This Is a Priority

- An easily navigable Resource Center is critical to volunteer effectiveness and confidence,

What to Expect / Timing

- Work is already underway and nearly complete (goal: end Feb)
- Updates will be introduced iteratively as content is cleaned up and reorganized across March and April

Our ask of you: alert us in the comments of articles if they seem out of date or erroneous. Email volunteer@hbanet.org if you have new resources you'd like to share with others!

Event Improvements



What We're Doing

HBA is introducing new event types, pricing methodology, and some streamlined processes and tools to simplify planning and execution, improve access to guidance and templates, and support consistent quality across regions

What This Solves for Volunteers

- Limited flexibility in event types and pricing
- Overly complex or inconsistent event processes; limited visibility into best practices
- Administrative burden that detracts from impact

Why This Is a Priority

Events are one of the most visible and valuable ways volunteers engage members. Simplifying this work supports mission impact, member engagement, member access, and volunteer sustainability.

What to Expect / Timing

- Ongoing throughout 2026
- Incremental improvements rather than a single "big launch"
- Some to be aligned with broader platform and resource updates

Our ask of you: provide constructive feedback as solutions are rolled out; ensure all event processes and policies are fully understood by all volunteers who manage events.



Financial & Governance Process Review

What We're Doing

HBA is reviewing financial, sponsorship, and payment processes to improve clarity, governance, and efficiency

What This Solves for Volunteers

- Confusion around approvals and payments
- Inconsistent processes across regions
- Delays that impact planning and delivery

Why This Is a Priority

Clear, reliable financial processes are essential for trust, transparency, and volunteer confidence.

What to Expect / Timing

- Review is currently underway, some improvements (like shifts to Ramp for payments and Vena for budgeting) are already rolled out
- Updates will be shared as decisions and next steps are confirmed; No immediate changes required from volunteers without advance communication

Our ask of you: ensure you have full understanding of all current expense process (no more individual reimbursements!) and other financial policies, and read updates as they come

What this means for you right now



Your events, activities, and engagement remain critical to the success of HBA and the member experience. Nothing related to volunteer support is being paused or deprioritized. Your feedback and lived experience will continue to inform these improvements.

A new staff organizational chart will also be shared shortly, making it easier to know who to reach out to for what at HBA Central!

You will receive regular updates so you know what's changing, why it matters, and what (if anything) is expected of you. Thanks for taking the time to review these updates as they are released!



HBA Healthcare Businesswomen's Association

Functional Updates and Resources

Engagement



Business Development Updates



- All packages and sponsorships have been updated. Please begin using these files and remove any outdated versions.
 - [2026 Corporate Partner Packages](#)
 - [2026 Global Ascension Leadership Experience Sponsorship Brochure](#)
 - [2026 Sponsorship Brochure](#)
- Signature event sponsorship brochures for ELS and AC will be released once finalized, with ELS scheduled for release first.
- The CP Onboarding process is being revised this year! Stay tuned for more information
- A live 2026 Key Dates At A Glance document has been created that will be updated throughout the year. Please bookmark and refer to it to stay aligned with upcoming milestones.
 - [2026 Key Dates At A Glance](#)



Account Management Updates



- Our Account Management team has been receiving requests for more regular updates on upcoming local/regional/AG events, so we will be exploring making the Master Planning Calendar public. More to follow but take this as nudge to ensure Q1 and Q2 of this year are fully updated with your component's events and potential sponsors!
- We're looking for volunteers to host "Lunch and Learns!" Please share your name/email in the chat if you're interested in this light lift/high exposure opportunity

Reminders:

- Updated CP list is posted **each month** in the Corporate Relations Community
- Designee codes should **NOT** be shared publicly. This includes formerly 'unlimited' CPs, as many are no longer truly unlimited (though they have very high designee numbers). The HBA will share more information soon on which company codes, if any, may be shared by volunteers direct to that company's employees



Global Ambassador Program Updates



2025

- Launched **32** global programs
- **16** HBA Corporate Partners
- **~900** Ambassadors
- **3** Launch Windows (Winter, Spring, Fall)
- **New Onboarding** Champion Training modules, Champion Office Hours, volunteer Advisor Training modules
- **Infrastructure assessment** to support globalization and scaling for companies and HBA member leaders

2026

- **13** programs launching February-March (Winter)
- Anticipating **high global volume** of cohorts launching Spring/Fall
- **Upcoming Operational Enhancements** Streamlining cohort communications, Champion/Ambassador Toolkits, program metrics improvements, HBA membership engagement opportunities



Open Call for 2026 APAC/EMEA Advisors!

- ✓ [Submit Your Application](#)
- ✓ [HBA GAP Advisor Role Description](#)
- ✓ Questions? Contact globalambassadorprogram@hbanet.org

Member Engagement



- New Member Welcome Campaign rolling out soon!
- Check it out in case you haven't already: our new [Member Welcome Center](#), [Orientation](#), and [Letter to Manager](#)!
- And other iterative improvements planned across 2026

2025 GLOBAL LEADERSHIP *Awards*

Celebrating individuals and our component honorees:
Northern NJ and Chicago - Northern Suburbs Chapters,
Pacific Region, and Mosaic Leadership Collective

FBA



Education, Events, and Member Value Offerings



Event Updates

Expanded Event Framework:

- *Community Connections* (volunteer & charitable engagement),
- *Wellness* (health-focused activities),
- and *tiered networking experiences*:
 - Standard networking-only, relationship-building
 - Networking + topic-based learning (no speakers)

Location-Specific pricing for In-Person Events:

- Implementing a finance-enabled local/regional multiplier to create fair, globally equitable pricing while encouraging in-person programming
- For example, HBA Albuquerque multiplier adjusts member education pricing to a \$20 minimum.

Functional Updates & Resources

- **New Charitable Event Guidelines:** Clear standards for mission alignment, required liability language, and event page expectations for volunteer, shelter, walk, or community-based initiatives.
- **CEO Scheduling Process Update:** All requests for HBA CEO attendance must be submitted through the official CEO scheduling form — even if the request has been verbally accepted. Please bear in mind that requests must be received at least 6-8 weeks in advance and a sponsor must be secured to cover CEO travel/lodging expenses.
- **4-Week Submission Timeline:** Required to ensure adequate marketing, review, and event page clarity given current volume (60–100 emails/week). Late submissions may require
- **Zoom Links (Virtual/Hybrid):** **Please include the Zoom link at time of event submission.** Late additions can cause formatting issues and missed access. If added after launch, you must notify events@hbanet.org so we can update communications.



2026 Annual Programming Theme

Future Focused. Impact Driven.

In an era defined by disruption, progress depends on leaders who can see beyond the horizon and act with purpose today. The theme **Future Focused. Impact Driven.** challenges professionals and organizations across the healthcare ecosystem to align bold vision with measurable outcomes—driving transformation that accelerates innovation and ultimately improves patient lives. This theme explores how foresight, collaboration, technology, and accountability come together to shape the next generation of leadership. Through intentional learning experiences, global partnerships, and data-informed decision-making, this year's programming will empower participants to translate ambition into action: creating meaningful impact for patients, organizations, and communities globally.



2026 Annual Programming Theme

Supporting Pillars/Narrative Elements

- **Business Performance Impact:** A company's ability to retain a highly skilled and productive healthcare workforce directly impacts patient outcomes, business performance, reputation and revenue.
- **Patient & Community Trust:** Organizations sustain trust with patients, advocates, and community partners by fostering a workforce that reflects and understands the people and experiences connected to their care.
- **Resilient Leadership:** Cultivating endurance, emotional intelligence, and confidence in the face of uncertainty.
- **Sustainable Impact:** Creating strategies, solutions, and partnerships that deliver lasting benefits for patients, communities, and organizations.

2026 Annual Programming Theme

Potential Programming Topics

- Leading Without a Playbook
- Communicating Stability While Navigating Ambiguity
- Sustaining energy, focus, and purpose over time
- Psychological safety in high-accountability environments
- Integrating Personal Wellness with Enterprise Leadership Responsibility
- Moving AI from Concept to ROI
- Leading Human-AI Collaboration Across Functions
- Strategic Thinking When Technology Evolves Faster Than Strategy Cycles
- Preserving Humanity, Judgment, and Ethics in AI-Augmented Work
- Re-skilling Teams for AI-Driven Transformation
- Change Leadership for Continuous Digital Innovation.
- Courageous Leadership in Moments That Define Organizations
- Emotional Intelligence as a Strategic Leadership Capability
- Skills Leaders Need in the Age of AI
- Centering Patients in the Era of AI
- Patients as the “North Star” in Seasons of Change and Disruption
- The Neuroscience of Learning, Adaptability, and Human Growth
- Training the Brain for Continuous Learning in Rapidly Changing Industries
- Building High-Performance Thinking Habits Under Pressure
- Identifying and Maximizing Your Competitive Advantage in the Age of AI
- Sleep, Energy, and Cognitive Longevity for Leaders
- Economic, Workforce, and Societal Costs of Underinvestment in Women’s Health
- Sex-Based Biology in Drug Development and Precision Medicine

UNLOCK YOUR POTENTIAL.

Learn From the Best.



- **Learn directly from healthcare industry leaders**
- **Access courses anytime, anywhere, fitting your schedule**
- **Elevate your career at every stage**



SCAN TO LEARN MORE

Marketing & Communications





Marketing and Communications Updates

Marketing & Communications Escalation Structure

To better serve our HBA Member Leaders and deliver high-quality, timely support, the HBA Operating Boards will take increased ownership of Marketing and Communications requests moving forward.

We are reestablishing and reinforcing a clear escalation pathway to ensure questions are addressed at the right level quickly, efficiently, and without unnecessary email volume.



Marketing and Communications Updates

Escalation Process (Effective Immediately)

- HBA Chapters & Branches
 - Please direct all Marketing and Communications questions to your Regional Marketing and/or Communications Leader first.
 - Please do not copy HBA Central Marketing on your email/inquiry to your Regional Leader.
- HBA Regions
 - Please provide guidance, support, and resources to Branches and Chapter questions where possible.
 - If additional expertise or clarity is needed, please escalate the question to your Operating Board's Marketing/Communications Leader.
 - Please do not copy HBA Central Marketing on your inquiry/email to your Operating Board Leader.
- HBA Operating Board: Marketing and Communications Leaders
 - Please address questions escalated from Regions.
 - If the issue cannot be resolved at the Board level, please email marketing@hbanet.org for HBA Central support.
 - Please do not copy stakeholders from chapters, branches, and regions on this outreach to HBA Central: as this creates long threads, introduces confusion, and slows resolution.



Marketing and Communications Updates

Value of the Escalation Structure

Our HBA Marketing inbox currently receives hundreds of emails every week, and our HBA Central Team is very small. Reinforcing this escalation structure ensures:

- Faster response times
- Clear ownership at every level
- Stronger leadership within Regions and Boards
- Reduced confusion and duplicated communication



Marketing and Communications Updates

If you don't already, please be sure to follow the HBA on our social channels:

- LinkedIn: [Healthcare Businesswomen's Association](#)
- Facebook: [HBA – Healthcare Businesswomen's Association](#)
- Instagram: [hbaimpact](#)
- Twitter/X: [@HBAnet](#)



2026 GLOBAL ASCENSION LEADERSHIP EXPERIENCE

You're Invited!

The Global Ascension Leadership Experience convenes forward-thinking executives, innovators, and change-makers for a two-day exchange of ideas, strategies, and solutions shaping the future of healthcare and life sciences. This high-caliber, global forum brings together influential leaders with distinct perspectives and powerful voices: creating conversations about life science, patients, therapies, workforce vitality, technology, and innovation that simply don't happen anywhere else.

As a trusted voice within the HBA community, your insight helps move these conversations from dialogue to action. This dynamic Experience is where leaders come to think bigger, challenge convention, and accelerate progress: gaining inspiration, forging connections, and advancing both the industry and their own leadership trajectory.



*Lend Your Voice.
Expand Impact.
Shape What's Next.*

HBA Think TANK

Leading with Data, Impacting with Purpose



Think Tank Individual Subscription (2026)

Individual Rates

Category	Fee (USD)
HBA Member (Standard)	\$99
Non-Member	\$149
Student Rate	\$39

Join the HBA Think Tank's global community of students and professionals eager to learn, share ideas, and shape what's next in healthcare. Visit <https://hbanet.org/hbathinktank/individual> to learn more.

Subscribers Unlock:



VIP Access to "Thought Exchanges"

Complimentary registration for subscriber-only virtual exchanges and conversations you can't access anywhere else.



Preferred Access to Think Tank Experiences

Receive a 25% discount on all Think Tank events, helping to build influence and confidence.



Data that Drives Decisions

Complimentary access to Think Tank survey briefing reports and insights that help you anticipate trends and act with confidence.



A Platform for Your Voice

Grow your thought leadership footprint through eligibility for op-ed article and speaker submissions (HBA membership required).



A Private Community of Bold Thinkers

Networking, peer learning, and cross-industry idea exchange with other subscribers.



Professional Visibility & Recognition

Opportunity to be featured in the "Subscriber Spotlight" - showcasing your expertise to the global HBA community.

Think Tank Solutions Summit at the 2026 HBA Global Ascension Leadership Experience

Data & Dialogue: The Vitality Blueprint for the Future of Work

What to expect: Data & Dialogue session + first look at emerging findings from the HBA Think Tank Workforce Vitality survey and collaborative problem-solving for real workplace change.

Registration: Pre-registration required

[Register Today!](#)



KEYNOTE SPEAKER
Chase Sterling
Founder &
Executive Director
The Wellbeing Think Tank

2026 HBA

GLOBAL ASCENSION LEADERSHIP EXPERIENCE

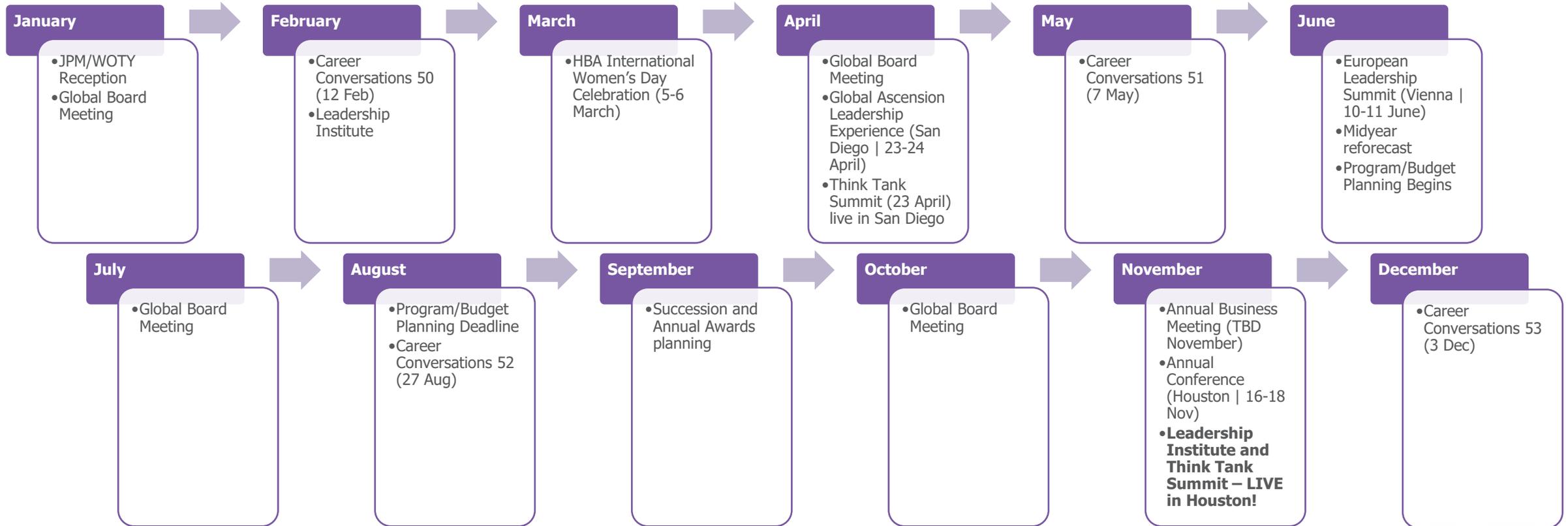
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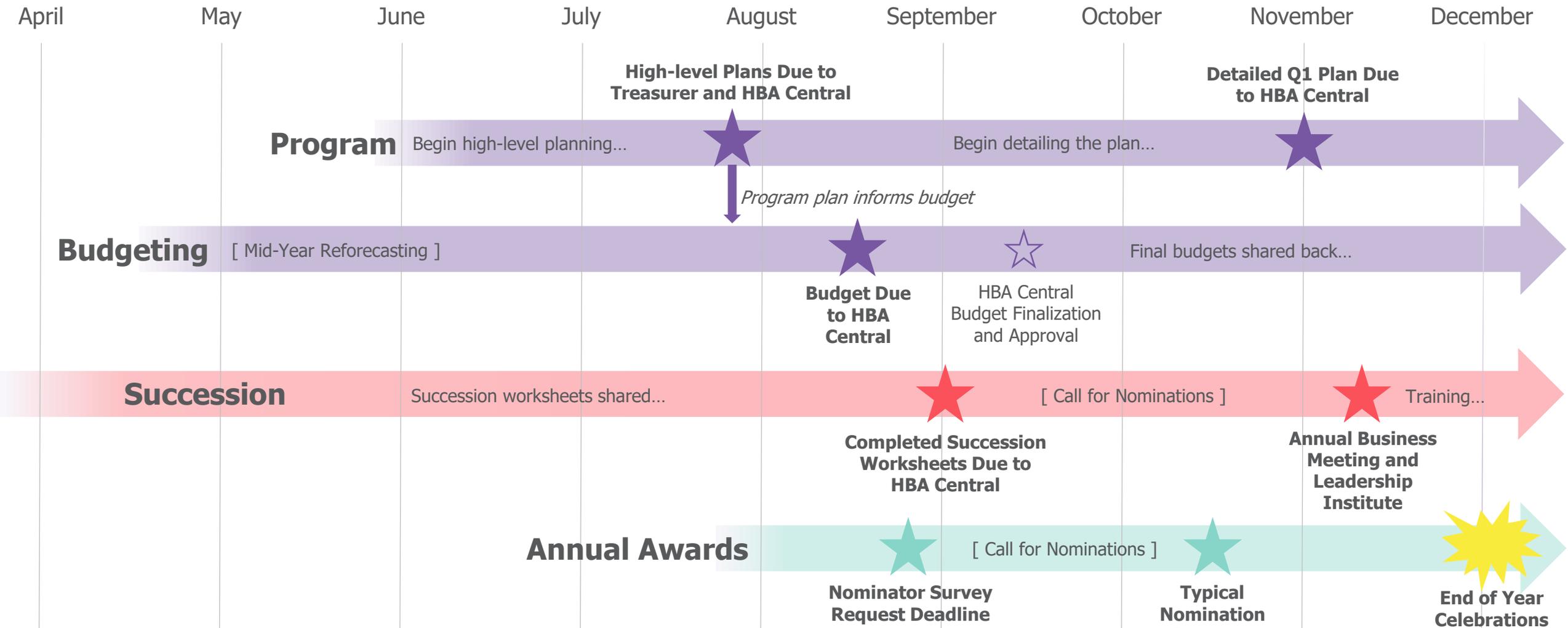
Questions/Comments



2026 Annual Timeline



HBA Annual Planning Timeline





HBA

Healthcare
Businesswomen's
Association