

2025-2027 Strategic Plan Overview

Last Modified on 02/11/2025 9:07 am EST

View the Recording

Meeting notes:

- **Introduction:** Amy, Mary, Katie, Sandra, and Nikki discussed the new strategic plan for the HBA Ascension project, Operation Accelerate, which includes a three-year vision starting in January. The team has been working with the Boston Consulting Group and other consultants to set priorities and engage stakeholders.
 - **Strategic Plan Overview:** Mary explained the strategic plan, which includes reworking the mission, vision, and core values of the HBA. The mission statement is now "furthering the advancement and impact of women in the business of healthcare," and the vision statement is "creating women leaders for life." The core values are visionary, innovative, and inclusive.
 - **Four Pillars of Focus:** Mary outlined the four pillars of the strategic plan: accelerating careers, accelerating systemic change, accelerating connections, and accelerating scale and impact. These pillars will guide the HBA's efforts to advance women in healthcare.
 - **Accelerating Systemic Change:** Nikki discussed the focus on amplifying women of color in the healthcare workforce, including launching a new leadership development program, implementing scholarship programs, and creating storytelling videos. The goal is to increase representation, influence, and retention of women of color in healthcare.
 - **Women's Health and Wellness:** Mary emphasized the importance of publishing research on the correlation between Women's Health, mental health, and career advancement. The HBA will create recommendations for corporate partners and advocate for organizational support to address these issues.
 - **Expanding Across the Health Ecosystem:** Mary highlighted the need to serve women across the health ecosystem and bring in more corporate partners from various sectors. The HBA will expand its learning management system, create new corporate partner options, and develop a global pricing strategy.
 - **Accelerating Connections:** Amy discussed the focus on awards and event programs, including globalization of current awards, leveraging the ACE award, and creating an HBA seal of approval for corporate partners. The goal is to increase industry influence, credibility, and brand visibility.
 - **Supporting Senior Executive Women:** Mary outlined plans to support senior executive women through initiatives like a speaker's bureau, peer circles, and a series of experiences led by senior leaders. The goal is to increase performance and professional growth for senior women in the healthcare industry.
 - **Enablers for Strategic Plan:** Mary mentioned several enablers for the strategic plan, including globalization, male allies, stakeholder engagement, staffing model adjustments, digital transformation, pricing strategy, data strategy, and board and member leader accountability.
-