

Corporate Partner Benefit Definitions

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Full details on current HBA Corporate Partner Packages and benefit inclusions can be found on the HBA website: <https://hbanet.org/membership/corporate-partnerships>

Corporate Partner Alignment with Local Chapter/Region

Upon signing on as a Corporate Partner, companies are aligned with the chapter and region where their headquarters are located. A personal email introduction connects the Corporate Partner's key contact with regional and chapter Member Leaders.

While a company's headquarters is aligned with a specific region and chapter, individual members may choose the chapter and region they identify with. This flexibility allows for a more tailored experience, streamlines communication about events and programs, and enables Corporate Partner employees to engage with HBA regardless of where they live or where the company headquarters is located.

Connection to Member Networks (Formerly Affinity Groups)

HBA Member Networks (formerly Affinity Groups) are self-organizing member communities built around a shared purpose, interest, identity, or professional aspiration.

Membership in one (or several) Member Networks is a free benefit for all HBA members. Joining gives you the chance to expand your professional network, take part in exclusive virtual and in-person programs, and grow alongside a community that sees you, hears you, and supports your journey

HBA is dedicated to achieving active engagement for all employees within the corporate partner company. HBA account managers will connect the partner to HBA Member Networks which allows the company/individuals to:

- Network with like-minded members and leaders (Women in Science, Mosaic Leadership Collective, Career Transformations, Men Advancing Leadership, Patient Centricity etc.)
- Build a targeted professional network
- Gain access to key individuals and content for a select slice of the industry
- Use HBA resources to enhance internal ERG/SIG groups

Ability to Pre-Purchase GALE Tables

Corporate Partners have the first opportunity to purchase and secure their seats or tables at the Global Ascension Leadership Experience. The number of tables that are able to be secured are dependent upon Corporate Partnership level.

- Corporate Partners may begin to secure their tables in the Fall, the year prior, via their account manager. This may be added to the partnership renewal agreement. Sales must be paid in full prior to public registration opening.
- Sale of tables open up to the public in January of the same year of the Global Ascension Leadership Experience.

Rising Star and Luminary Designations

Nominated by their HBA Corporate Partner companies, HBA Rising Stars represent emerging leaders who exemplify dedication, leadership, and the potential to drive healthcare forward. HBA Luminaries represent experienced professionals who exemplify dedication, leadership, and the potential to drive healthcare forward.

Recognized at the Global Ascension Leadership Experience (GALE) held in April/May each year in various U.S. cities.

- Eligible corporate partner packages offer the option to name a Rising Star and/or a Luminary
- These award winners exemplify leadership within their organizations and serve as role models and mentors
- Rising Stars have up to 20 years of professional industry experience
- Luminaries have over 20 years of professional industry experience

Rising Stars and Luminary submissions are processed via the Corporate Partner portal on the HBA website and are typically due mid-January each year. Instructions are sent to Corporate Partner key contacts months in advance to alert them to that year's deadline and submission process. Official HBA announcement of the current year's honorees is in mid-March. HBA account managers can answer all questions about the awards and the process.

Access Codes for Career Conversations

Eligible Corporate Partners receive a number of passes for HBA's career advancement and professional development webinar series, Career Conversations, to attend live. Each eligible company is provided a promotion code which can be given to employees to register for the events at no cost. These codes are provided as the events open and are accessible to the CP key contacts via the Corporate Partner Portal. Four webinars are held per year and more information about the series can be found [here](#).

European Leadership Summit 3BC: Building Better Business Connections

HBA's Building Better Business Connections (3BC) program brings senior leaders together to form a community with the common purpose of accelerating the business value of leaders in the healthcare and life sciences industry. Each summit is highly interactive and brings diverse industry voices together to create engaging and effective dialogue. This program is offered exclusively to HBA Corporate Partner organizations.

This event is invitation only and is an exclusive opportunity to network and engage in meaningful conversations with like-minded executives.

Company logo on HBA website

A benefit to HBA corporate partners is having their logo listed on the [HBA website](#) and directly linked to their company homepage to provide visibility of their support of the HBA.

Midyear and Annual Reviews

Each HBA Corporate Partner is assigned a dedicated account manager from HBA staff. Eligible CPs will be provided a mid-year and annual review of strategy and benefits to ensure the corporate partner is maximizing the value of the partnership and to identify additional opportunities for engagement. Monthly cadence calls are recommended to maintain communications of upcoming opportunities and deadlines.
