

HBA Annual Theme and Messaging

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The HBA's 2026 annual theme is "Future Focused. Impact Driven." Please see the resource below, which contains an overview and other information to assist with programming and content development to align with this theme.

2026 Annual Theme Resource.pdf [📄](#) [📄](#)

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.

HBA