

Updated HBA Language and Narrative Changes

Last Modified on 03/27/2026 2:39 pm EDT

Evolving the HBA’s Story to Match Our Global Ambition

HBA CEO Mary Stutts has been hosting calls with HBA Member Leaders to share our organization’s updated narrative and strategic repositioning. While our mission to further the advancement and impact of women in the business of healthcare remains unchanged, how we communicate it is evolving—reflecting our growing global footprint and the urgent need to champion leadership that represents the patient populations we serve in today’s rapidly changing world. The work of the HBA is more important than ever! We are grateful for your partnership as we continue to define and elevate the story of who we are, where we’re headed, and ensuring the HBA’s voice is clear, relevant, and impactful. If you’d like to view the presentation that Mary shared, you can see it [here](#).

A key takeaway from the narrative session is additional guidance for how to communicate the work that we are doing:

Rather than Using These Words...	Try these instead:
Intersectionality	Multidimensional identity
Unconscious bias	Preconceived notions, Hidden assumptions
Diversity, Race, Gender, Ethnicity	Variety of perspectives, Global mindset, Reflective of the population served, Reflective of the workforce
Equity	Support, Fair opportunity, Health access, Patient centricity
Inclusion	Welcoming, Supportive spaces, Sense of belonging, Community/Workplace trust
Women	Leaders, Decision-makers, Innovators, Healthcare professionals
Allyship	Partnership, Collaboration
Social impact	Community benefit, Business imperative, Measurable outcome

As a reminder, HBA offerings are available and accessible to ALL HBA members.
