

Gender Parity Collaborative

POWERED BY THE **FBA**

The Gender Parity Collaborative

New Member Welcome Packet

Gender Parity Collaborative

POWERED BY THE HBA

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Welcome Letter

Dear new member,

On behalf of the HBA, I would like to extend a very warm welcome to our Gender Parity Collaborative. We are honored to start this unique journey together.

“Our real problem is not our strength today; it is rather the vital necessity of action today to ensure our strength tomorrow.” - Dwight D. Eisenhower

Together, we look forward to transforming our industry, closing the gender gap and achieving even better business results.

For more than 40 years, the HBA has relentlessly worked to further the impact of women in the business of healthcare. Great progress has been made to strengthen the talent pool of leader-ready women, but there is still much room for improvement to accelerate change and deliver greater benefits for all stakeholders in our industry.

The Collaborative is designed to join forces, take action, and bring the best strategies and solutions to enable breakthrough transformation.

This welcome packet provides preliminary information about our journey together.

We look forward to working with you.

Sincerely,



A handwritten signature in cursive that reads "Laurie P. Cooke".

Laurie Cooke, President & CEO
Healthcare Businesswomen's Association

Immediate Next Steps

Please use this checklist to guide the beginning of your journey as a Collaborative member.

- Please read this welcome packet** and reach out to Collaborative staff with any questions.
 - Marie-Caroline Strok (mcstrok@HBAnet.org): Lead, Gender Parity Collaborative
 - Christine Slater (cslater@HBAnet.org): Product Manager, Gender Parity Collaborative

- Appoint your leaders.** Select who will serve as the Collaborative Liaison, Executive Champion, and Communications Contact. Please find more information about these roles on pages 6-7.

- Schedule an onboarding call.** The Collaborative staff will reach out to schedule a 60-minute onboarding call with you. We'll review upcoming events, the Collaborative's work to date, and what you can expect moving forward.

- Connect with McKinsey & Company.** The Collaborative staff will connect you to our contact at McKinsey & Company. McKinsey will walk you through the timeline for participating in the annual *Women in the Workplace* study.

- Announce that your company has joined the Gender Parity Collaborative.** Use our Communications Toolkit to help guide your announcement on social media channels and your company's intranet.

What is the Gender Parity Collaborative?

Definition

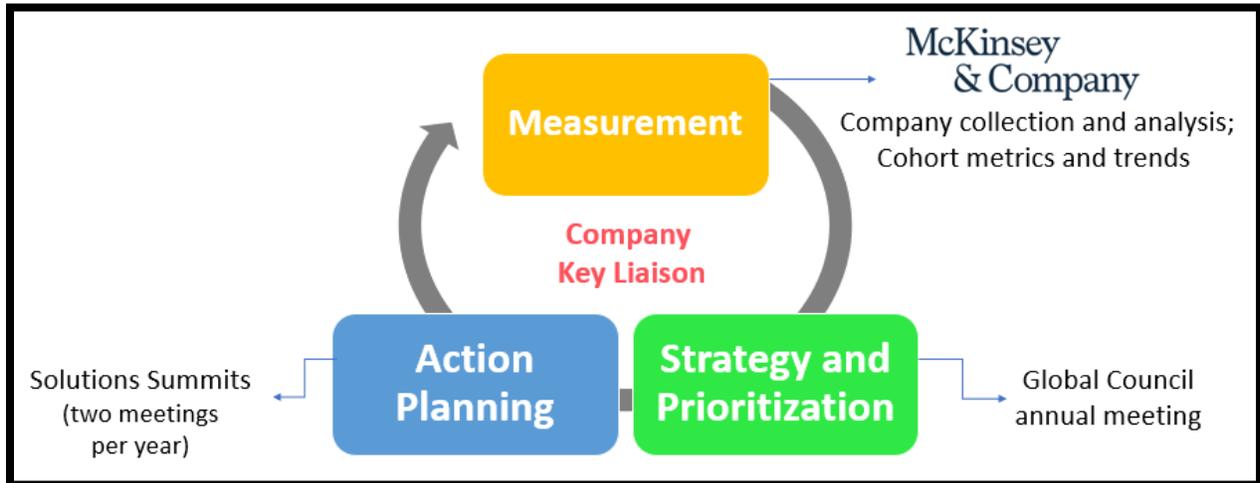
The Gender Parity Collaborative ("the Collaborative") is a unique consortium of healthcare and life sciences companies. Together, they are dedicated to accelerating gender parity by addressing systemic and environmental issues hampering gender parity progress in our industry. They commit to take an active role in defining strategies, measuring performance, creating change and inspiring others.

Goal

Accelerate the healthcare and life sciences industry's transformation toward gender parity – in order to achieve better business results.

Framework

The Collaborative revolves around three key building blocks, which are interdependent: annual industry benchmarking, one meeting to create the strategy (“Global Council”), and two meetings to discuss solutions (“Solutions Summit”). Personal invitations to these components are included in your membership.



1. **Industry benchmarking:** a (spring) annual collection and analysis of your company’s HR and gender-specific data and employee perceptions. This data allows for industry and company performance tracking. Your data is collected through McKinsey & Company, our collaborator on this initiative; McKinsey publishes aggregate data in their annual *Women in the Workplace* study.
2. **Global Council meeting:** a closed-door meeting (winter) where leaders define strategic priorities to transform the industry, achieve gender parity faster, and ultimately accelerate better business results.
3. **Solutions Summit meeting:** two exclusive meetings (one in spring, another in fall) where proven solutions are presented, discussed, and evaluated for company-specific decision making.

Company Commitment and Expectations

- 1 **Executive engagement:** C-suite participation at the Global Council meeting
 - This meeting takes place once per year and is one to two days in duration
 - Send up to two people from your company
 - D&I/talent management AND business leaders must be represented
 - Women and men are both encouraged to attend
- 2 **Data sharing:** provide company's HR/gender related information for benchmarking and tracking; data collected by McKinsey & Company and published in their renowned *Women in the Workplace* study.
- 3 **Action:** active participation in sharing, selecting, and implementing solutions
 - Companies are expected to send senior leaders to review, debate, and select ideal solutions for their companies for the problem/opportunity at hand, and implement the actions agreed.
- 4 **Communication:** publicize participation, awards and commitment
 - Allow the HBA to publicize their participation/membership in the Collaborative
 - Agree to promote their participation internally and externally

Leaders From Your Company



Executive Champions

In order to change the systemic and environmental issues hampering gender parity, **Collaborative participants must be senior executives who drive the strategy and policies that directly affect their employees.**

Your company may send two executives to each Collaborative meeting:

1. A C-suite executive from the global organization
2. A senior executive (EVP/SVP/VP) leading the U.S. territory geography

To ensure the Collaborative approaches strategy and solutions from multiple angles:

- Your participants should represent both business and HR/D&I functions.
- Your participants should be both women and men.

High-level time commitment for executives:

- Spring Solutions Summit: 2-day in-person meeting, typically held in April
- Fall Solutions Summit: 2-day in-person meeting, typically held in September
- Global Council meeting: 2-day in-person meeting, typically held in early December

The same leaders may attend each Collaborative event, or your leaders may vary by meeting. If you choose to send different leaders, kindly coordinate internally to ensure continuity and impact.

Each meeting is held in the U.S., hosted at a Collaborative company's office. If you are interested in hosting a Collaborative event at your office, please let us know.



Collaborative Liaison

Please select someone from your company to serve as your liaison. The liaison is the day-to-day contact between your company and the Collaborative.

Expectations of the liaison:

- Attend as many Collaborative events as possible; this ensures the liaison keeps their finger on the pulse of what's happening with the Collaborative
- Ensure smooth communication between your company and the Collaborative staff
- Ensure the pre-work for each event is completed
- Have the knowledge and influence within your company to help navigate and optimize the Collaborative effort from within
- Help identify key people within your company as needed

Time commitment: +/- 5 to 10 hours per month



Communications Contact

Please select someone from your company to serve as the communications contact.

Expectations of the communications contact:

- Regularly communicate the company's participation in the Collaborative on the company's website, social media channels, and internally throughout the company
- Maintain the integrity of the Collaborative brand and messaging
- Provide feedback on the Collaborative's communication pieces
- The Communications Contact is typically within the Corporate Communications or Marketing department of your organization; they do not typically attend Collaborative meetings

Company Benefits

Member organizations gain access to:

- Industry-wide performance benchmarks
- Company-specific insights and metrics
- Exclusive access to Global Council, Solutions Summits, and thought leadership
- Networking opportunities with senior executives in the industry who share a passion for accelerating gender parity
- The opportunity to drive/join cross-Collaborative projects
- The opportunity to submit an interview featured in the Member Spotlights section of the Collaborative website
- Company awards and public recognition
- Association alliances

Each member company also receives their logo on the Collaborative's website and an announcement to welcome your company on the Collaborative's LinkedIn.

Collaborative Founding Members

- Advanced Clinical
- Bristol Myers Squibb
- Celgene
- Eli Lilly and Company
- GlaxoSmithKline
- Johnson & Johnson
- Medidata Solutions
- Novartis
- Pfizer
- Quest Diagnostics
- Roche-Genentech
- Sanofi

The Collaborative's Work and Priorities

Overview of Events	
Event	Timeline
<p>Consortium developed and launched</p> <ul style="list-style-type: none"> ➤ Collaboration with McKinsey & Company established ➤ Official launch and kick-off call with 12 founding member companies 	<p>March 2018</p> <p>September 2018</p>
<p>Global Council meeting</p> <ul style="list-style-type: none"> ➤ Hosted at BMS ➤ Outcome: established 2019 strategy and priorities 	<p>November 2018</p>
<p>Spring Solutions Summit</p> <ul style="list-style-type: none"> ➤ Hosted at Pfizer <p>Priorities discussed:</p> <ul style="list-style-type: none"> ➤ Engaging men as allies ➤ Compensation tied to gender parity performance 	<p>April 2-3, 2019</p>
<p>Fall Solutions Summit</p> <ul style="list-style-type: none"> ➤ Hosted at Medidata <p>Priorities discussed:</p> <ul style="list-style-type: none"> ➤ Follow-up of progress from April 2019 Solutions Summit ➤ Advancing women of color 	<p>September 24-25, 2019</p>
<p>Global Council meeting</p> <ul style="list-style-type: none"> ➤ Hosted at J&J ➤ Outcome: established 2020 strategy and priorities 	<p>January 8-9, 2020</p>
<p>Spring Solutions Summit</p> <p><i>Part 1 of 2 – held virtually due to COVID-19</i></p> <p>Priority discussed:</p> <ul style="list-style-type: none"> ➤ Engaging men as allies 	<p>April 7, 2020</p>
<p>Spring Solutions Summit</p> <p><i>Part 2 of 2 – held virtually due to COVID-19</i></p> <p>Priority discussed:</p> <ul style="list-style-type: none"> ➤ Tackling the broken rung 	<p>June 17-18, 2020</p>

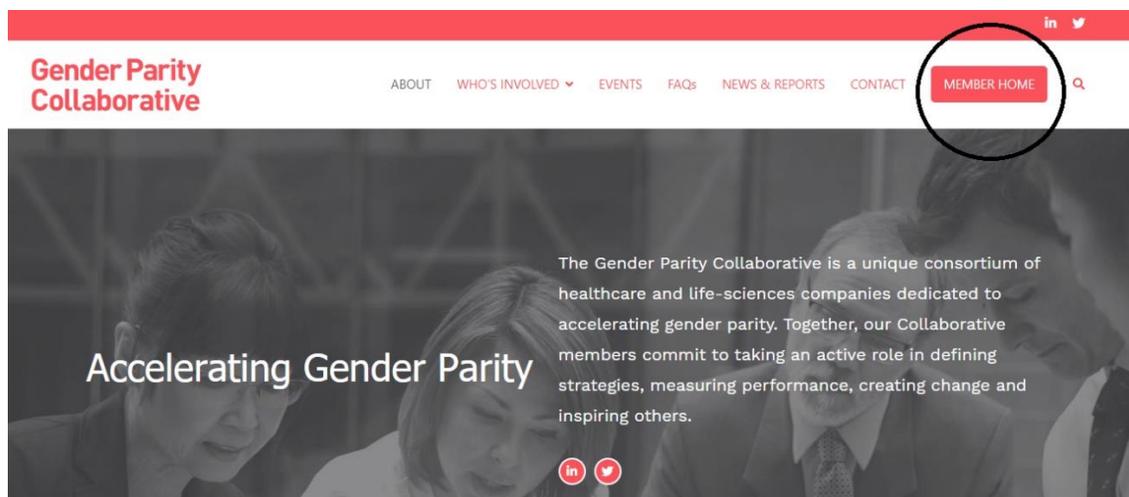
Tools and Resources

Communications Toolkit

- Please use our Communications Toolkit and its accompanying messages and images to bring awareness and educate your community about the importance of the Collaborative. The Toolkit can be found in our members-only portal (info below).

General Information

- Collaborative website and social media channels:
 - [Gender Parity Collaborative website](#)
 - [LinkedIn](#)
- Members-only portal
 - Within the Collaborative website, we offer a members-only portal. This portal houses all Collaborative information, which is proprietary and confidential; please do not share this information outside your company.
 - Each Collaborative participant will receive their own log-in account to access the portal.
 - To access the portal, visit <https://genderparity.hbanet.org/> and click on the “Member Home” button in the top right corner:



Appendix

Antitrust Statement

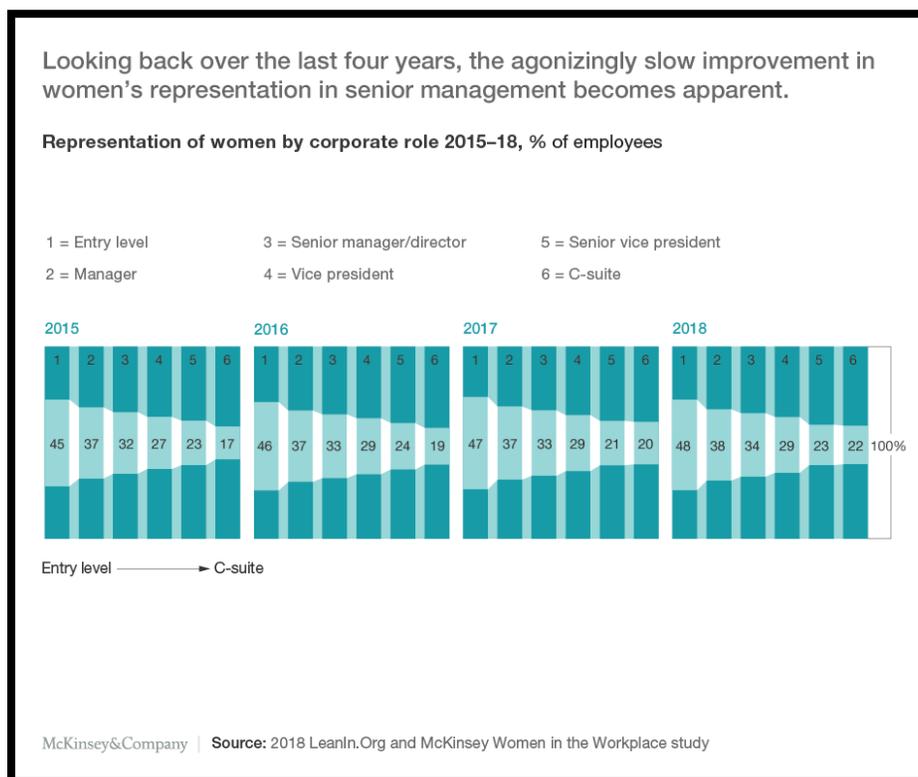
The Healthcare Businesswomen’s Association (HBA) is a not-for-profit organization. The Association is not organized to and may not play any role in the competitive decisions of its corporate partners, members or their employees, nor in any way restrict competition among corporate partners and members or potential corporate partners and members. Rather it serves as a forum for a free and open discussion of diverse opinions.

Antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade. The HBA’s corporate partners and members are free to make business decisions based on the dictates of the market – not the dictates of the association.

Background/Our Founding

The Gender Parity Collaborative was founded in 2018 on the principle that achieving gender parity is a business and societal imperative. Having equal representation of women at all levels of management will help companies unleash their full potential to better serve patients, stakeholders, and the global community.

Despite \$8 billion spent on diversity efforts every year in the U.S., healthcare companies are not satisfied with their slow progress.



Data shows that companies within the healthcare and life-sciences industry are making great strides, but they are not progressing fast enough. Coming together can and will accelerate progress.

The HBA identified this gap and created a venue for companies to address the problem in one concerted effort. By joining the Gender Parity Collaborative, companies work together toward a shared goal of increasing and accelerating gender parity within their respective organizations.

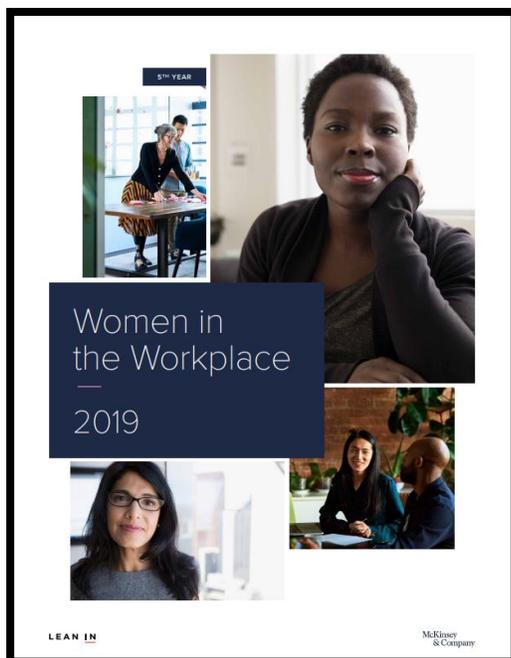
Driven by Data: Our Collaboration with McKinsey & Company

The Collaborative is driven by data. Our unique collaboration with the *Women in the Workplace* study by McKinsey & Company and LeanIn.org allows for data benchmarking, measuring progress, and informing strategic decisions.

Each year, Collaborative member companies share their HR/gender-related data with McKinsey & Company. In return, McKinsey sends your company an individual report/benchmark.

Additionally, the Collaborative receives a cohort-specific report, including the aggregated data from all Collaborative members. This enables us to track the group's progress and impact over the years and hold the group accountable and realistic about progress as they define their strategic priorities.

About the *Women in the Workplace* study



Women in the Workplace is a comprehensive study of the state of women in corporate America. This research is part of a long-term partnership between McKinsey & Company and LeanIn.org to give organizations the information they need to promote women's leadership and foster gender equality.

This study started in 2015 with 118 companies and 30,000+ employees surveyed.

In 2019, 329 companies shared their pipeline data and completed a survey of their HR practices. More than 68,500 employees were surveyed on their workplace experiences; women of different races, ethnicities, and LGBTQ women were interviewed for additional insights.

Since 2015, 600 companies have participated in the study. According to McKinsey, this makes *Women in the Workplace* the largest study of its kind.

What Makes the Collaborative Different From Other Pledges and Movements?

Going beyond a promise or a pledge, the Collaborative delivers:

- Distinctive action and result-oriented operating culture
- A data-driven, benchmark-focused approach, delivered in collaboration with global thought leader McKinsey & Company
- Industry-relevant knowledge sharing and proven solutions forum
- Accountability for action and measurable progress

How is the Collaborative Different From HBA's Other Offerings?

For the past 40+ years, the HBA has been centered around supporting the advancement of women. With recent data demonstrating slow progress toward gender parity, the HBA recognized that this talent-centric approach alone was not enough. Through the creation of the Gender Parity Collaborative, the HBA acknowledged and tackled the other side of the equation: the systemic and environmental issues.

HBA's legacy offerings provide solutions for the talent pipeline, while the Collaborative offers solutions to transform the environment we operate in at the company and industry level:

