# 2016 HBA Annual Conference

November 2-4, 2016

St. Louis

## Call for Workshops

**Review this booklet before submitting an RFI.**

**All RFIs must be submitted online at:**

**https://www.surveymonkey.com/r/2016HBAAnnualConferenceRFI**

**Deadline: Thursday, February 4, 2016**

# Contents

# Call for Workshops

## 2016 HBA Annual Conference
## November 2-4, 2016 in St. Louis

The Healthcare Businesswomen's Association (HBA) is accepting workshop submissions for the 2016 Annual Conference to be held in St. Louis on November 2-4, 2016.

During the conference, both HBA members and non-members come together to learn and enhance vital skills, share cross-industry insights and connect with both emerging and senior/executive leaders in healthcare. Featuring inspiring main stage and keynote presentations by national thought leaders, a rich choice of interactive workshops, an educational poster session and dedicated time to build and deepen professional networks, the HBA Annual Conference delivers career-changing experiences.

## Two-step process

To make the workshop submission process easier and more efficient for potential presenters and reviewers, only basic information is required at first. Submissions that best meet the selection criteria (described later in this document) will move to the next step, where more detailed information is requested.

### Step 1: Request for Information (RFI)

- Read the entire contents of this booklet before submitting an RFI.
- Review the questions that are included in the RFI; this is reproduced in the Appendix. (Do not attempt to fill out the document in the Appendix; information entered into it will not be saved.)
- When you're ready, **submit your RFI by clicking on this link**. After all information has been entered, click "Done." All RFIs must be submitted electronically via this link.
- **The deadline for RFI submission is Thursday, February 4, 2016.**
- HBA will review and acknowledge all RFIs; if additional information is needed, the Workshop Leader will be contacted. If you do not receive an email confirming RFI receipt within five (5) business days, assume the submission was not received and email conference@hbanet.org to check status. Please put "Workshop Inquiry" in the subject line.

### Step 2: Request for Proposal (RFP)

- RFIs that best meet the selection criteria move to the next step, where an invitation to submit a full proposal (RFP) is extended to the Workshop Leader.
- RFP invitations will be issued in early/mid March. Those invited to submit an RFP will have approximately three weeks to do so, with RFPs due in late March. (The exact date will be provided to RFP invitees.)

### Acceptance rate

Typically, 125 to 200 RFIs are received, and approximately 50 are advanced to the RFP round. Depending on the size/configuration of workshop rooms, estimated registration and conference scheduling needs, about 15 to 25 workshops will be selected for presentation at the conference. Click here to view the list of workshops presented at the 2015 conference.

# Information for prospective workshop leaders

**Workshop specifications**
- Length: Workshops are **90 minutes** in length; this includes time for:
  - Q&A (all workshops should provide)
  - Completion of evaluation forms by workshop attendees (5 minutes)
- Presenters: Workshops may feature one or two presenter(s). With the exception of panel presentations, inclusion of three or more speakers can make it challenging for each to have the opportunity to make a meaningful contribution within the 90-minute timeframe.
- Audience size: Workshop rooms accommodate 40, 90, or 180 attendees.
- Number of sessions: The general expectation for the 2016 conference is that each workshop will be presented twice. Please indicate your availability to conduct the proposed workshop on Thursday, November 3 and Friday, November 4.

**Content categories**
Those submitting an RFI will be asked to select the category into which the content of their proposed workshop best fits. These are:
- Business and industry acumen
- Career
- Leadership
- Executive Forum - Small, space-limited sessions for women and men at the most senior levels in the healthcare industry; eligibility criteria apply. Previous topics/titles have included: Articulating Your Vision, Serving on Corporate Boards, Transforming the Health of Your Organization by Establishing a Culture of Wellness and Enterprise-Wide Digital Transformation, as examples.

**Conference theme**

The 2016 conference theme is **Women Leaders Transforming the Future.**

**HBA Leadership Competency Framework**
In March 2014, the HBA Board adopted the HBA Leadership Competency Framework, the result of a year-long initiative to identify the key knowledge, skills and behaviors needed for women to succeed in the healthcare industry. Twelve competencies, grouped and stratified by four core actions—enlighten, empower, engage and evolve—form the foundation for this framework. Workshop content should align with one or more of the identified competencies.

**What does the HBA seek?**
The HBA seeks workshops that:
- provide up-to date and substantive content
- feature topics with high professional relevance/impact for attendees and their employers
- offer practical, real-world information and actionable strategies that can be put to immediate use
- offer content commensurate with the stated audience level for the workshop
- deliver a lively, engaging and interactive experience
- provide high-value take-home resources (eg, tools, checklists, references)
- can be effectively delivered in a 90-minute session (which includes time for questions/interaction)
- offer an educational experience that is unique, inspiring and memorable
- address one or more competencies identified in the HBA Leadership Competency Framework
- align with the HBA's core purpose, mission and values
- support the conference theme

**Workshop selection criteria**
- Importance of subject matter
- Professional relevance/impact
- Practical/actionable information
- Clarity/focus of proposal
- Strength of learning objectives (which should be clear, quantifiable, application-focused and realistic, that is, able to be accomplished within a 90-minute session)
- Speaker presentation skills (as demonstrated in a provided video clip)
- Content appropriate for specified audience level
- Educational nature of content
- Overall value
- **At the RFP stage, the following additional criteria are considered**: appropriateness of agenda (for a 90-minute session), audience engagement strategies, uniqueness of offering, degree to which proposal supports the conference theme and the desirability/value of take-home resources to be provided.

**Who may propose a workshop?**
HBA members and nonmembers may submit an RFI, so feel free to share this application within your network.

**May an individual submit more than one RFI?** Yes, but it is preferable to submit one fully developed RFI rather than multiple less fully developed proposals. Presenters should submit in areas in which they have deep knowledge and practical expertise.

**Can proposals also be considered for local/regional programming conducted by HBA chapters?** Yes. If you would like your workshop information to be shared with HBA chapter leaders for consideration for a local/regional program, check the appropriate box in the RFI/RFP submission process. If you do not check this box, your materials will not be shared.

**Can workshop content also be submitted for display in poster form?** Yes. The content for some workshops may also be appropriate for display in poster form, and you can submit the same concept for both a workshop and a poster. The "Call for Abstracts" for the 2016 Poster Session will open in March and will be added to the conference page on the HBA website. If you would like to be notified when the "Call for Abstracts" opens, check the appropriate box in the RFI/RFP submission process.

**What is the expected attendance for the 2016 Annual Conference in St. Louis?** Approximately 900.

**Requirements**
1. Comply with all HBA policies.
2. Work within HBA timelines.
3. If the workshop is selected:
   - ✓ Develop and conduct a workshop that is educational in nature and does not promote any product, service or organization
   - ✓ Sign the HBA speaker agreement that offers attestation that workshop content has been developed and owned by the submitter and does not infringe upon any copyright or intellectual property rights of others. No workshop will offered without receipt of a signed speaker agreement from all named speakers
   - ✓ Submit presentation slides and handout materials by the date requested for review by the Annual Conference Content Committee
   - ✓ Provide a paper copy of slide handouts for all workshop participants at the beginning of the workshop. This is requested to accommodate learners who wish to take notes during the session. (Handouts can be B&W, double-sided, with multiple slides on each page, if desired.)

**Understandings**
- Presenters are not compensated for conducting workshops.
- Presenters are responsible for their travel, lodging and meal costs. (Presenters are invited to all meals provided as part of their conference registration; other meal costs are not included.)
- The Workshop Leader will receive a free conference registration.
- Up to 3 co-presenters/panelists per workshop are eligible for a free conference registration; this is contingent upon the approval of the number of speakers by the Content Committee.
- HBA makes PDFs of workshop slides/other handouts available to conference registrants via the conference app, website or HBA Community Platform.

Confidentiality, to the extent possible, will be maintained in the review process, and submissions shall not be used for any purpose other than evaluation of merit. Final selection of workshops will be solely at the discretion of the HBA and based on what the association determines to be the best fit for that year's conference and its attendees. Applicants accept that decisions of the HBA are final and will be based on the outlined criteria, curricular needs, competency distribution and scheduling considerations.

**Benefits of conducting a workshop**
In appreciation for conducting a workshop, the HBA offers the following:
- Complimentary full-conference registration for the Workshop Leader
- Up to 3 co-presenters/panelists per workshop are eligible for a complimentary full-conference registration; this is contingent upon approval of the number of speakers by the Content Committee
- Workshop Leaders who have written a book may participate in the Speakers' Corner, which is an opportunity to display and sell their books in the Exhibit Hall. HBA will provide a free table; Workshop Leaders handle all aspects of selling, collecting payment and fulfilling orders
- Opportunity to display your literature in the workshop room
- Multiple dedicated networking opportunities throughout the conference
- Visibility on the HBA Annual Conference webpage (eg, online Guide to Selecting Your Sessions, Speaker Listing page) and in other conference-related promotion and publicity (eg, HBA eBulletins, social media, HBA Community Platform).
- Summary report of evaluation data for your workshop as well as the workshop mean for scored criteria
- Exposure to new, emerging and senior leaders, who represent multiple industry sectors and functional areas.
- An opportunity to showcase the great education you can deliver!

## About the HBA

Founded in 1977, the Healthcare Businesswomen's Association (HBA) is the pre-eminent global, not-for-profit organization (501(c)(6) dedicated to helping its members achieve leadership goals at every stage of their careers. The HBA empowers its 7,000 members across all areas of functional expertise in healthcare to achieve their greatest potential by providing unparalleled opportunities for professional development, education, skill-building, networking and mentoring.

**Core purpose**
To further the advancement and impact of women in the business of healthcare

**Mission**
The Healthcare Businesswomen's Association is a global nonprofit organization comprised of individuals and organizations from across the healthcare industry committed to:
- achieving gender parity in leadership positions
- facilitating career and business connections
- providing effective practices that enable organizations to realize the full potential of their female talent

HBA accomplishes its mission through strong business networks, education, research, advocacy, and recognition for individuals and companies.

# HBA conference attendees

Year to year, approximately 85% to 90% of conference attendees are HBA members, and most are women. The majority of registrants are mid- to senior-level professionals, and more than three-quarters of attendees have 10 or more years of experience in the healthcare industry. Registrants represent many sectors of the healthcare industry, with degrees ranging from the baccalaureate to doctoral level. Individuals with clinical degrees—MD, NP, RN, PharmD, RPh—typically work within industry (vs as practicing healthcare professionals).
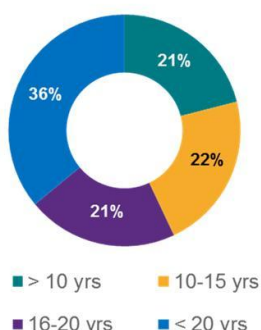
**2015 demographic data**
Following are key demographic and other data reported by 2015 attendees who completed the post-conference evaluation:

### Career Level



- Early career: 11%
- Manager: 26%
- Director: 38%
- VP and above: 24%
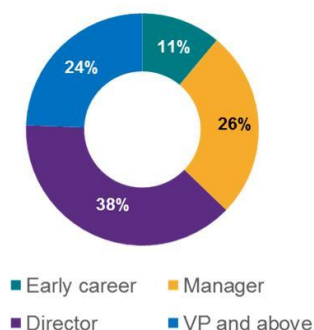
### Years in Healthcare Industry



- > 10 yrs: 21%
- 10-15 yrs: 22%
- 16-20 yrs: 21%
- < 20 yrs: 36%

| Functional Area | |
|---|---|
| Sales and support | 14% |
| Operations | 11% |
| Marketing | 10% |
| Management | 6% |
| Medical / clinical affairs | 6% |
| Business development | 6% |
| Research and development | 5% |
| Finance | 4% |
| HR / recruiting | 4% |
| Project management | 4% |
| Education / training | 3% |
| Compliance / regulatory | 3% |
| Market research | 2% |
| Quality | 2% |

| Type of Organization | |
|---|---|
| Pharmaceuticals | 41% |
| Consulting | 7% |
| Biotechnology | 6% |
| Medical devices | 6% |
| Manufacturing / supplier | 5% |
| Diagnostics | 3% |
| Marketing / advertising / PR | 3% |
| Technology / data services | 3% |
| Contract research organization | 2% |
| Hospital / medical facility | 2% |
| HR / recruiter / staffing | 2% |
| Medical education | 2% |

| Decision-making/Purchasing Authority in Current Position | |
|---|---|
| Services (consulting, etc) | 34% |
| Talent recruitment (hiring) | 33% |
| Internal meetings/shows | 29% |
| Operations | 29% |
| Talent development (coaching, workshops, programs) | 29% |
| Marketing/sales | 28% |
| Contractors/contract organizations | 26% |
| External meetings/shows | 19% |
| Advertising/media | 14% |
| Technology | 13% |
| Products | 13% |
| Procurement | 10% |
| Clinical/research and development | 8% |
| Other | 7% |

# Questions/additional information

Email conference@hbanet.org. Please put "Workshop Inquiry" in the subject line.

**All proposals must be submitted by clicking on the provided link and entering the requested information. Do NOT fill out this PDF.**

Dear Colleague,

Thank you for your interest in leading a workshop at the 2016 HBA Annual Conference, which will take place in St. Louis from November 2-4, 2016.

Several important notes:

1) Before submitting an RFI, please review the "Call for Workshops" booklet, which contains full information on the submission process, selection criteria and 2016 deadlines.

2) To avoid "timing out," we recommend that you prepare your RFI as a document, and save it on your computer. Then cut and paste the information from your document into the appropriate survey fields. Incomplete submissions are NOT saved by this system.

The RFI process will close on **THURSDAY, FEBRUARY 4, 2016**.

Thank you for your interest in conducting a workshop and sharing your expertise with our 2016 conference attendees.

On behalf of the 2016 HBA Annual Conference Content Committee Leadership

Sincerely,

Liz Stueck
Director of Education
Healthcare Businesswomen's Association

PS - If you have any questions or experience any technical difficulties submitting your RFI, please email   conference@hbanet.org  and put "Workshop Inquiry" in the subject line.

* 1. Enter the title of your proposed workshop.

Please make sure that the title of your workshop accurately reflects the content you intend to present. Shorter is better: The best titles describe the workshop content in the fewest words possible.

\* 2. Contact Information for the Primary Presenter (ie, Workshop Leader):

| First Name | |
|---|---|
| Middle Name or Initial | |
| Last Name | |
| Degree(s) | |
| Title | |
| Company/Organization | |
| City | |
| State | |
| Company/Organization Website | |
| Primary Phone (including area code) | |
| Cell Phone (including area code) | |
| Email | |

3. Alternate Contact for the Workshop Leader

| Name | |
|---|---|
| Primary Phone (including area code) | |
| Email | |

\* 4. Workshop Leader Bio - Please provide a short bio (100 words or less).

\* 5. Is the proposed workshop a panel presentation?

◯ Yes ◯ No

* 6. Will the workshop include any speakers other than the Workshop Leader? If so, please note:

  - Workshops are (only) 90 minutes in length including time for Q&A.
  - Each speaker should be able to make a meaningful contribution to the workshop content

  ◯ No - I am the sole presenter.

  ◯ Yes - I plan to have one other presenter (provide information below)

  ◯ Yes - I plan to have two other presenters (provide information below)

  ◯ Yes - I plan to have three other presenters - only recommended for panels (provide information below).

  IMPORTANT - Please provide the names and affiliations for any co-presenters/panelists and their status (ie, confirmed, not yet contacted, etc)

  _____

* 7. Select the content category into which the workshop best fits.

  ◯ Business and Industry Acumen

  ◯ Career

  ◯ Leadership

  ◯ Executive Forum - Small, space-limited sessions for women and men at the most senior levels in the healthcare industry; eligibility criteria apply. Previous topics/titles have included: Articulating Your Vision, Serving on Corporate Boards, Transforming the Health of Your Organization by Establishing a Culture of Wellness and Enterprise-Wide Digital Transformation, as examples.

  Other (please specify):

  _____

* 8. Provide a clear, concise, practical and compelling description of the proposed workshop (200 words or less).

  Workshops are 90 minutes in length including time for audience participation/Q&A. Please make sure that the proposed content can be addressed in this amount of time.

  _____

* 9. Provide at least 2 (but no more than 3) clear, concise, application-focused learning objectives for this workshop.

  - Objectives complete the phrase: Following participation in this workshop, the attendee will be able to...
  - Use quantifiable action verbs. Do NOT use "learn, understand, know, or believe"
  - Make sure that the objectives you set can be accomplished within a 90-minute workshop, leveraging the content you will present.

1) [                                        ]

2) [                                        ]

3) [                                        ]

* 10. Which audience level would benefit MOST from this workshop? (Select the ONE that best applies.)

  ( ) Those with 5-10 years of industry/business experience

  ( ) Those with 11-20 years of industry/business experience

  ( ) Those with 20+ years of industry/business experience

  ( ) Those with ~20 years of industry/business experience AND working at the most senior/executive levels in healthcare

  Other (please specify):
  [                                        ]

* 11. Complete this statement: "This workshop is for you IF..."
  Examples:
  - This workshop is for you IF...you are moving from individual contributor to a first-time manager of people.
  - This workshop is for you IF...you manage multiple, cross-functional teams.

  [                                        ]

* 12. Identify any tools, checklists, models, or assessments to be used in the workshop.

  [                                        ]

* 13. The theme for the 2016 HBA Annual Conference is "Women Leaders Transforming the Future." Describe how this workshop supports / advances this theme.

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* 14. Indicate both the OPTIMAL as well as the MAXIMUM number of participants that the workshop can accommodate.

|  | 40 | 90 | 180 |
| --- | --- | --- | --- |
| Optimal audience size | ◯ | ◯ | ◯ |
| Maximum audience size | ◯ | ◯ | ◯ |

Comments:

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* 15. The general expectation for the 2016 conference is that each workshop will be presented twice. Please indicate the day(s) on which you are able/willing to conduct this workshop.

◯ Day 1 - Thursday, November 3 only

◯ Day 2 - Friday, November 4 only

◯ Days 1 and 2 - Thursday and Friday

* 16. Are you a current HBA member?

◯ No - I have never been a member

◯ No - My membership has lapsed

◯ Yes

◯ Not sure

* 17. How many HBA Annual Conferences have you attended?

◯ 0  ◯ 1  ◯ 2  ◯ 3 or more

* 18. Have you presented a workshop at a previous HBA Annual Conference?

◯ Yes - If yes, please provide details in text box below   ◯ No

At which conference (year)? Workshop title?

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* 19. Please provide a link to video, webinar, or podcast of the Workshop Leader speaking or delivering a presentation. Material may come from a website, YouTube posting, news report, blog, award ceremony, corporate source, etc. This is requested to better understand the Workshop Leader's presentation style and skills, and not to evaluate the content being presented.

* 20. Provide a professional reference whom the HBA may contact to gain specific insight/feedback on the Workshop Leader's subject matter expertise and presentation style/effectiveness.

| | |
|---|---|
| Name | |
| Title | |
| Company/Organization | |
| City, State | |
| Email | |
| Phone (including area code) | |
| How does this individual know you and your work/presentation skills? | |

\* 21. The Workshop Leader understands and agrees that if this workshop is selected:

| | Yes | No | Not sure |
|---|---|---|---|
| 1) Presenters are not compensated for conducting workshops. | ○ | ○ | ○ |
| 2) Presenters are responsible for their travel, lodging and meal costs. | ○ | ○ | ○ |
| 3) The Workshop Leader will receive a free conference registration. | ○ | ○ | ○ |
| 4) Up to 3 co-presenters/panelists per workshop are eligible for a free conference registration; this is contingent upon the approval of the number of speakers by the Content Committee. | ○ | ○ | ○ |
| 5) All named speakers (ie, Workshop Leader and co-presenters/panelists) must sign HBA's speaker agreement; no workshop will be offered without receipt of a signed speaker agreement from each named speaker. | ○ | ○ | ○ |
| 6) The Workshop Leader is responsible for ensuring that a paper copy of slide handouts will be provided to all workshop participants at the beginning of the workshop. This is requested to accommodate learners who wish to take notes during the session. Handouts can be B&W, double-sided, with multiple slides on each page, if desired. | ○ | ○ | ○ |
| 7) HBA makes PDFs of workshop slides/other handouts available to conference registrants via the conference app, website or HBA Community Platform. | ○ | ○ | ○ |
| 8) Workshop content is educational and does not promote any product, service or organization. | ○ | ○ | ○ |
| 9) Workshop Leader will comply with all HBA policies and work within HBA timelines for submission of requested materials and review of slides. | ○ | ○ | ○ |

\* 22. HBA may wish to record select workshops, given the permission of all presenters. If selected, would you be interested in discussing this opportunity with the HBA?

○ Yes ○ No ○ Not sure

\* 23. Would you like your workshop submission to be shared with HBA chapter leaders for consideration for local/regional programming? If you check "No," your submission will not be shared.

○ Yes ○ No

\* 24. The content for some workshops may also be appropriate for display in poster form. The "Call for Abstracts" for the 2016 Poster Session will open in March. Would you like to be notified when the "Call for Abstracts" opens?

○ Yes ○ No

\* 25. I am authorized to submit this Request for Information (RFI) and to represent any individuals identified as speakers and/or co-presenters/panelists in this RFI. If completed by someone other than the Workshop Leader (eg, assistant), that individual is responsible for conveying all requirements/understandings contained in this document to the Workshop Leader.

| | |
|---|---|
| Name | |
| Title | |
| Company/Organization | |
| Email | |
| Phone (including area code) | |

IMPORTANT REMINDERS:

1) RFI deadline is **Thursday, February 4, 2016**.

2) You must click the "Done" button (below) to submit the RFI.

3) If you do not receive an email confirming receipt of the RFI within 5 business days, please assume that the RFI was not received and email conference@hbanet.org to confirm status. Please put "Workshop Inquiry" in the subject line.

4) All applicants will be notified via email about the status of their submission on or before March 16. Presenters whose submissions are advancing to the next round will receive an invitation to submit a full RFP (Request for Proposal) that seeks additional information on the proposed workshop. Approximately 3 weeks will be provided to respond to the RFP.