

# The ACE Award 2009



The ACE Award honors corporate initiatives  
that advance and enhance the careers of  
women in healthcare



*REQUIRED EXPERIENCE FOR HEALTHY CAREERS*

# HBA: Required Experience for a Healthy Career

Widely recognized as the premier organization for advancing the careers of women in the healthcare industry, the Healthcare Businesswomen's Association (HBA) serves over 5,000 individual and more than 130 Corporate Partners, including the world's leading pharmaceutical, biotech, and medical technology companies and suppliers. The HBA, with chapters and affiliates throughout the United States and Europe, was named one of the top 100 leadership development programs in North America by *Leadership Excellence* magazine.

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The HBA is a non-profit organization that offers a range of educational, networking, and leadership development programs—from small, customized affinity groups to major international conferences and events—all rooted in the core mission to further the advancement and impact of women in healthcare worldwide.

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The HBA accomplishes its mission by focusing on:

- Providing educational opportunities to develop cutting-edge industry knowledge and leadership skills
- Recognizing outstanding women in the industry
- Providing opportunities for networking, creating greater visibility for individuals in the industry, and fostering mentoring relationships
- Serving as a conduit for research on career advancement issues

# ACE Award

Building on its long-standing tradition of recognizing outstanding *individuals* who exemplify its mission in action—with such prestigious awards as Woman of the Year, Honorable Mentor, Volunteer of the Year, and Rising Star—HBA has established the ACE (Advancement, Commitment, Engagement) Award to honor *corporate initiatives* that advance and enhance the careers of women in their respective organizations. Each nominated initiative should support HBA’s mission: to further the advancement of women in healthcare worldwide.

HBA is pleased to accept applications from public and private companies and professional services firms engaged in the healthcare industry. Entry is open to corporations regardless of their support of HBA, but naturally we hope that entrants will perceive the benefits of partnership with HBA and join as Corporate Partners. Each initiative will be evaluated by five criteria.

The HBA encourages companies to produce submissions, not for the sole intention of winning, but for the constructive feedback from the judges that can be utilized as part of continuous improvement. For an organization to gain the full impact of the assessment, both qualitative and quantitative data should be provided.

However, we appreciate that new and/or truly innovative programs/initiatives/ approaches may not conform to traditional measures, and HBA will allow a degree of flexibility for organizations to provide what they believe are meaningful, measurable results in these instances.



Business Case  
Stewardship  
Execution  
Sustainability  
Measurable Results

## Award Criteria

1. Business Case
2. Stewardship
3. Execution
4. Sustainability
5. Measurable Results

If the nominated initiative is not dedicated exclusively to women, its results must show a significant impact on the advancement of women within the organization. We welcome applications/nominations that encompass innovative and

varied initiatives and programs. An initiative should be a strategic tool to have a positive effect on the organization as a whole, to target specific women's issues (ideally focused on efforts to progress women to senior levels), or to establish within the corporate culture a broad change that enhances the opportunities and experience of women.



# Your Application

Please respond to the questions listed below, in the requested order.  
We encourage you to submit supporting materials electronically.

## Overview

In a paragraph, describe the initiative overall, including programs or policies. Be sure that your summary conveys the overall goal/objective and highlights how the initiative focuses on career development and advancement for women in the healthcare industry.

### 1. Business Case

- How does the initiative support, enable, or help the business? How has it impacted overall business performance? Does it serve to distinguish the organization and/or provide a competitive advantage? If so, how?
- How does the initiative relate to the organization's overall strategy or mission?

### 2. Stewardship

- How high, broad, and deep is the commitment to the initiative, both formal and informal?
- How embedded is the belief in and commitment to the initiative throughout the organization?

### 3. Execution

- How effectively has the initiative been "operationalized"? How effectively has it been communicated, "rolled out," designed, adopted, etc.?
- Has the business case and its potential positive impact on the business been succinctly, effectively communicated? Do all or most employees understand the initiative, what it means for them, and their role in its success?
- To what degree have the initiative and the information about it been integrated into multiple facets of the business?

### 4. Sustainability

- How long has the initiative existed?
- What has been done to ensure the survival of the initiative if its original sponsors are no longer involved?
- What characteristics of the program suggest that it will continue to affect the organization positively and be relevant beyond initial years? Have mechanisms been created so that it can adapt to changes in the organization/industry over time?

## 5. Measurable Results

- What qualitative and quantitative benchmarks has the initiative achieved? Please include annual improvement in numbers (if applicable) and the following information:
  - Total number of employees and number of employees in the target population
  - Impact of the initiative on the target population; for example, increases the number of women:
    - Who have advanced
      - At various levels (C-level, Vice President, Managing Director, etc.)
    - In line versus staff roles
    - Who experience greater job satisfaction, based upon the success or impact of the initiative
      - With P&L responsibility
      - Who have attained a desired qualification, certification, or degree

Submissions will be judged by an independent panel of experts, including leading business school academicians, industry experts, and accomplished healthcare executives.

The submission fee is \$500. However, the fee is waived for HBA Corporate Partners.

Please submit application, submission fee, and contact information to [info@hbanet.org](mailto:info@hbanet.org)

Submission deadline:  
June 1, 2009

The winning initiative will be honored at the 2009 HBA annual Leadership Conference in San Francisco on Thursday, November 19, 2009. A representative from the company with the winning initiative should be present at the luncheon to accept the ACE Award. The company is asked to submit the name(s) of attendee(s) 1 month before the luncheon and develop a 3-5 minute video highlighting the initiative and its participants, which will be shown at the event. In addition, the 2009 winner is invited to participate in the 2010 ACE Award program at HBA's 8th annual Leadership Conference, to be held in Philadelphia on Thursday, October 28, 2010, and share the impact that winning had on their company.