

2024 Highlights: Celebrating Growth, Leadership, and Connections

As 2024 comes to a close, we want to express our heartfelt gratitude for your WBL membership and share some key achievements within our organization, highlighted below and in the attached report. These milestones reflect our dedication to empowering WBL's exceptional community of healthcare leaders. We hope you enjoy looking back on this inspiring year with us.

Our signature programs—the Annual Summit and Board Program—remain instrumental in helping members expand their networks and refine their leadership skills. We also introduced the second cohort of the WBL Fellows Program, which supports women leaders of innovative startups addressing unique challenges in healthcare and life sciences. Fellows experience the power of our network over 6 months of accelerated networking, education, and strategic visibility.

The Fellows Program is made possible by the generosity of our members through the WBL Boundless Campaign. This charitable initiative is ensuring WBL's future as a vital and impactful resource for the next generation of women leaders. Thanks to your support, we've raised \$1.3 million toward our \$2 million goal, and we're excited for all the ways the Boundless Campaign can make an impact in 2025.

Thanks to the dedication of our members, volunteers, and sponsors, our membership has grown to over 1450 members. In 2024, we hosted 90+ events and enhanced our member resources to facilitate even more meaningful connections and learning opportunities within our network.

Thank you for your continued dedication to WBL. We are excited for all that we will accomplish together in 2025!

Take care,

Eleanor Rosiak, CEO
Lauren McKendrie, Vice President, Events
Leslie Hutchings, Director, Membership
Adrienne Martin, Director, Growth & Experience
Kelsey Grabenstein, Director, Corporate Partnerships

Maddie Withrow, Sr Manager, Marketing & Comms
Catherine Cassidy, Manager, Programs & Events
Laura Williams, Membership & Event Coordinator
Kelsie Summers, Membership & Sponsorship Assistant
Ines Bustos, Events Assistant



MEMBERSHIP

WBL members represent a diverse cross-section of senior leaders from across the health care industry. The strength of this community is unparalleled. Within our network, members cultivate authentic relationships that advance their professional and personal goals, foster camaraderie and mutual support, and enhance each other's knowledge, skills, and confidence in a collaborative, non-competitive environment.

1450+

MEMBERS

1000+

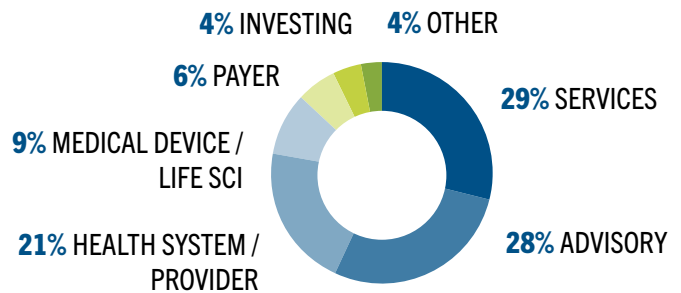
COMPANIES REPRESENTED

547

New Members

WBL continues to grow! In 2024, we saw a 11% increase in nominations and welcomed 547 new members. Thank you to all who nominated and joined!

Industries Represented in WBL



Top Nominators: Meet The Members Fueling WBL's Growth

Member nominations are essential to the strength of our network. We'd like to thank the top nominators of qualified members in 2024:

Teresa Connolly, Associate VP, International, Mayo Clinic

Kathleen Mcquade Ellmore, Co-Founder, Engagys

Annette Fellows, CEO, Return on Vision Consulting

Modena Henderson, Managing Partner, Beyond Results

Tarul Kode, Vice President, Clinical Consulting, Calibrate

Andrea Marks, Officer & VP, Digital Transformation, Walmart Health & Wellness

Mary Anne Mason, CEO, Mason Strategic Advisors

Lu Miller, Principal/SVP, Morgan Consulting Resources

Tia Newcomer, CEO, CaringBridge

Carrie Nixon, Managing Partner, Nixon Law Group

Melissa Fors Shackelford, SVP of Marketing, LetsGetChecked

Carolyn Simons, Founder and President, Curated Talent Solutions

Jill Lyle Sumner, President/Owner, Lyle Health Advisors

EVENTS & PROGRAMS

WBL events are thoughtfully designed to foster learning and networking, providing members with valuable insights and connections to achieve their career goals. From webinars and virtual discussions to networking events and our two signature programs, WBL keeps members engaged with industry and leadership trends—and with each other—offering a unique perspective on the health care industry.

92
Total Events

2650+
Attendees

99
Speakers

NETWORKING AND EDUCATIONAL EVENTS BREAKDOWN

33 IN-PERSON MEETUPS

19 WEBINARS

8 NEW MEMBER MEET & GREETS

23 VIRTUAL MEETUPS

7 EXECUTIVE IDEA EXCHANGES

2 SPEED NETWORKING SESSIONS

SIGNATURE PROGRAMS: ANNUAL SUMMIT AND BOARD PROGRAM

WBL's Signature Programs bring members together to learn, network, and advance their careers and businesses. This year, more than 400 members joined us at the [Annual Summit](#) and [Board Program](#)—two events exemplifying the camaraderie, support, and opportunities that define WBL membership.

“The **WBL Summit** is the single best networking opportunity for women healthcare leaders. This is a community investing in real relationships that will build the future of healthcare.”

— *Kelsey Mayo, CEO and Co-Founder, Armor Medical, Inc.*



“The **WBL Board Program** was instrumental in helping me secure my first board position. The coaching, small group discussions, and networking were vital in supporting the development of my positioning, and interview preparation. I highly recommend this program to anyone interested in pursuing board work.”

— *Diana Verrilli, Senior Vice President, McKesson*

IMPACT & VISIBILITY

WBL's benefits and programs are carefully designed to help take our members' careers, networks, and leadership to new heights. A membership with WBL leads to real opportunities and relationships that transcend the transactional.

FIND A CONNECTION RESOURCE

30

Connections Provided

BOARD AND JOB LISTINGS

65

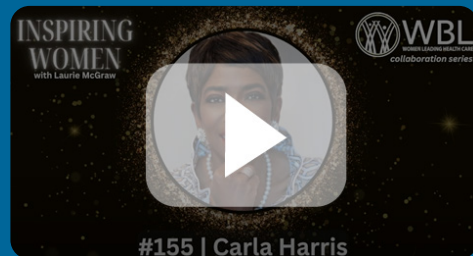
Opportunities Shared



WBL Member Spotlights: Getting to Know Your Peers

Member Spotlights showcase the breadth and depth of experience within WBL and highlight some of the incredible women in our network. Members we have spotlighted in 2024:

- **Melissa Hulke**, Market Development Officer, West Region, Aetna / CVS Health
- **Deb Gordon**, Senior Managing Director, Healthcare Industry Solutions, Korn Ferry
- **Siobhán Gibney Gomis**, Founder and Managing Partner, SGG Inc.
- **Marina Bigsby**, Chief Customer Experience Officer, AccessOne
- **Brenda Becker**, SVP, Global Government Affairs, Boston Scientific
- **Jolly Nanda**, CEO and Co-Founder, Altheia Inc.
- **Cathy Eddy**, Board Member, Sutter Health Plus and MediGold
- **Krista Dusil**, Chief Financial Officer, Medica
- **Lisa Hawks**, EVP of Marketing and Communications, Nexben
- **Amy Shin**, Chief Mission Officer, WelbeHealth
- **Julia Willis**, Vice President, Maximus



INSPIRING WOMEN x WBL

Hosted by longtime WBL member Laurie McGraw, *Inspiring Women* is a short-form podcast featuring the uplifting stories of women leaders.

At the 2024 WBL Summit, WBL and Laurie collaborated on a 7-episode special series for *Inspiring Women* featuring Carla Harris, Karen Walker Johnson, Nadine Hauf, Michelle Wright, Kristin Rodriguez, Denielle deWynter, and Jami Youmans.

Listen to the *Inspiring Women x WBL* podcast series [here!](#)

WBL's [Here's To Us](#) shares member accomplishments each month. Congratulations to all members who advanced their careers in 2024!

52

BOARD AND JOB APPOINTMENTS

48

AWARDS AND FEATURES



12.4K+ FOLLOWERS

WBL's visibility is growing! Our [LinkedIn](#) presence increased by 42% with an average engagement rate of 7.9%.



The WBL Boundless Campaign: Opportunity, Legacy, and Innovation

WBL launched the [Boundless Campaign](#) in 2022 to ensure WBL's ability to remain a relevant and important resource in the years to come. We're so proud of the impact made by our members' initial investment in the campaign. So far, the Boundless Campaign has...



Raised the visibility of women founders by continuing the **WBL Fellows Program**, which supports women-led startups solving unique problems in healthcare and life sciences by giving them access to WBL's Relationship Capital™.



Facilitated **exciting new relationships** with WBL members at the heart of the action, serving as advisors, mentors, coaches, and advisory board members for these transformational companies.



Led to hundreds of crucial connections between startup founders and our unique network of healthcare executives — leaders with the agency to help founders **solve business challenges** and accelerate their companies.



Established WBL as a center for **innovation and growth**, with a dramatic increase in eyes on WBL from PE and VC firms, a 150% growth in investor membership, and a 300% growth in startup membership.



Raised **\$1.3 million** of our \$2 million goal thanks to members like you — we're halfway there!

Visit wbl.org/boundless to learn more about the campaign and to donate.

WBL Fellows Program: Investing Relationship Capital™ in Women-Led Healthcare Startups

The [WBL Fellows Program](#) links women CEOs and founders of healthcare startups to WBL's high-powered community of women healthcare executives. WBL Fellows is a natural next step for those who have raised initial funding and completed "traditional" accelerators or incubators and need a relationship boost. Fellows receive:

- Access to WBL's network
- Visibility to customers, partners, and investors
- Curated, strategic mentorship
- Lasting impact and sustainability



Emilie Faure, Founder and CEO, Juniver
emilie@joinjuniver.com

Juniver offers an AI-powered solution for eating disorder care, providing help through urges, evidence-based education, insights from health data, and peer support.



Andrea Ippolito, CEO, SimpliFed
andrea@simplifed.us

SimpliFed is the leader in virtual-first maternal care at home, providing support for new parents in all 50 states.



Sipra Laddha, CEO, LunaJoy Health
sipra@hellolunajoy.com

LunaJoy Health is a leading holistic women's mental health platform dedicated to providing specialized care for women during critical life stages.



Kelsey Mayo, Co-Founder and CEO, Armor Medical Inc.
kelsey.mayo@armormedical.us

Armor Medical Inc. is addressing the urgent demand for an objective, real-time early warning system for the leading cause of maternal death: obstetric hemorrhage.

 Armor Medical Inc.



Ariana McGee, CEO, Navigate Maternity
amcgee@navigatematernity.com

Navigate Maternity enhances coordination of maternal care by remotely monitoring patients and collecting and sharing data to support clinical decision-making.



Emma Rayner, Co-Founder and VP of Sales and Marketing, Ash Wellness
emma@poweredbyash.com

Ash Wellness enables white-label self-collection testing for hundreds of diagnostic markers.



Erica Plybeah, Founder and CEO, MedHaul
erica@gomedhaul.com

MedHaul is a digital health and mobility platform that provides transportation to medical appointments for vulnerable patients across all acuity levels.



Sharon Samjitsingh, CEO, Health Care Originals
sharon@healthcareoriginals.com

Health Care Originals is dedicated to improving the lives of people with chronic respiratory diseases.



Ling Shao, CEO, SpectrumAi
ling.shao@spectrumai.com

SpectrumAI aims to remedy foundational challenges in autism therapy by leveraging a session-tracking software platform (EHR) enhanced by AI.



Interested in advising or mentoring one of these Fellows? Contact Adrienne Martin, Director of the WBL Fellows Program, at amartin@wbl.org to learn about available volunteer opportunities.

CORPORATE PARTNERS

As a 501 (c)(3) nonprofit, WBL relies on our corporate partners to help us work to fulfill our mission every day. We extend our sincerest gratitude to our 2024 partners for their unwavering support and value their continued dedication to advancing women leaders in our industry.

If your company is interested in becoming a WBL corporate partner in 2025 to receive unparalleled options to gain visibility, elevate your senior executive women leaders, and develop strong relationships with over 1,450 senior executives in healthcare, please contact Kelsey at kgrabenstein@wbl.org.

Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



LEADERSHIP

In addition to our sponsors, the dedicated volunteers who make up WBL's leadership committees play an essential role in the continued development of our organization. We're incredibly thankful for the time, resources, and energy our volunteers contribute to making WBL the best it can be.

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Mayo Clinic

Julie Dekker

National Vice President, Quality,
Beacon Specialized Living

Nadine Hauf

Vice President, Premier Operations,
UnitedHealthcare

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Chief Growth Officer,
Heartbeat Health

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Labcorp

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Korn Ferry

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Vice President of Programs,
Maximus

Michelle Wright

President, Principal,
Certus Consulting

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Healthcare Executive

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CEO,
Hilo Talent Partners

Nancy Green

Chief Growth Officer,
Catalyst Growth Strategies

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Executive Director, Market Dev Officer,
Aetna

Marnie Keogh

SVP, Marketing,
Magellan Health

Weronika Michaluk

MedTech Practice Lead,
HTD Health

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Rosenbach Consulting

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CEO,
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Asha Scielzo

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American University

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Tivity Health

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