

# Business Partnering for Digital Innovation

Brought to you by the Healthcare Businesswomen's Association (HBA)  
and the Center for Communication Compliance (CCC)

Teamwork is the ability to work together toward a common vision. It is the fuel that allows common people to attain uncommon results.

- Andrew Carnegie, Business Leader,  
Entrepreneur, Philanthropist

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The HBA-CCC certificate program strengthens the business partnering and collaboration competencies of cross functional team members, leading to more effective and efficient digital innovation, unlocking research, technology and patient engagement opportunities, ultimately improving health outcomes.

## Business Partner Certificate Program

### Individual benefits

- Increase your profile as an effective business partner; your visibility and credibility
- Differentiate yourself as an executive who can stimulate innovation through collaboration
- Confidently enter conversations more informed about key digital trends, strategies

### Team benefits

- Establish a collaborative culture where diverse perspectives are respected and appreciated
- Create opportunities to share learnings and insights with colleagues in the spirit of collaboration
- Improve group dynamics surrounding new and novel digital initiatives

### Organizational benefits

- Eliminate time wasted on discussions about non-negotiable, non-compliant programs/materials
- Boost productivity through greater sharing and leveraging of group resources
- Expanded alternatives for accelerating innovation based on

## Digital innovation: today's business imperative

"Digital enables us to co-create therapies with the patient at the center of a digital-enabled value chain..., speed up clinical trial enrollment,... allow a deeper integration of the customer voice, from product development to post-launch communications."

*Francoise Simon, PhD, faculty at Mount Sinai School of Medicine, and professor emerita, Columbia University*



This certificate program nurtures business partnering on digital initiatives so professionals in life sciences can:

- Demonstrate agility in the face of an ever-changing environment
- Rapidly assimilate new ideas based on deeper understanding of evolving terrains
- Offer solutions for accelerating innovation based on new data, trends and cases
- Navigate group dynamics around new and novel digital initiatives
- Secure the business acumen and confidence to make this happen

*“Being an impactful business leader requires a blend of subject matter awareness and the ability to rally a team around a vision or critical goal. The business certification programs address a diversity of business partnering considerations. Participants have an opportunity to raise topics and questions ... share experiences and potential solutions.”*

*Compliance Business Partner – N. Amer Commercial Operations and Oncology Business Unit  
AstraZeneca Pharmaceuticals*

*“Digital innovation is not anymore about the future, it is a “real word” evidence: it comes with the need to understand and navigate a multifaceted environment. The program offers the opportunity to renew your competencies and expertise, while strengthening the business acumen and confidence needed to drive collaborative and flexible teams.”*

*Founder & CEO, Alecria | Ideas for Healthcare*

Certificate Program Curriculum: BUSINESS PARTNERING FOR DIGITAL INNOVATION

SECTION 1: Understanding the digital environment

- Learning about the digital ecosystem: landscape, players, trends
- Defining technology required for digital maturity

SECTION 2: Aligning teams for efficiency

- Making a cogent and evidence-based business case
- Rallying teams around a superordinate goal
- Mastering fundamental regulatory requirements

SECTION 3: Navigating team dynamics

- Recognizing and adapting to behavioral styles
- Active listening for solution-focused decision-making
- Assessing your own collaboration mindset

Virtual program designed for accessibility and convenience.

Time required:  
1-2 hours per week over 12 weeks.

Digital Badge:



PROGRAM STRUCTURE:

- Scheduled cadence of webinars and live discussions
- Faculty representing industry and government; all subject matter experts
- Final examination to confirm mastery of the concepts
- Branded certificate and digital badge for e-signature

TARGET AUDIENCE:

Individuals and teams working on digital initiatives, pre-commercial and marketing products including:

- Marketing, Product Management
- Market Access, Patient Relations
- Compliance, Ethics, Quality
- Medical Affairs, Legal, Regulatory
- Technology, Public Relations
- Relevant for U.S. and International

For more information, please contact either co-chair:  
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