

# Building Better Business Connections (3BC)

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HBA's Building Better Business Connections (3BC) program cultivates a vibrant community of executive leaders dedicated to accelerating the business impact of women leaders in the healthcare and life sciences industries. Through highly interactive events, diverse industry voices converge, fostering purposeful dialogue and tangible outcomes. This program, exclusive to **HBA Corporate Partner** organizations, consistently receives top ratings, positioning it among our most sought-after package offerings.

3BC is focused on transformation opportunities that help companies realize the full potential of the female talent pipeline and advance the impact and influence of that pipeline across the industry.

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