NEW YORK, March 14, 2017 - The vast majority of women make healthcare decisions for themselves and others. Yet, 63 percent of women in the U.S., U.K., Germany, Japan, and Brazil lack confidence in their healthcare decisions and many do not trust the healthcare industry. These Center for Talent Innovation (CTI) findings underpin the premise of new CTI book, *Reimagining Healthcare: Through a Gender Lens*. In this book, Carolyn Buck Luce, executive in residence at CTI, explores how healthcare companies can harness the insights of female employees to make their companies “gender smart” and build trust with female health consumers.

Drawing upon previous studies and stories, including her personal experience as EY’s global healthcare sector leader and primary healthcare decision maker for her family, Carolyn Buck Luce lays out a plan for industry leaders to forge a connection with female consumers. She makes the business case for “gender smarts”—how empowering women on the inside of the industry can help the industry better connect with women on the outside. Promoting women into industry leadership roles, she argues, will accelerate the industry’s transition from a product-centered model to a patient-centered model—a model that is responsive to individual patient preferences, needs, and values.

“The healthcare industry employs many women who have real-world insights as primary caregivers or ‘Chief Medical Officers’ of their households,” says Carolyn Buck Luce. “Tapping women for their insights demands that companies have inclusive leaders—leaders who listen to the quietest voice in the room and give traction to ideas they may not personally relate to.”

In addition to an in-depth exploration of best practice examples that can be used as guides for organizations to better leverage their top female talent, chapters in the book explore:

- How women define health
- The life stages of a Chief Medical Officer
- Three famines (trust, time, knowledge) that prevent women from feeling confident in their healthcare decisions

“The ‘SHEconomy’ is thriving. Women control $29 trillion in worldwide spending and account for 80 percent of healthcare purchases,” says Carolyn Buck Luce. “The healthcare industry has the opportunity to connect with this huge consumer segment and create better healthcare outcomes for women and their families at an economic benefit for both their bottom line and the health of our society.”

For more information, please visit [www.talentinnovation.org](http://www.talentinnovation.org).

- More -
About the Center for Talent Innovation

The Center for Talent Innovation (CTI) is an NYC-based think tank that focuses on global talent strategies and the retention and acceleration of well-qualified labor across the divides of demographic difference including gender, generation, geography, sexual orientation, and culture. CTI's research partners now number more than 90 multinational corporations and organizations.

About the Author

Carolyn Buck Luce is senior managing director at Hewlett Consulting Partners and executive in residence at the Center for Talent Innovation, which she helped cofound with economist Sylvia Ann Hewlett. Buck Luce for many years was the Global Life Sciences Sector Leader for Ernst & Young, LLP and is the coauthor of several Harvard Business Review articles. She is a recognized leader and dynamic speaker on the future of healthcare and women's leadership. In 2012, Buck Luce was named Woman of the Year by the Healthcare Businesswomen’s Association.

About the Book

Reimagining Healthcare: Through a Gender Lens

By Carolyn Buck Luce

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