The healthcare industry has a solution, at its fingertips, to some of its most intractable problems—but it still hasn’t grasped that solution.

Its most dominant market segment consists of healthcare decision makers who are guiding and influencing the decisions of end users. And this segment shares preferences and needs that cut across health condition, age, ethnicity, nationality, education, and income—but the industry isn’t focused on this segment.

The silver lining is that the needs of this dominant segment are understood and shared by many employees inside healthcare companies, including at senior levels. But their insights into their own demographic are rarely solicited or acted upon.

Who are these insightful employees? Who are these customers? And what is the solution for the industry’s future growth?

Women.

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The Center for Talent Innovation (CTI) is a New York City-based think tank which focuses on the retention and acceleration of underrepresented labor in the global marketplace. CTI’s research partners now number more than eighty-five multinational companies and organizations.