

June 1, 2008

Siren Sponsors Largest Ever Event for the HBA Chicago Chapter

On May 29, Siren Interactive was proud to sponsor a Healthcare Businesswomen's Association (HBA) event, "*Gaining the E.D.G.E.: Chicago Leadership Panel*," in Deerfield, IL. This panel discussion brought together some of the highest-ranking women in the healthcare industry to discuss their professional development.

The event focused on the [E.D.G.E. in Leadership Study](#) conducted by the HBA. The study defined statistical information specific to the pharmaceutical and biotechnology industries and the role of women as senior leaders.

Over 200 women in the healthcare industry gathered to hear the panel discussion, learn about the study, and network across companies and age groups – the largest turn-out for any Chicago Chapter event.

"These events are especially integral for young women seeking leadership roles in the healthcare industry. I'm honored to be a part of this vital organization and pleased that Siren could play a role in this event," said Wendy White, Siren Interactive's President and Founder.

The [Healthcare Businesswomen's Association](#) is the premier network for the professional development and leadership of women in healthcare. The HBA has chapters across the United States and in Europe to promote its mission on a local level.