



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

Inevitably, women are the family's chief medical officer. And women are graduating medical schools in record numbers. Yet women-led healthcare ventures remain hard to find. Next-gen women entrepreneurs are starting to rebalance the equation.

### THE WOMAN'S PLAYBOOK

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Women account for fully seven out of 10 (70%) of medical and health services managers, yet only 19% of hospital CEOs and 14% of directors on healthcare industry boards. No women lead Fortune 500 healthcare companies.

[- XX in Health, State of Women in Healthcare](#)

[Rebecca Palm](#) and [Katie Vahle](#) cofounded [CoPatient](#) to help consumers negotiate health insurance carrier bills and reimbursements. [Audits are free.](#) CoPatient charges 35% of any savings they recover. To date, savings were found for 80% of clients.



[Halle Tecco](#) is a founder of the [Rock Health](#) seed fund, which backs ventures "at the intersection of [healthcare and technology](#)." She launched Rock Health nonprofit initiative [XX in Health](#) to support women leaders in healthcare. Plus, Tecco and husband Jeff Hammerbacker founded [Techammer](#), an angel investor fund for digital healthcare startups: "[We are starting to see...interesting technology](#) that is more bio-sensing, using micro-needles...in a noninvasive way or measuring new sources of data like your breath...."

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## BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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