



BLUEBIRD
Leaders 

ANNUAL REPORT 2025

A Letter From The Founder

As we reflect on this past year, one word rises above all else – gratitude.

To every Bluebird Leader who showed up with passion, purpose, and heart – thank you. You have made this year nothing short of remarkable. Through your mentorship, your storytelling, your collaboration, and your unwavering belief in one another, you've continued to help our mission SOAR higher.

Together, we've built more than programs and events – we've built community. We've created spaces where women in healthcare and technology can connect authentically, grow boldly, and inspire others to take flight. From panel discussions, to book clubs, to the SOAR Conference, to our retreats and webinars, your energy and commitment have been the driving force behind every success.

Because of you, Bluebird Leaders continues to thrive as a movement of connection, courage, and empowerment.

You are the reason we keep soaring.

With deepest appreciation and admiration, I present to you our first annual report.

REBECCA WOODS

FOUNDER AND CEO, BLUEBIRD LEADERS

Bluebird Leaders is transforming lives by empowering women in healthcare and technology to lead with confidence, purpose, and authenticity. Through mentorship, professional development, and community connection, members are advancing into leadership roles, gaining visibility, and expanding their influence.

The organization celebrates women's achievements while fostering resilience, clarity, and a deeper sense of purpose. By encouraging a "lift as we rise" mindset, Bluebird Leaders is creating a ripple effect – each empowered leader inspires and supports others, amplifying impact across workplaces, communities, and the broader health IT ecosystem.



Why Bluebird Leaders?

Bluebird Leaders exists to accelerate women's leadership in healthcare IT and innovation. Healthcare technology is transforming how care is delivered, yet women remain underrepresented in key leadership roles driving that change. Bluebird Leaders was created to close that gap and ensure diverse voices shape the future of digital health.

We Believe:

Healthcare IT leadership needs diversity.

Innovation in patient engagement, digital transformation, and wellcare solutions is stronger when women are leading.

Connection fuels innovation.

By building a network of women across healthcare IT, we share knowledge, spark ideas, and turn challenges into solutions.

Leadership can be cultivated.

Through mentorship, peer groups, book clubs, and summits, we prepare women to step into roles that directly influence the future of healthcare technology.

Impact multiplies through collaboration.

By partnering with health systems, technology companies, and innovators, we amplify women's role in shaping the next generation of healthcare IT.



Questions?

Contact us at info@bluebirdleaders.org for more information about our organization and sponsorship opportunities.



Membership

Every number represents a woman empowered, a connection made, and a step forward in transforming leadership across healthcare.

Growth in 2025



365

Total Members In 2025

Mentorship Program

28 Mentees **20** Mentors

90% of our mentees stayed for a 2nd and 3rd cohort.

LinkedIn Engagement

5.2k Followers **1.2k** Comments

203k Impressions

100k

Overall Website Visits



SOAR Conference Overview

The SOAR Conference, hosted by Bluebird Leaders, is an annual gathering designed to empower women in healthcare and technology. The event brings together leaders, innovators, and rising professionals from across the industry to connect, share insights, and build lasting networks of mentorship and collaboration.

Unlike traditional industry conferences, SOAR is community-driven and experience-focused. It blends professional development with authentic storytelling and wellness. Attendees often describe it as part leadership summit, part retreat, and part reunion of brilliant, like-minded women and our male allies.

Our Growth:

1st | 2022 | 75 attendees | Portsmouth, NH
2nd | 2023 | 60 attendees | Scottsdale, AZ
3rd | 2024 | 150+ attendees | Atlanta, GA
4th | 2025 | 200+ attendees | Boulder, CO
5th | 2026 | Austin, TX
6th | 2027 | East Coast

Different Wings. One Sky.

SOAR 2026 will bring female leaders and their allies together for our milestone 5th annual gathering. Join us for three days of connection, inspiration, and celebration. Together, we'll elevate voices, forge partnerships, and chart the course for bold leadership.

- Austin, Texas
- Sept 23-25, 2026
- The Line Hotel
- 300+ people expected
- Black & Gold Gala



Quotes From Members

Our members can't stop talking about how much they love Bluebird Leaders — their stories say it all:

"Grateful to share my patient, caregiver, patient advocate insights on the topic of patient-centered innovation design at the Bluebird Leaders women health system CIO SOAR conference. When the healthcare consumer voice is included in industry innovation and respected as expertise on panels, we soar together."

Grace Vinton

"At Bluebird Leaders SOAR 2025, one truth cut through all the noise: protecting your energy isn't selfish — it's essential to building something profound."

UtopIQ

"From the very first session, it was clear that SOAR wasn't about business cards, sales pitches, or rehearsed sound bites. Instead, it was about authentic connection and human-level conversation. Conversations that went deeper than strategy and operations, into the why behind the work we do: patients, people, and the impact technology can have on human lives.

What struck me most was the energy in the room. This wasn't a typical conference agenda; it was a movement of powerhouse female leaders, openly sharing challenges, solutions, and inspiration."

Kevin Ledet

"Bluebird Leaders is where possibility takes flight. This community inspires me every day with women and men leading with authenticity and courage, pushing boundaries in technology, and loving and supporting one another with genuine, unconditional grace."

Marissa Maldonado

"Our truest, most humble strengths and connections are more important now than ever before. My first Bluebird Leaders annual SOAR '25 event in Boulder did not disappoint. I'm sure most of you reading this post have seen a post or two about the event this last week. And as I dove back into 'our weekly rhythm' as a spouse, parent, coworker, and friend, so many things became further clear and solidified for me. This 5th Industrial Revolution that we have begun (that's right, folks) requires us to 'level up' our key strengths while harnessing the digital power riding shotgun in our lives.

That means that our human connections, relationships and support matter more now than ever before."

Kris Nessa

"There's something powerful about being in a room where women are uplifting other women and as an ally, it was inspiring to witness and be part of it. From the energy in every session to the elegance of the Bluebird Ball (with a sea of pink outfits lighting up the night), the entire experience was unforgettable."

Mark Amey



Coming In 2026

We're already dreaming big for 2026, with even more ways to empower and inspire women across healthcare.

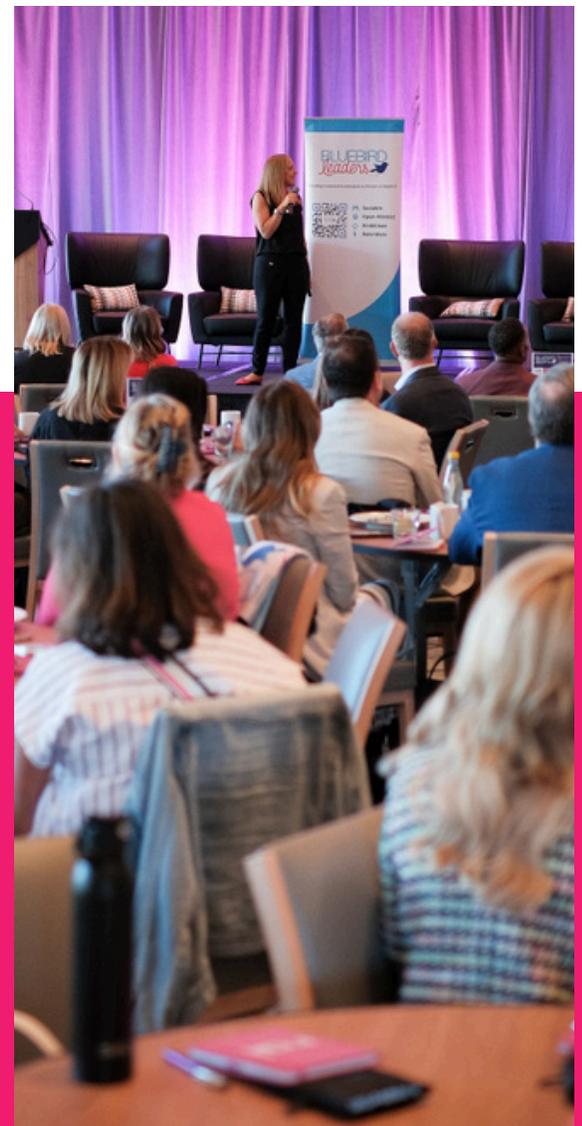


Introducing Our Membership App

We have outgrown our private LinkedIn group! A new application for all members is currently under development, slated to soft launch in December 2025 and go live in January 2026.

Via this new application, members can:

- Sign up for events
- Utilize the Message Board
- Leverage the Job Board
- And so much more!



Also Launching In 2026:

- Regional SOAR Chairs & Groups
- Pink Feather Socials
- Wellness & Mindfulness Activities,

Future Events In 2025 & 2026

- CHIME Fall Forum | Nov 10-13, 2025 | San Antonio
- Pink Feather Social | Nov 13, 2025 | Austin
- VIVE | Feb 22-25, 2026 | Los Angeles
- HIMSS | March 10, 2026 | Vegas
- Pink Feather Social | March 24, 2025 | Atlanta
- Leadership Exchange | April 22-24, 2026 | FL
- Executive Sales Forum | June 10-12, 2026 | Boston
- Pink Feather Social | Sept 15, 2026 | Kansas City
- SOAR 2026 | Sept 22-24, 2026 | Austin

More to come!



Thank You To Our Board & Volunteers

OUR BOARD

Chair: Marissa Maldonado

Vice Chair: Kurt Fanning

Treasurer: Larry O'Toole

Secretary: Sarah Richardson

Member: Dawn Whitney

Member: Crystal Broj



OUR VOLUNTEERS

Kristen Baker, Webinar Coordinator

Shannon Becker, Wellness Event Coordinator

Sepideh (Sepi) Browning, Mentor Volunteer

Angela Coldren, Website Development Volunteer & First Member Of The #NEST

Tiffany Crenshaw, CEO, Intellect Resources, LLC, Peer Group Volunteer & Yoga Instructor

Michelle Flemmings, MD, Red Carpet Interviewer & Moderator, Insights From Emerging Leaders

Jodi Frei, SOAR 2025 Pink Dress Awards Gala Volunteer

Christina Lepri, Sponsorship Volunteer

Rebecca Nadeau, Marketing Volunteer

Maureen Nylin, MSN, RN, Chief Volunteer Officer, SOAR Conference, Bluebird Book, Peer Groups

Tonya Reeder, Webinar Coordinator

Natalie Torquato, SOAR 2025 Pink Dress Awards Gala Volunteer

Gretchen E. Tegethoff, Book Volunteer & Book Club Host

Jennifer Wruth, Membership

The BBL Moms: Debbie Burke, Patricia Huntington, Mary Preble

Thank You To Our Partners!

Thank you to our incredible partners for supporting Bluebird Leaders and SOAR.



Sponsorships for 2026 are now open!
Email sponsorship@bluebirdleaders.org
for more information.



