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ISPOR Forum **Women in HEOR Initiative**

Unleashing the Leader Within You

Monday, 4 November 2019
12:30-13:45

At ISPOR Europe 2019



Shelby D. Reed, RPh, PhD
ISPOR Past President (2017-2018)
and Professor, Duke University

Welcome and Introduction

Today's Agenda

- Welcome and Introduction—The Women in HEOR Vision
- The Evidence for Diversity
- Diversity at ISPOR
- Special Guest Speaker: Sabine Hutchison, CEO, Seuss+
 - “Unleashing the Leader Within You”
- Q&A and Next Steps
- Women in HEOR “Meet the Speakers” Reception—Tuesday, 5 November
 - Join Us in the Exhibit Hall at the ISPOR Booth at 18:00

Vision—ISPOR Women in HEOR



- Support the growth, development, and contribution of women in HEOR
- Serve as a catalyst for women's leadership in the field
- Offer a platform for ISPOR women to collaborate, network, share, and mentor each other

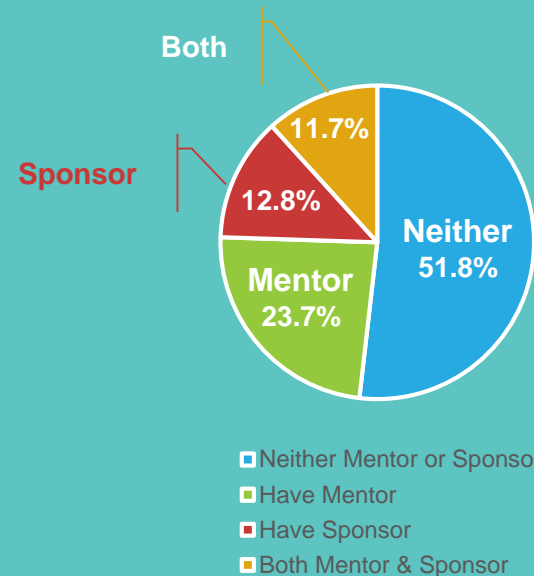
www.ispor.org/womeninheor

ISPOR Women in HEOR Membership Survey—Mentors and Sponsors



- Mentors and Sponsors Are Needed
 - Lack of mentors/role models noted as #1 career barrier
- Respondents Feel Effort Requires
 - Support of men
 - Organizational support

www.ispor.org/womeninheorsurvey





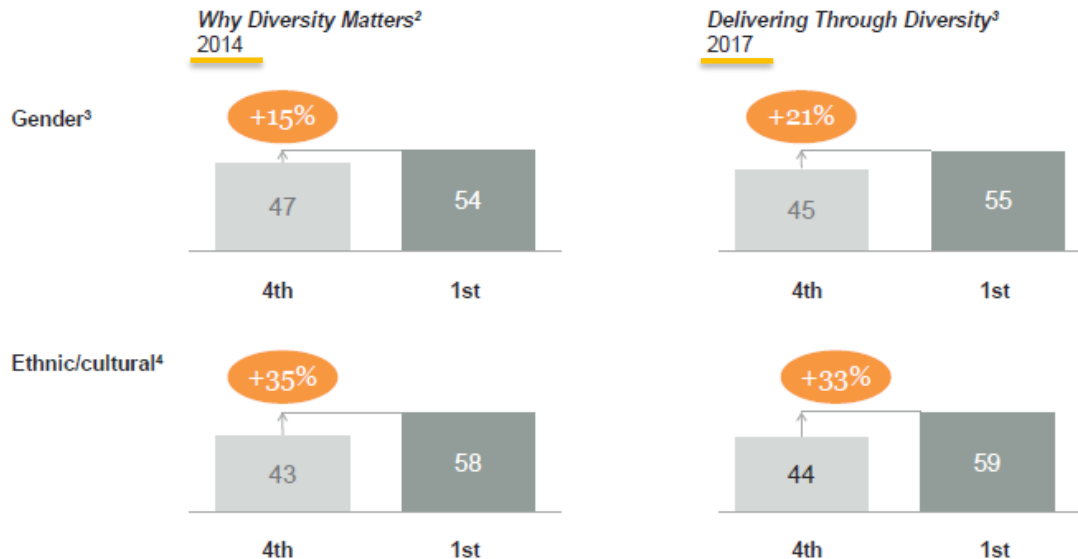
Olivia Wu, PhD

Professor, University of Glasgow

The Evidence for Diversity

Diversity Correlates With Better Financial Performance...

Likelihood of financial performance¹ above national industry median by diversity quartile



¹ Average EBIT margin, 2010–13 in *Why Diversity Matters* and 2011–15 in *Delivering Through Diversity*

² 2014 results are statistically significant at p-value <0.1; 2017 results are statistically significant at p-value <0.05

³ Gender executive data: for 2014, N = 383; for 2017, N = 991

⁴ Ethnic/cultural executive data: for 2014, N = 364; for 2017, N = 589

Women in STEM

Women are Scarce in Scientific R&D

Globally (averaged across regions), women accounted for less than a third (28.8%) of those employed in scientific research and development (R&D) across the world.



Women in Scientific
R&D Globally

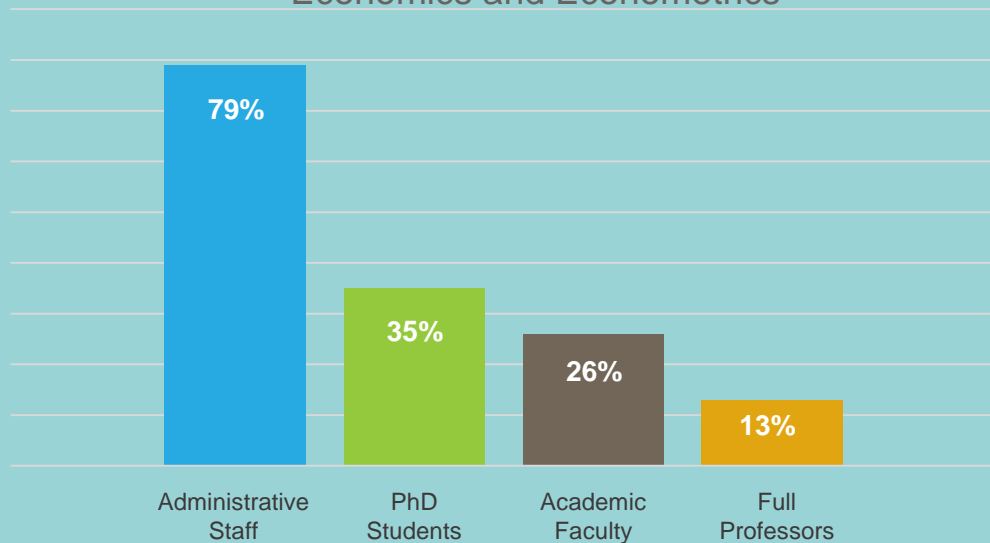




The “Leaky Pipeline” in Academia Women in Economics



Women in Top 20 European Faculties in
Economics and Econometrics



How To Foster Diversity and Inclusion

BE A MENTOR

Sharing the wisdom of one's experience and serving as a role model for a trainee early on is invaluable. Even short contact or remote contact can have a great impact.



CELEBRATE ACHIEVEMENTS

Take time to think about individuals whose contributions go unrecognized. Take a moment to post on social media of a colleague's accomplishment or a research study of merit.



VOLUNTEER

Sharing your voice can increase the representation of those who have not traditionally had a seat at the table.



GIVE A SEMINAR

Promote your own mission and drive through dissemination of your clinical and scientific expertise. If you are unable to, recommend someone qualified who might otherwise be overlooked.



BUILD A TEAM

Recruit members of your team from a diverse group to foster collaboration, bring in new ideas, and provide new perspectives.



CHECK YOUR BIASES

Acknowledge that everyone has biases. Take an Implicit Association Test. Note your attitudes and beliefs and work to identify valuable perspectives that you may have overlooked.





Nancy S. Berg
CEO and Executive Director
ISPOR

Women in HEOR and Diversity at ISPOR

Issue of Gender Diversity Is Pervasive and Deeply Entrenched





This Is a Performance Issue

ISPOR Has Been Proactively Addressing Diversity



ISPOR's Organizational Values



- We are a science-driven, global society committed to excellence in HEOR and its use in healthcare decision making.
- We demand and promote professional ethical standards in the conduct and application of HEOR.
- We embrace diversity and inclusion in our membership and in all endeavors.
- We seek and utilize the input of global members and stakeholders to make informed decisions.
- We ensure financial sustainability through fiscal responsibility.
- We maintain transparency in our governance and financial practices.
- We recognize the importance of the complementarity of ISPOR members and staff in the success of the organization.
- We take a leadership role in supporting socially responsible principles to put into practice sustainable development and good corporate citizenship.
- We strive for excellence in everything that we do and continuously seek innovative ways to improve our work and measure our progress.

Diversity Dimensions



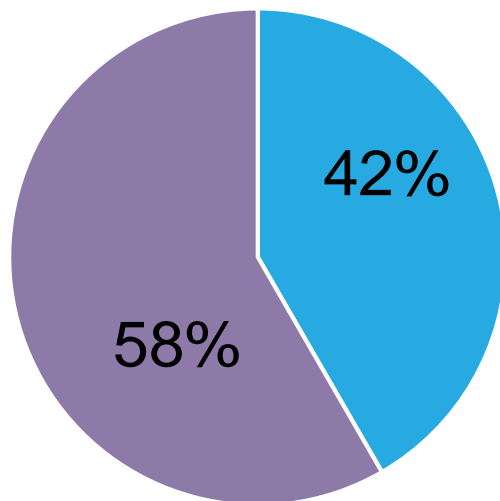
Diversity Themes Are Incorporated Into ISPOR's...

- Board, councils, working groups, and staff
- Greater attention to conference speakers, plenaries, special accommodations, etc
- Strategic and governance initiatives
 - Board code of conduct
 - Leadership code of conduct
 - Code of ethics
 - Chapter agreements
 - Nominations committee SOPs and guidelines
 - Working group SOPs and guidelines
- New Professionals initiative
- Women in HEOR initiative

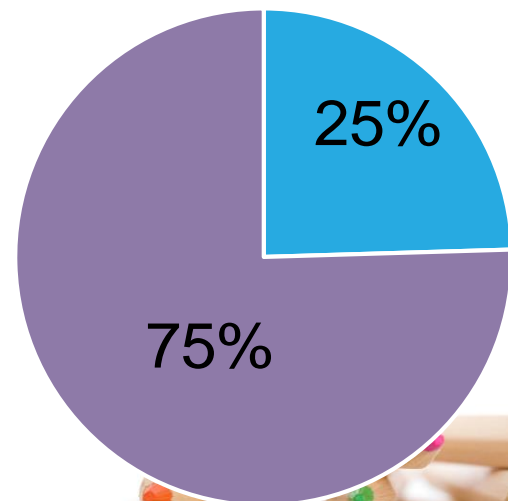


Diversity Metrics—Board of Directors and Staff

ISPOR Board



ISPOR Staff

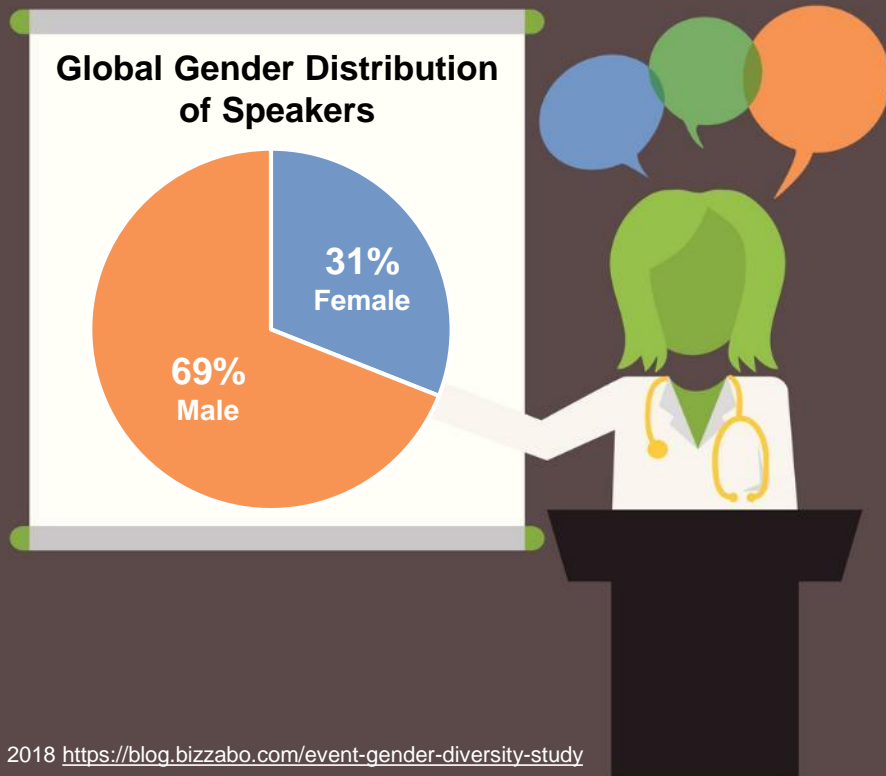


■ Males ■ Females



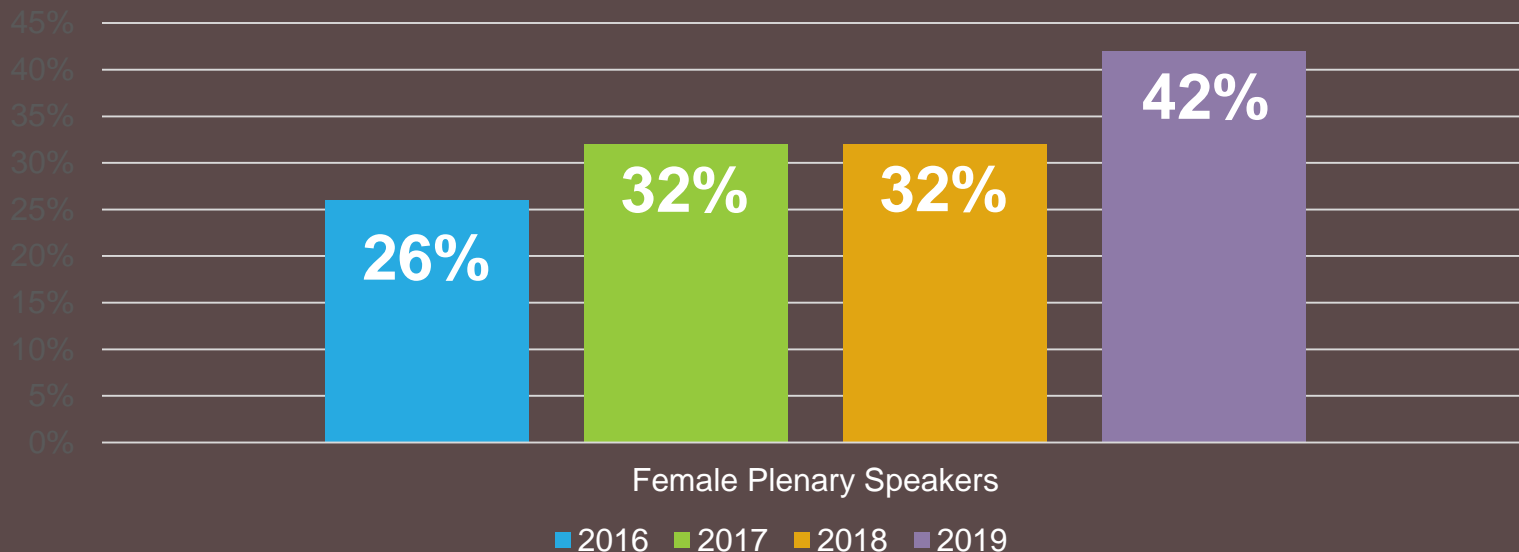
Conference Gender Diversity—Bizzabo Study “Diversity and Inclusion in Events Report”

- Bizzabo’s “Diversity and Inclusion in Events Report” analyzed gender diversity:
 - Of more than 60,000 event speakers
 - At events across 23 countries
 - Over a 5-year period (from 2013 to 2018)
- 31% Female Speakers



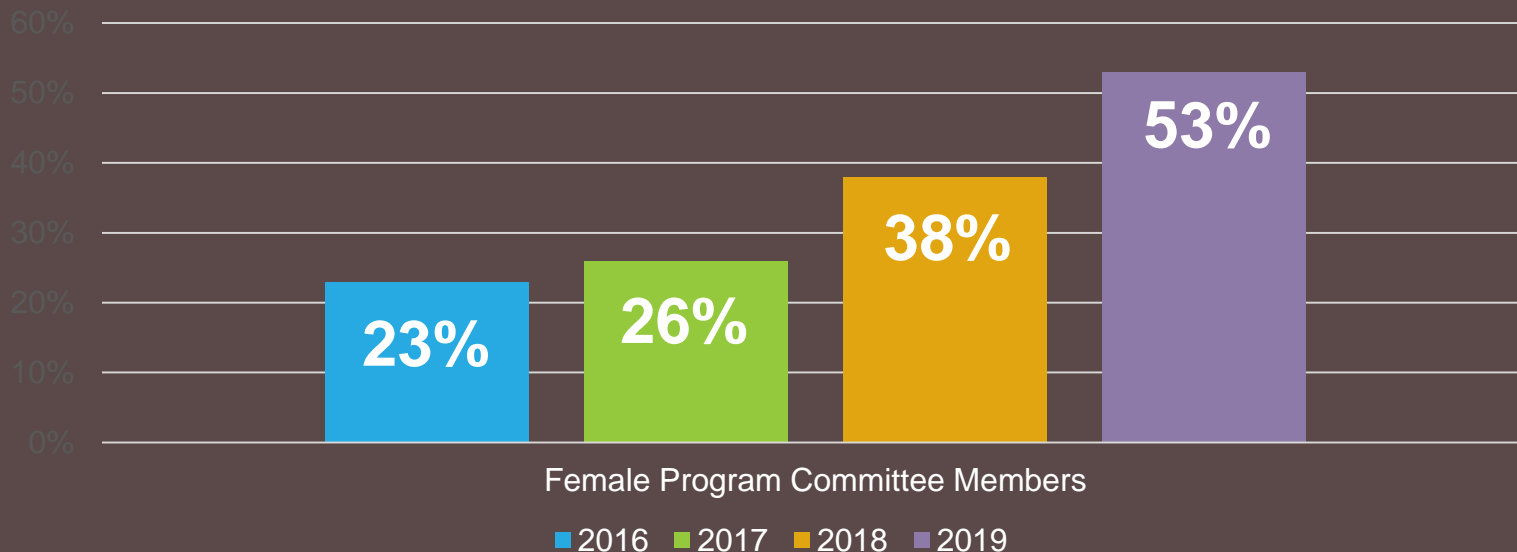
ISPOR Conferences—Plenary Speaker Gender Diversity

2016-2019 ISPOR Conferences—Female Plenary Speakers/Panelists



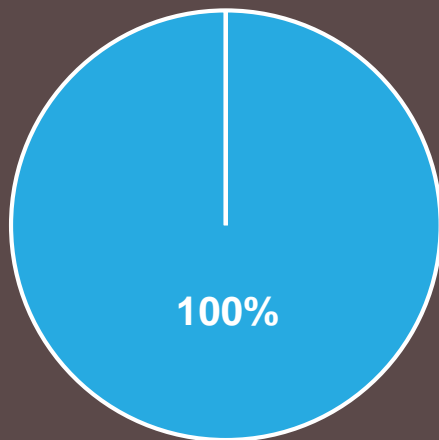
ISPOR Conferences—Program Committee Members

2016-2019 ISPOR Conferences—Female Program Committee Members



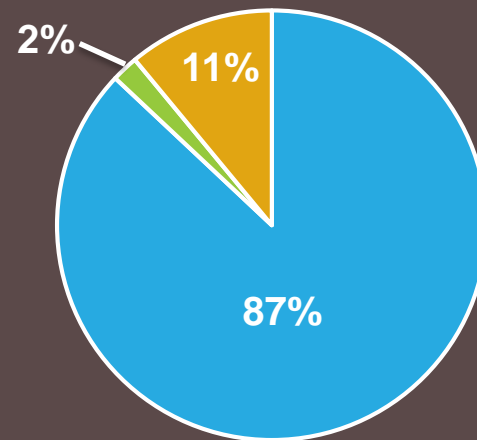
ISPOR Europe 2019—Panel Gender Diversity

Invited Speakers



■ Gender Diverse
 ■ All Female
 ■ All Male

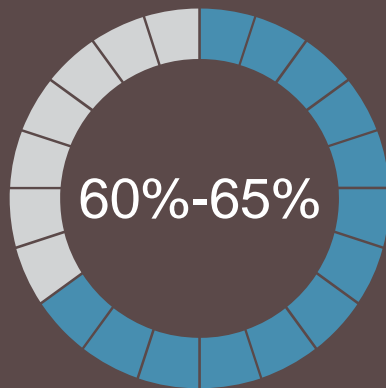
Submitted Sessions



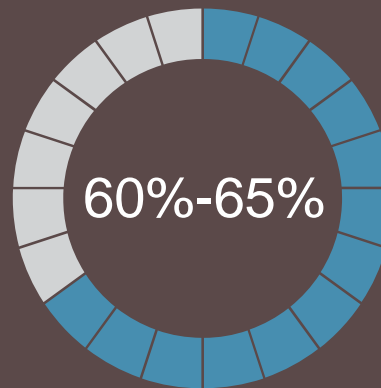
■ Gender Diverse
 ■ All Female
 ■ All Male

ISPOR Conferences—Submitted Content More Diverse Submissions Needed

Total Submitted Sessions Gender Diversity: Submissions to Accepted Ratio



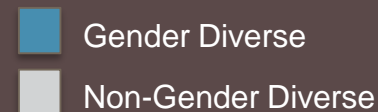
Sessions Submitted



Sessions Accepted

Issue Panels + Workshops Combined

Average for Q1 2016-Q2 2019



ISPOR Has Redoubled Its Efforts

- Formal Diversity Statement
- Strategic Plan Update
- Conference SOPs Update
- Better Communicate Strong Expectation of Diversity
- Diversity Training
- “Broader Net” Recruitment for Volunteer Leadership Positions

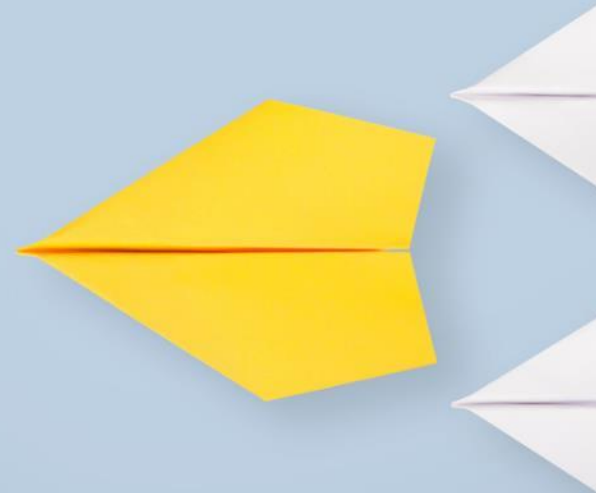


For Real Change; It Takes Everyone...



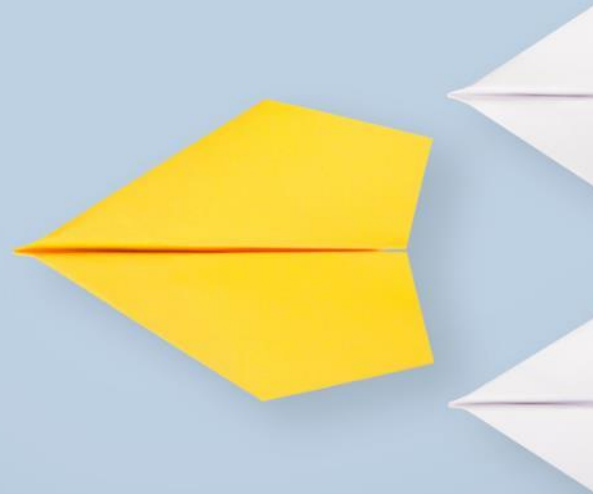
Leaders Submitting Abstracts for Conferences...

- Think hard before submitting a “manel”
 - Work to submit diverse speakers/panelists
 - Go outside your network/comfort zone



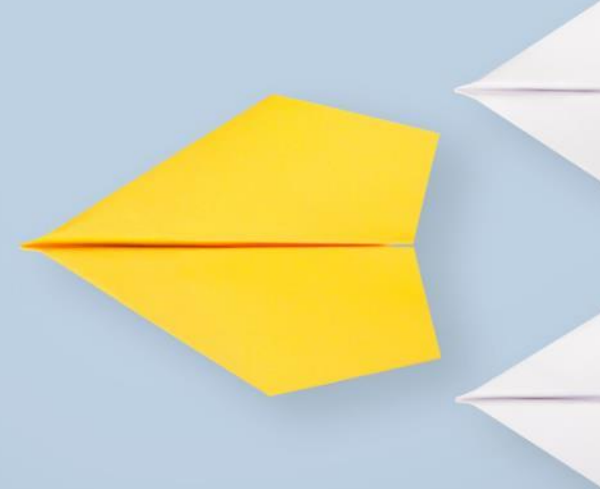
Speakers and Panelists...

- Consider not participating in a “manel”
 - If asked to speak or serve on a panel
 - Ask about the sessions’ diversity
 - Offer to help invite diverse speakers



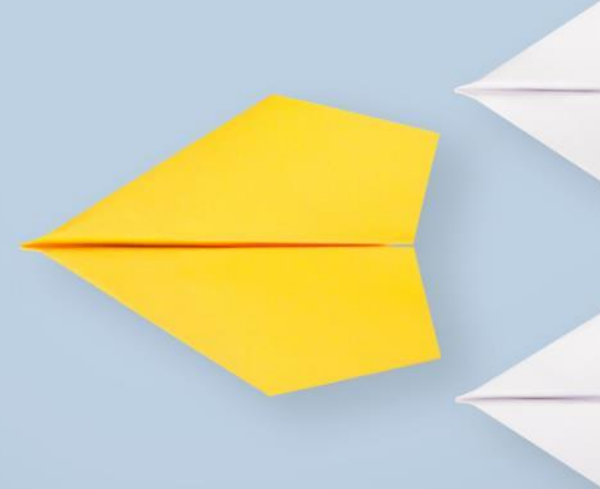
Managers...

- Recognize unconscious bias
- Mentor and champion all of your talented employees; help women achieve success and advance in their careers



Women in HEOR...

- Submit your abstracts to ISPOR conferences!!!!



Diversity Dimensions



A diverse group of seven business professionals, four men and three women, are standing in a row. They are dressed in professional attire, including suits and blouses. The background is a light blue gradient with a network of white dotted lines connecting various business and technology icons. These icons include a bar chart, a stack of cubes, a magnifying glass, a clock, a globe, a calculator, a target, a hashtag, a padlock, gears, a person icon, a speech bubble, a cloud, a smartphone, and currency symbols like the dollar sign, euro, and yen. The overall theme is business, technology, and global communication.



Sabine Hutchison

Chief Executive Officer
Seuss+

Unleashing the Leader Within You



Network your
way to success
with a personal
pitch

November 4th 2019

seuss



Welcome!

We're passionate about individual and professional branding,
and about the remarkable impact that it can have in your
professional life.

We can't wait to share our insights with you.

Ready? Let's get started



The Impact of Personal Branding



Personal Branding is **the how and the why** people remember you



It's your values and the characteristics that describe **who you are and guide your choices** in life.

It's not about creating an image but **communicating your authentic self** effectively.



It's how you **present yourself online and offline** to potential clients, employers, colleagues and your community.

Your individual brand can help build a business, **but it still centers around you as an individual.**



Key moments to see the impact of personal branding

Getting buy-in from others for a new initiative

Becoming a leader who people trust and are willing to follow as they believe in you

Being able to lean on your network

During a job interview

Building rapport with colleagues (your team or senior management)

Asking for a promotion or salary raise



Building your Personal Brand

How to get started



DEFINE YOUR BRAND

- **Use pen + paper:** write down words people use to describe you
- Write **a short bio** to reflect your brand
- Practice your **personal pitch** – you never know when you may need it!



GET THE WORD OUT

- **Update your social networks** so that it speaks to your stakeholders
- **Build your network** – both in & out of the office
- Use **LinkedIn** + social media
- **Create a blog or personal website** / digital portfolio



LIVE YOUR VALUES

- **Your work and actions** speak volumes about your individual brand
- **Be consistent in what you say and do** – let actions embody your values
- **Don't be afraid to say "No"** in order to protect your brand – even if this means turning down opportunities

Sabine Hutchison

1. Curious
2. Risk Taker
3. Persistent
4. Ability to "get people on board"



Your Career Movie Trailer

Your Trailer

Be the architect of a powerful story, reflecting your core values, while flexing your possibility-thinking muscles.



Lights, camera, action!

Tailor your Trailer

- ❖ Make your Trailer relevant to your audience and key stakeholders
- ❖ Engage by including what you've done and why you've done it.

Keep it Simple

- ❖ Keep it brief; no more than 1-2 minutes.
- ❖ Articulate clearly (show off your communication skills)
- ❖ Have a thoughtful conclusion/question (avoiding **“and that’s pretty much it/me”**)

Practice Aloud

- ❖ Have someone listen to your Trailer
- ❖ Ask for feedback and tweak accordingly.
- ❖ Practice and tweak until your story unfolds naturally and effortlessly

Example for a Content Writer

“ “

Presidents don't write their own speeches. Pop stars rarely write their own songs. Even most "autobiographies" and memoirs these days are written by someone else. I am Kate, and my passion is to tell stories. I have helped a variety of companies from different industries tell their stories, engaging with their potential clients through their websites. Business owners can spend their time running their business while new website content gets written in a timely fashion manner. Tell me about your company, what makes it different? ” ”



Growing your Network: Online + Offline Presence

How to grow your Me Inc.



Write
Blog Posts



Join groups
& share your
views/insights



Attend
events &
share your
experiences

Be intentional on content strategy, be an authentic storyteller.

Offline Presence

“It's about human interaction, it's about real conversations.

What we need is more handshake conversations.

What we need is more handshake discussion, more handshake debate, more handshake friends, more handshake leadership.”

- Simon Sinek

This is what trust is,
TRUST IS HUMAN



Seeking Opportunities

Internal Opportunities:

- Reach out to **mentors or sponsors within your organisation**
- Join/give trainings, network, and **reach out internally**
- **Small moments also allow you to make a difference** e.g. speaking up in a meeting

External Opportunities in the HBA:

- **Webinars:** Career Conversation with well known industry leaders
- **Mentors:** Career and/or professional experience, providing growth opportunities for both parties
- **Volunteer:** There are opportunities to fit every career, every level, and every schedule



The image features five incandescent light bulbs hanging from black cords against a blue background. A horizontal white band runs across the middle of the image, containing the text. Four bulbs on the left are lit, while the fifth bulb on the right is unlit and tilted. The text 'Leveraging Your Network' is centered in the white band.

Leveraging Your Network

Superpower Your Network

- ✓ **Do your research** in advance
- ✓ Make your **presence noticeable**
- ✓ Know it's all about **giving and taking**
- ✓ Be a **good listener** and **ask your critical questions**
- ✓ Remain **genuine** and **authentic**
- ✓ Don't forget to **follow up**



seuss

Your Strategy To Excel



Reasons for
connecting

Strategy to
connect
with them



**Overcoming
obstacles** to
excel

Planning for the Future

1. **Set** your own goals and priorities
2. **Classify** the gap(s) in your strategy
3. **Recognize** who can help you achieve your goals
4. **Pinpoint** your obstacles and **identify** how to overcome them
5. **Rely** on your root network and reach out beyond it
6. **Build** a realistic plan and stick to your strategy



HOLD YOURSELF ACCOUNTABLE



Challenge



What is ONE ACTION you commit to during the next week to build your brand?



*If you are not telling your story,
who is telling it for you?*



GROWING LIFE-SCIENCE COMPANIES

Together with you,
we are a force to
be reckoned with.

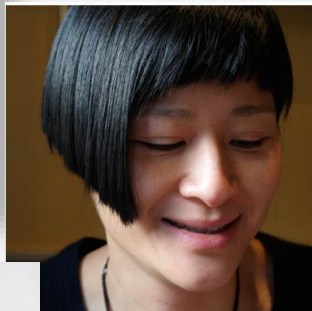
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Q&A and Next Steps

Shelby D. Reed, RPh, PhD


Olivia Wu, PhD

Sabine Hutchison

Nancy S. Berg

ISPOR Women in HEOR

How to Get Involved: www.ispor.org/womeninheor

- 
- Women in HEOR Webpage
www.ispor.org/womeninheor
 - Upcoming events and resources posted
 - Links to upcoming events
 - Link to new Women in HEOR LinkedIn Discussion Group...
 - Women in HEOR LinkedIn Group
 - Link on Women in HEOR webpage
 - Search “Women in HEOR” on LinkedIn

Women in HEOR...

- Submit your abstracts to ISPOR conferences!!!!

