



Committee Call Notes

Gallus Advisory Committee

Conference Call

Thursday, January 23, 2020

2:00 PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

The following Committee members were in attendance:

- Todd Fonseca, Medtronic
- Scott May, ICPD
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD

Welcome remarks & introductions: **BOLD ITEMS WILL BE COVERED DURING THE CALL.**

For a more in-depth briefing contact Scott May at smay@icpdprograms.org or +1(202)441-7370

Scott May welcomed the committee members to the first 2020 Gallus Advisory Committee call. Scott mentioned that the agenda was sent via email. Scott reminded the committee members that they could locate the agenda, past meeting notes and supporting documents for the meeting on the website www.icpdprograms.org, select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott then invited everyone on the call to introduce themselves. Scott reviewed the agenda for the meeting.

Current Programming

- Gallus Website – **website is fully live including contact management tool; revamped look of website; tool to customize learning experience; member nomination; new and forthcoming functionality – member "tagging" and enhanced search, and rewards system and system to review user generated content; Committee members can receive online tours by contacting Elisabeth Valerio at evalerio@icpdprograms.org**

Elisabeth stated that the Gallus website went live at the first of January. It is now fully functional. During the testing phase, ICPD enhanced the "look" of the website.

Elisabeth explained that the learning experience on the portal is customizable by users has evolved from individual modules into what we are now calling "leader learning". Every Monday a new "leader learning" topic will be released. They are still within the same themes as before, connect, and evolve. With the leader learning modules there will be an audio/visual element as well. Members will be able to read the content or watch a presentation. Members that are interacting with the modules will also be able to add content to that particular topic. We are on the 3rd week of the learning leader modules. We have an entire year of topics ready to go. We are currently working on engaging the current members.

We have modified and enhanced our search tools. We have added a feature that allows us to tag members or for members to tag themselves with key words. Gallus is a much broader program than SMDP. Members will come from a wider range of backgrounds.



The tags will then allow us to make the members more visible on the portal. The tagging will also help enhance the search tool.

The reward system is fully active. As a reminder the more points you get the more visibility and points you get on the portal. For example, being able to submit content and such will give you more points and make you more visible as a recognized member of the community.

Todd Fonseca shared that he had gone on the Gallus website and stated it looks very enthusiastic and bright. He asked how Gallus is being advertised and what is the pipeline of various networks to be doing to help and be leveraged for membership and partnership and in turn allow Gallus to reach its target audiences. Elisabeth's responded that we will address this in the marketing and communications section below.

- Curriculum Development – **weekly email summary started first week of January; launched leader learning modules; developing plans for data gathering during beta launch period**
- Individual membership – **have launched a tool on portal for members to invite other to join; have advised past MIDL participants they are grandfathered into Gallus and asking them to invite others:** \$149/year for individual members, \$19/ for employees of partner organizations

Elisabeth explained that members can go on the website and send an email from the Gallus portal to invite others to join the Gallus community. We are calling it the "nominate a friend" option.

The initial cohort for the MIDL program has been "grandfathered" into Gallus. They have been contacted recently and advised that the program has been rebranded. We have asked them to start engaging with the new portal.

- Marketing and communications – **member benefits have been updated; social media plan created to announce weekly content for 2020; new twitter account launched;** SMDP scholar alumni to volunteer for marketing outreach
Elisabeth noted have fine-tuned the member benefits. This will be promoted through social media, including by means of a new Gallus twitter account. The learning leadership modules will be shared through the social media outlets and we aim to have our network share that information. Direct emails will be used as well. ICPD is developing a plan for outreach to the SMDP networks, while not overwhelming those communities with Gallus messaging. The ICPD team knows Gallus is very relevant and well aligned with many of the organizations that in ICPD network. Staff is developing separate target contact lists. These will be individuals and organizations we identify through our current contact data base. Todd suggested we have a pilot group to "test" the website and provide feedback and testimonials.
- Electronic publications – **timetable for weekly email summary**
- **Gallus activities at events and meetings – developing plan for SMDP 2020; what professional meeting should Gallus be affiliated with?; should Gallus present annual awards for companies that make the most progress with diversity of senior leaders, and if so, would The MedTech Conference be a good venue to present such an awards event?**



Partner Support

- Membership on Advisory Committee – ICPD sent members email along with Gallus overview; each member is asked to nominate and/or forward the email to three prospective Advisory Committee members, including executives at non-profits and professional societies; send prospect contact to Scott May

Elisabeth noted that we sent out an email before the holidays with a summary of the benefits of Gallus to the advisory committee members and asked them to invite others to join the committee.

- Non-profits and professional societies sponsorship – receive same benefits as companies but at a 50% discount
- Sponsor prospects – adding partner page to website; how can committee identify Gallus partner prospects?; Sponsors receive discounted price for employees at \$19 per year (versus \$149), and this is available for all employees regardless of sponsorship size

Scott shared that one of the other ways in which the Gallus network will grow is by offering a discounted membership price of \$19/year (versus \$149) for employees of sponsor companies.

- Sponsorship packages – Gallus sponsorship presentation is available here: <http://icpdprograms.org/assets/media/docs/programs/gallus/2019-Gallus-Overview-Presentation-web.pdf>

ICPD Update

- 2020 SMDP Biotech will be June 6-10 in San Diego.
- 2020 SMDP MedTech will be October 21-25 in Toronto, Canada

Other & Action Items

Scott reminded everyone that the next meeting will be Thursday, March 26, 2020. Please plan on 30-minutes for this call. Visit www.icpdprograms.org for more information about Gallus.

Upcoming Calls

Thursday, March 26, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

Thursday, May 7, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

Thursday, July 9, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

Thursday, September 10, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

Thursday, November 12, 2020, 2:00 PM Eastern/ 11:00 AM Pacific