



Committee Call Notes

Gallus Advisory Committee

Conference Call

Thursday, May 2, 2019

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
- Elisabeth Freeman, ICPD
- Scott May, ICPD
- Jose Mercado, PhD., Kineta Inc.
- Dustielyn Savage, 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 members to the call for the Gallus Advisory Committee. Scott informed the advisory group how they could locate the supporting documents on the committee page by visiting the ICPD website (icpdprograms.org), under the drop-down menu on the top right (Committees). Scott reviewed the agenda for the meeting then introduced the committee members and announced the excused absences.

Partner Support, and SMDP MedTech and The MedTech Conference

- Membership on Advisory Committee - new 30-minute meeting format
- Scott requested the approval to adopt a 30-minute meeting format for these committee calls. ICPD has begun a similar approach with SMDP and it has worked well. The committee approved this request.
- Sponsor prospects
- Sponsorship packages - Sponsorship packages - customizable to integrate into sponsor's existing leadership development programs; approach for small to medium-sized companies
Scott explained that we are continuing to work with what is the optimum mix of benefits that each partner organization should receive for each membership level. We are proposing membership levels just like we have for SMDP. There will be a \$10k a year Program partner level, a \$20k Support partner level, a \$50k Major partner level, and a \$100K Lead partner level.

ICPD has developed a grid that breaks down the benefits that the companies will receive at each level. This includes a certain number of complimentary memberships for company employees or stakeholders. Scott reminded everyone that individual membership will be offered at \$149 a year. ICPD are determining how many memberships companies get at each level. There will be additional benefits that the companies gain by being part of Gallus, including being listed as a sponsor on the Gallus portal. Sponsors will also be able to share information on the bi-weekly email summary. Scott explained we are trying to sharpen "what is the perfect mix".



Elisabeth added that ICPD has also been working on a benefits package for individual memberships. We are having a lot of conversations with companies and want to make sure we take suggestions into consideration. Elisabeth reiterated that the visibility could be the benefit of membership to a company. They would be tied to the program content and there will be branding opportunities. ICPD is also planning a quarterly digital publication that could feature sponsors. Elisabeth explained we are hoping to have a lot of interest as we launch it. Elisabeth asked for any input from the committee. Elisabeth gave her opinion that we don't necessarily need to translate the sponsorship dollars in equal value of the complimentary memberships sponsors receive.

Todd asked if we have benchmarked how others are selling similar programs. Scott responded that we haven't been able to find a direct match to what Gallus is close enough to benchmark it. Todd mentioned looking at Harvard Management. He believes it's \$550 a year for a single user. What Elisabeth has noticed with similar online programs is that they offer a discount to employees of the company. For example, if Medtronic was going to be a corporate member of Gallus then all of Medtronic employees get a significant discount when they become individual members.

Current Programming

- Gallus website – online tour for committee members; new and forthcoming functionality; invite others; tool to customize learning experience and leadership development plans
- Value propositions for participants and sponsors (see attachment on committee page)
- Curriculum development - modules; rewards and recognition; **DISCUSSION; how much content should be ready before beginning the weekly release of material?**

Scott shared we are just about to go live with the portal. We have some of the content in the can and ready to go. The question is, how much content do we have ready to go before we "turn the lights on and get the program off the ground." For example, do we need to have a year's worth of content in the can or is just a month's worth. Elisabeth shared that she thinks we are ready to go with the content we have. She believes one strategy to kick start the engagement is that we use this as a beta run. We have several weeks of content and could also use the weekly emails for fresh content. Todd agreed that you don't need an entire year of content, but he feels you should have about 3-months of content on the portal before going live. He added the beta period is critical to gather as much data as possible from the users so you can leverage that data for future sales.

- Individual membership - \$149/year price point; application and review process; diversity policy; transition for MIDL participants
- Marketing and communications – **engaging professional societies and committee members from societies; industry champions for biotech/pharma and medical technology sectors**; plan for participants and sponsors – discussion about marketing priorities (sponsors and individuals)

Scott stated another area we are just now working on is what is the roll of professional societies within Gallus and what would be a marketing campaign for them. He stated that there could be valuable partnerships, but certain groups could also view Gallus as a competitive threat. In order to have those conversations with societies related to Gallus, we would like to engage in conversations at senior levels within the societies. Scott asked for the committee to help make those connections.



Elisabeth added that it's critical to start engaging the ideal profile of members for the program. What are some of the professional societies that might be relevant for Gallus become a part of? Todd stated he will think of the contacts he has and share them with Scott.

- Plan for electronic publications - timetable for weekly email summary

Gallus activities at SMDP - promotion at SMDP Biotech 2019 and the BIO International Convention - **DISCUSSION: what is the best way to promote the Gallus program at 2019 events?**

This item was tabled to the next meeting

ICPD Update

- The Scientist Mentoring and Diversity Program for Biotechnology training session will be held June 1-5, 2018 in Philadelphia, PA, **committee members are invited to attend the Celebration of Mentoring & Diversity Reception, June 1, 6-9pm, Pyramid Club, Philadelphia, RSVP to Dustie Savage at dsvage@icpdprograms.org**
- The Scientist Mentoring and Diversity Program for Medical Technology will be held September 21-25 in Boston, MA

Other & Action Items

Scott reminded everyone that the next meeting will be Thursday, July 11, 2019.