



# Committee Call Notes

## Gallus Advisory Committee

### Conference Call

Thursday, November 7, 2019

2:00 PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

### **The following Committee members were in attendance:**

- Mark Brager, AdvaMed
- 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](mailto: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](http://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.

Elisabeth and Scott provided Mark Brager an overview of the current state of Gallus and the key differences between Gallus and the original MIDL program. They then agreed devote the balance of the call to discuss Mark's questions and comments about the program, rather than follow the committee agenda. Below is a summary of this discussion:

Is there an organization that offers an award to a company that has made the most progress in diversity? Mark who works in public affairs thinks that it would be a great idea to do this in conjunction with The MedTech Conference. Elisabeth would like to discuss the criteria for something like that at the next meeting.

Are Gallus and AdvaMed Advance going to work together moving forward? Scott answered that both initiatives are still in their early stages, but ICPD and AdvaMed are in ongoing contact about both efforts. Gallus is a technology platform that could be a tool that AdvaMed Advance could use a central point for collaboration amongst AdvaMed Advance members.

Mark shared that AdvaMed launched an initiative in Boston called "The Story of MedTech". Currently it is a portal where patients can share their stories about how they've benefited from Medical Technology. Eventually he wants to expand that to not only patients but nurses, physicians and people in the industry that can talk about the broader story. Perhaps there is some synergy between that and the testimonial section on the Gallus website.



Mark suggested pitching a story of why young people are being attracted to industry to share at the Toronto conference next year. Mark asked if any of the scholars are going to be Canadian? Elisabeth explained that it would not be likely that SMDP Scholars would be Canadian since it is a requirement that scholars be able to work in the United States, so unless the applicants are Canadians who also can work in and reside in the United States they would not qualify. Scott and Elisabeth said they would think about the possibility of getting a Canadian based company to sponsor a scholar from Canada.

All of the other agenda items will be discussed during the next Gallus call on January 23, 2020.

### Partner Support

- Membership on Advisory Committee – ICPD will send members, the week of November 18, an email and overview presentation asking them to each nominate and/or forward the email to three prospective Advisory Committee members, including executives at non-profits and professional societies; Lynn Jensen, Corporate Sr. Talent Acquisition and Systems Specialist, B. Braun, has joined the committee; 2020 committee meeting dates have been set and calendar requests are forthcoming
- Sponsor prospects – ICPD has begun to identify industry champion prospects for biotech/pharma, medical technology and consumer healthcare sectors and non-profits and professional societies
- Sponsorship packages – Gallus sponsorship presentation is available here: <http://icpdprograms.org/assets/media/docs/programs/gallus/2019-Gallus-Overview-Presentation-web.pdf> materials continue to be revised to ensure they emphasize Gallus focus on middle management leadership development; Gallus sponsor benefits are customizable at Lead and Major levels to integrate into sponsor's existing leadership development programs; **what are unique benefits for small to medium sized companies?; what is ideal discounted price for employees and affiliates memberships (full price is \$149) when provided to them by sponsors?**  
Scott noted

- Non-profit and professional societies sponsorship – They will receive same benefits as companies but at a 50% discount. ICPD is modeling this with the budget; **DISCUSSION ITEM – are there unique Gallus benefits for this segment?**  
This was postponed to a future meeting.
- Value propositions for participants and sponsors (see attachment on committee page)

### Current Programming

- Gallus website – committee members can receive online tours by contacting Elisabeth Valerio ([evalerio@icpdprograms.org](mailto:evalerio@icpdprograms.org)); new and forthcoming functionality; invite others; tool to customize learning experience and leadership development plans; plan to go fully live with Gallus by 2020
- Curriculum development - modules; rewards and recognition; plans for data gathering during beta launch period



- Individual membership – **prospects for individual membership; what key elements should be included in one-pager for membership; \$149/year price point; application and review process; diversity policy**
- Marketing and communications – **SMDP scholar alumni to volunteer for marketing research**
- Electronic publications - timetable for weekly email summary
- Gallus activities at SMDP – **Gallus “postcard” was distributed during the Scientist Mentoring and Diversity Program for Medical Technology (SMDP MedTech) and staff identified additional committee members and prospective sponsors.**

A “postcard” was distributed during SMDP MedTech. A goal at The MedTech Conference will be to identify additional committee members and also prospective companies for sponsorship.

### **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, January 23, 2020.

### **Upcoming Calls**

Thursday, January 23, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

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