



Committee Meeting Summary

Scientist Mentoring & Diversity Program for Medical Technology (SMDP MedTech) Outreach & Planning Committee

Conference Call

Wednesday, June 22, 2016

2:00PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

The following Committee members were in attendance:

- Fernando Cruz-Guilloty, Immucor
- Elisabeth Freeman, ICPD
- Donielle Johnson, Johnson & Johnson
- Kevin Heinrich, Johnson & Johnson
- Sarah Hendrick, Johnson & Johnson
- Erin Leahy, AdvaMed: *The MedTech Conference*
- Meg Levy, Johnson & Johnson Consumer
- Kizzy Maitland, Johnson & Johnson
- Mary Catherine Mann, Johnson & Johnson
- Scott May, ICPD
- Christopher Pagotto, Ethicon
- Angela Reeves, Abbott
- Dustielyn Savage, ICPD
- Margaret Zachman, Medtronic

Welcome remarks & introductions:

Scott May welcomed the Outreach & Planning Committee for the Scientist Mentoring and Diversity Program for Medical Technology (SMDP MedTech). Scott directed the members to where they could find the agenda and supporting documents for the meeting on the website (www.icpdprograms.org, select committees from the "Select an ICPD Site" drop-down box at the top right-side page). Scott then invited everyone on the call to introduce themselves. Scott reviewed the agenda for the meeting.

Current Programming:

- Webinar Topics

Scott pointed out that dates for the remaining 2016 webinars are: September 13th and November 15th. We still need a topic for the Webinar on November 15th.

Fernando mentioned that when Elisabeth visited Immucor they had a positive response to having them host a webinar. Fernando will follow up and get back to the committee.



End of Year Reunion Call

Scott informed the committee that this is similar to a webinar except it is only open to the 2015 cohort from the SMDP MedTech program. It is an opportunity for them to share what they have been doing the last year and how the program has helped them. We have set our SMDP MedTech reunion call for November 15.th

2016 SMDP Biotech “kick-off” was held June 4-8 in San Francisco

Scott shared that the Biotech program was a wonderful program. He directed everyone to the page on the website that shows all the scholars that participated. Scott noted that this particular group had 20 out of 24 scholars that were female.

Planning for the 2016 SMDP MedTech Training Session: October 15-19 in Minneapolis

- Scholar Recruitment – selection committee, university outreach, BMES potential partnership, other partners
SMDP MedTech Scholar recruitment is currently underway. We expect to have 25 Scholars for the 2016 program.
- Mentor Recruitment
Most of the sponsors have determined their Mentors for the 2016 program. We are working with the remaining sponsors to confirm the rest of the Mentors
- Reception “Celebrating Mentoring and Diversity in MedTech” to be held Oct 15
- Program Agenda, Venues, Speakers
The training session will be held at St. Jude Medical. The venue for the reception has been set at The Bakken Museum. ICPD still needs to secure hotel space and a site for the informal dinner.

Elisabeth mentioned that the list of speaker needs are on the website. She added we are always looking for colleagues from talent acquisition to attend the training session and interact with the SMDP MedTech Scholars.

- New SMDP Portal Launch
Elisabeth reported that a new portal has been developed for our Modules for Innovative and Diverse Leaders (MIDL) program. It is undergoing final testing and ICPD will begin using the new portal for SMDP starting with the 2016 SMDP MedTech program.
- Media Outreach, Social Media
Elisabeth shared we have been using social media for Scholar recruitment. This has included Facebook and LinkedIn. We also use WhatsApp and GroupMe for group text chats for the SMDP program Scholars who have participated in the program over the past two years. We will work to use these platforms for program messaging prior to and during the upcoming SMDP MedTech event.



- Update on AdvaMed: *The MedTech Conference*

Erin updated that they are actively securing exhibit booths and sponsors. All panels have been selected including the speakers for the new HR track. They are making a lot of progress and will have more news to share at the next meeting. There will be local networking opportunities held in preparation for AdvaMed.

Mark added that he wants to get as much “buzz and excitement” around the program. He hopes the Scholars would send out a certain number of tweets a day. He asked HR colleagues on the call to get in touch with him regarding what publications they use to find out what is happening in the industry. Kizzy asked Mark to share his email with the committee. Orlando asked for everyone’s contact to be shared as well. Everyone agreed. Donielle let Scott know she would send him her current updated contact info.

- Scholar activities during AdvaMed 2016: *The MedTech Conference*

Scott reported we are in the process of arranging “pop-up” meetings for the SMDP Scholars with senior executives from the sponsor companies. Also, the scholars will be seated at the front of the room during an AdvaMed plenary breakfast and will be recognized by a presenter during the keynote session.

Partnership Support:

- Support for Talent Acquisition Staff

Scott reminded the committee that talent acquisition staff have access to the SMDP Portal, and can use it as a recruitment tool. ICPD welcomes the opportunity to provide a 30-minute tutorial to anyone interested.

- Additional Committee Members

Scott invited everyone on the committee to please let ICPD know if they have any ideas for new members or wish to nominate new members for the SMDP MedTech O&P Committee.

- Development & Sponsorship

Scott reported that ICPD currently has support for 20 SMDP MedTech Scholars. We invite introductions to additional sponsors.

MIDL Update

Scott asked Elisabeth to give an update on MIDL. Elisabeth explained that MIDL (Modules for Innovative Diverse Leaders) was created to help develop the next generation of senior leaders in the medical device, consumer healthcare and biotechnology industries. The structure for the program is similar to SMDP except that it is only one day. The MIDL participants have at least 5 years of work experience in industry, the public sector, clinical settings or academia and are ethnically diverse. The program was kicked off in April and the first MIDL Workshop was held in Philadelphia with 16 attendees. Most of the coaches were from Johnson & Johnson because they provided financial support to launch the program.



The format is different because the workshops are lead by the coaches. It is an incredible opportunity for the Workshop participants to interact with such senior level executives. The initial group is in the process of working through follow-up activities.

There is an online community for the MIDL group. MIDL participants are able to develop themselves and pursue higher levels of responsibilities within their organizations. We have had very positive feedback from the candidates.

Elisabeth shared that Korn Ferry also partnered and did individual assessments for the candidates to let them know what leadership traits they needed to develop. The next MIDL Workshop will be held in San Diego on October 3rd. ICPD is currently seeking candidates. Elisabeth asked the committee for any support for the MIDL program. Scott thanked Elisabeth for the overview and reminded the committee that the candidates do not need to be SMDP alumni. He also added that even though J&J helped launch the program that they do not want to be the only supporters and encourage other companies to join in.

Meg mentioned that she feels the more diverse of an experience for the candidates from other companies will provide a richer experience for everyone. She shared that the team was very excited to participate and looks forward to the next one in October. Scott led everyone to where they could find MIDL information on the website.

Other/Action Items:

- Committee members should:
 - Contact ICPD if they would like to work with ICPD to present a webinar featuring their company
 - Provide ICPD with university contacts to support outreach and recruitment for SMDP Scholar candidates. Also share SMDP MedTech recruitment materials with colleagues in University Relations.
 - Email speaker ideas for the training program to ICPD
- ICPD will:
 - Distribute a list of SMDP MedTech O&P Committee members with contact details to the committee
 - Develop a social media campaign to help promote SMDP MedTech
 - Update the committee on developments relating to the Biomedical Engineering Society

Scott thanked the committee for their time and participation on the SMDP MedTech O&P committee.