

SWIU Industry Task Force – 2022

ADVICE FROM INDUSTRY PARTNERS

How do you typically identify physicians with whom to partner for product endorsement?

Physicians often talk about the 3 A's of medicine – availability, affability and ability – and these principles have held true not only in the practice of medicine, but in many other industries. Industry approaches physicians in the same way but in a different order.

Ability: Industry is looking for physicians within their area of expertise who have a high clinical volume and research output that demonstrates their passion for the product. Not only is the clinical and academic ability assessed, but they are looking for the ability to communicate as this is crucial in furthering their outreach.

Affability: Industry looks for individuals who create a great working relationship with the company, but also can connect with an audience. People are often the greatest asset within any work environment and affability goes a long way in creating the right culture.

Availability: It provides the path of least resistance for industry when a physician is available and/or the one who volunteers. A physician will be sought after if the company knows that the physician will work to make themselves available.

Lastly would add that industry also looks for **Accountability**. They want to see physicians who are accountable to their area of expertise – those who want to work towards improving patient outcomes, furthering technology, or changing care pathways.

What are the available roles for physicians with industry?

The task force identified many available roles for physicians to interact with industry. Domains where physicians can be involved with the industry include all phases of the product development pipeline (pre-clinical, clinical research, and post-marketing follow-up). Physician roles in the pre-clinical phase, include partnering with industry to generate important clinical research aims, conceptualizing clinical research trials, and serving on advisory boards during the proposal development phase. During the clinical research phase, physicians may serve as protocol director, principal investigator, study site investigator, or they may serve on data safety peer review advisory boards. Following the completion of a clinical trial, physicians work with industry through medical science liaisons, serving as local speakers or advocates for a specific product, and working within marketing through involvement in educational courses.

What do you think female physicians can do to facilitate engagement with industry?

Reach out to the specific industry of interest through sales representatives or marketing/branding division and articulate the added value you can bring to the Company with specific expertise in the

product, demonstrate an engaging and authentic persona, and uniquely communicate ideas to increase the specific industry's market share to other MDs or patients because of your genuine support for the product. Be an intriguing, engaging expert who is available to support the Company and help further its goals without economics as the primary objective.

What is the best way to make contact to discuss a research idea? What types of proposals are most attractive?

There are several contacts within industry that you can approach with a research idea including the CMO and marketing executives. Most helpful may be the medical science liaison (MSL). If you do not have that person's contact you can ask a local representative or marketing personnel to direct you to an MSL. A good time for discussion may be in person at a meeting/conference or to schedule a one on one discussion where you can "pitch" your proposal.

Proposals that tend to be most successful are those that are questions that 1) can be answered, 2) are relevant, 3) will move the company forward, 4) can be accomplished efficiently, and 5) adds to the literature

What are the best venues for women urologists to connect successfully with industry?

Face to face meetings at conferences are a great way to connect with industry and explore working with them. You can talk to your local representative or regional manager ahead of time about your interest in connecting at a meeting and then something can be formally planned or a specific company representative may even fly out to meet you. Asking colleagues or mentors/sponsors to introduce you can also be helpful. Aside from conferences, most industry professionals are open to being contacted directly on social media or via email.

How does your company promote women in leadership – can we extrapolate this model to promote women in SWIU?

The promotion of women within industry relies on a mutually supportive partnership between company leadership and its female employees and applicants. Top-down support from industry leadership to engage, hire, promote, and continually evaluate its female employees to ensure equality with its male employees is essential to ensure fair representation and growth of women in industry. Designation of a female champion, as identified by the company, also supports this goal. Lastly, female employees or applicants should feel empowered to seek mentors and opportunities that increase their visibility and standing within the company, helping them to close the gender gap through earned promotion and recognition.

What are important skill sets we can help our members to develop to assist successful collaboration with industry?

- 1) Industry values your input and opinion. Be confidently authentic, assert your opinion, and put your genuine self out there. Communicate with industry, voice your likes and dislikes, attend events (labs, discussion dinners, etc.) to engage with companies. These interactions build relationships that can lead to collaboration.
- 2) Deliver as promised, on time and be flexible when necessary.
- 3) Develop good speaking and presentation skills. The ability to engage an audience, explain complex clinical issues in a simple way with confidence is crucial. Identify a woman who excels at public speaking and learn from her – what does she do well and why is she a good speaker? Approach this speaker and ask for advice to learn from her.

Do you have any advice on what to 'avoid' as a urologist seeking to engage with industry?

It is important to have an honest relationship with industry partners. This honesty is important when agreeing to time commitments and discussing availability. It is also critical to be honest with conflicts of interest when working with multiple industry partners; always be transparent about any industry roles you play. As a partner with industry, avoid being arrogant and at the same time avoid being overly apologetic. A strong industry partner is respectful, authentic and truly believes in the device/product/pharmaceutical. This allows you to promote the vision of the company in a sincere and impactful way. Finally, do not be discouraged if certain connections fail, as these relationships can form over the course of your career.

ADVICE FROM UROLOGY COLLEAGUES

Do you have any advice for beginning a relationship with industry?

Urology colleagues that have successfully navigated a relationship with industry recommend keeping an open mind, maintaining your moral compass, stay objective and remember the science and the literature. A common theme was to get involved for the “right reasons” and look for the opportunities that are most aligned with your personal mission and beliefs. Another important tip is to carefully read any contract you sign.

What were some initial barriers you faced that you wish you knew about beforehand?

When evaluating an industry to work with, evaluate their philosophy on innovation. If they do not have a long-term trajectory, it may not be a group you want to work with. You need to consider the long-term plan with the group. Oftentimes, one opportunity may lead to another.

How do you manage/integrate industry relationships with your other responsibilities/contract limitations/conflict of interest?

First and foremost, understand your contract and any rules of your institution for relationship with industry. It can be helpful to establish a relationship with your compliance office and be completely transparent, especially if working with multiple companies. Prior to signing any contract with industry, you can review policies on speaking arrangements, nondisclosure agreements, and compensation with your primary employer to ensure any conflicts are avoided. It is also important to accurately complete conflict of interest disclosures.

SWIU Engagement of Women Urologists with Industry Task Force 2021 Members

Melissa R. Kaufman, Task Force Chair

Siobhan M. Hartigan, Task Force Mentor

Kara Babaian

Grace Y. Biggs

Amy Dobberfuhl

Lin Lin

Amanda Saltzman

Raveen Syan

Kara Watts

Yooni Yi