

Engagement of Women Urologists with Industry BOD Executive Summary November 2022

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Task Force Charge: The goal of this task force is to renew the efforts undertaken in 2021 with the development of an industry 101 “how to” toolkit. The task force will pivot towards developing virtual programming to increase the knowledge of women urologists about industry opportunity or process. Work product might include proposed topics, speakers, schedule, and facilitation for execution in 2022 with prioritizing active learning strategies such as breakouts, case discussion, for small group mentoring.

Summarize any change or refinement to the charge: This year’s task force will refine the information obtained from the incredible interview efforts from last year’s initiative to create a meaningful and durable product for SWIU members.

Overview of preliminary research findings: The task force has convened twice and following review of the data accumulated from our prior interviews, has developed multiple potential strategies for dissemination of the content to the members.

Assessment of findings: Diversity of information precluded presentation as a “how-to” manual for members. Qualitative nature of the interviews, although common themes did emerge, lends itself to alternative means with live interview formats with opportunity for member input. Additional concepts for providing a service for direct connection to the partners engaged in the survey were revealed in data evaluation.

Focus for your task force/ Potentials points of leverage: The major themes include direct partnerships with women in industry for content creation and development of direct contact strategies to allow SWIU members access to opportunities which would otherwise be inaccessible.

Tentative ideas for deliverable: We intend to begin engagement in multiple simultaneous areas:

- 1) Developing a webinar (or series of webinars) with both members and industry executives to provide pragmatic information in a question-and-answer format from interview data accumulated last year. Industry partners will provide short vignette of their experience and then proceed with open moderated discussion.

The webinars can also transition to sessions for the SWIU annual conference and be maintained for viewing on the SWIU website.

- 2) Manuscript for *Urology* recapping the webinar and general task force initiative.
- 3) Construction of a member database for individuals interested in partnering with industry in the following contexts:
 - a. Speaker bureaus
 - b. Clinical trial site participation

This database will provide contacts only for SWIU members. In addition, this database will provide a value proposition for SWIU as industry partners who wished to have member information would need a financial commitment to access the data. To disseminate this opportunity to the membership, an option for participation in the database will be sent via email and appear as part of the speaker's bureau request. Additional information will be provided at the annual conference. The task force will develop the template of information to include and present to the BOD for approval.

- 4) Creation of a Linked In page for SWIU to increase our visibility in the business arena. Following BOD approval, this page has been created. The task force will disseminate this information to the membership so they may link to the page.
- 5) Promotion of task force efforts via social media will represent an ongoing strategy.