

EMPOWER

An OWL Magazine



spring 2019

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OWL
Advancing Diversity in Leadership



“We want your experience with OWL to be more than just another professional membership.”

Engaging with OWL – What’s in it for you?

When I sat down to write my first newsletter as president, I kept thinking about how important OWL has been to me throughout my career. I’ve had the opportunity to work in ophthalmology for over 20 years; OWL has been a part of it almost 15 of those years. OWL has provided me a sense of diverse community and engagement with others that would be difficult to achieve without this amazing and dynamic organization.

As I took on the role of OWL President at AAO 2018, I challenged myself and our Board of Directors to help our members broaden their experience with OWL through increasing member engagement. And WOW, have they answered the call!

The last few years have seen a great expansion of members, almost 1,000 strong. We have added new programs, such as webinars for our Partners and just recently welcomed our newest chapter in the NY/NJ area.

While this growth is amazing, we want to make sure that we keep an eye on quantity AND quality. That is where you come in... we want your experience with OWL to be more than just another professional membership. We want to stand behind our vision and mission statements, which are, respectively:

- To promote and develop DIVERSE LEADERSHIP to advance ophthalmic innovation and patient care, and;
- To provide professional and personal development and create opportunities for collaboration.

To make these impactful, they can’t just be words... they need to have some level of meaning to each and every member.

So, I ask you – how will you engage with OWL in 2019 and make our vision come to life?

First, allow me to answer an important question: What’s in it for you?

Let’s start with professional development. OWL is a great way to connect with professional contacts, find a mentor, and attend development programs. It can help you succeed by finding new clients, new employees, or new businesses. You can stay on top of trends and other issues by networking with people in our industry whom you may not have met before.

Engaging can help you gain a competitive edge. There’s a lot going on in ophthalmology, and OWL can help you stay current on industry news and developments – knowing what’s changing, what’s going on, and where.

Volunteering on a committee and attending OWL Signature events will also provide you access to industry experts.

Finally, and perhaps most importantly, engaging with OWL gives you an opportunity to advocate for more diversity in our industry. Diversity of perspectives, experiences, cultures, genders, and age is essential to growth and prosperity of any company, practice, and organization. As Stephen Covey once said: “Strength lies in differences, not in similarities.”

You often hear that you should follow your passion. However, most of the time, you don’t know if you’re going to be passionate about something until you try it.

For me, that passion is about connecting in a way that makes me want to continue. I’ll be honest, becoming more involved in OWL means a commitment of personal time, but I assure you the payoff is worth it. Active involvement is the key to successfully developing relationships and business opportunities.

If you want to get to know people and showcase your own abilities, get involved – serve on a committee, volunteer for an event, and/or become a Board member. Even a small commitment of time will be worth it, I assure you.

If you’d like to get more engaged, email me at beth.ann.marsh@gmail.com. I’d love to hear from you!



Beth Marsh
President

Ophthalmic World Leaders (OWL) • Advancing Diversity in Leadership

OWL at ASCRS Networking Event



MAY THE
FOURTH
BE WITH YOU

Join us for the Best Networking
Event in the Galaxy!

WHEN

Saturday, May 4th
4:00 pm – 5:30 pm

WHERE

Sapphire 400 Room
Hilton Bayfront
1 Park Blvd., San Diego, CA 92101

OWL will connect you with some of the top Jedi Masters in ophthalmology, grouping you into compatible discussions with structured interaction. There will also be plenty of opportunity for open networking before and after.

Register at www.owl-site.org

• • •
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OWL Appreciates Champion Circle Members

Champion Circle Members are advocates and champions of the OWL Mission, Vision, and Values; they are leaders in their organizations; they actively recruit new OWL members; and they contribute significantly in OWL by attendance, and leadership at Board or Committee levels. Learn more at www.owl-site.org

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The OWL Vision

OWL's vision is to promote and develop diverse leadership to advance Ophthalmic Innovation and Patient Care. OWL works across Ophthalmology to provide professional and personal development and create opportunities for collaboration.



Where to Find OWL

OWL has an increasingly significant presence at industry meetings throughout the year including a Connect Event at the Hawaiian Eye, Signature and Networking Events at ASCRS, Connect Event at ESCRS, and a Signature Event with Award Ceremony at AAO.

OWL members are invited to frequently visit www.owlsite.org to find the latest information on Programs, relevant Blogs, and Membership updates. In addition, look for local networking at OWL chapters in Southern California, New York/New Jersey – and soon, North Carolina!



Get Connected

Attend OWL's Signature Event at ASCRS

"My Leadership Journey; Dealing with Life's Curveballs and Hitting It Out of the Park"

Keynote speaker, Kim Ng
Senior VP, Baseball Operations
Major League Baseball



Sunday, May 5, 2019

5:30 - 7:00 PM

Hilton Bayfront Hotel

Indigo Ballroom E

1 Park Blvd.

San Diego, CA 92101

Register at www.owlsite.org

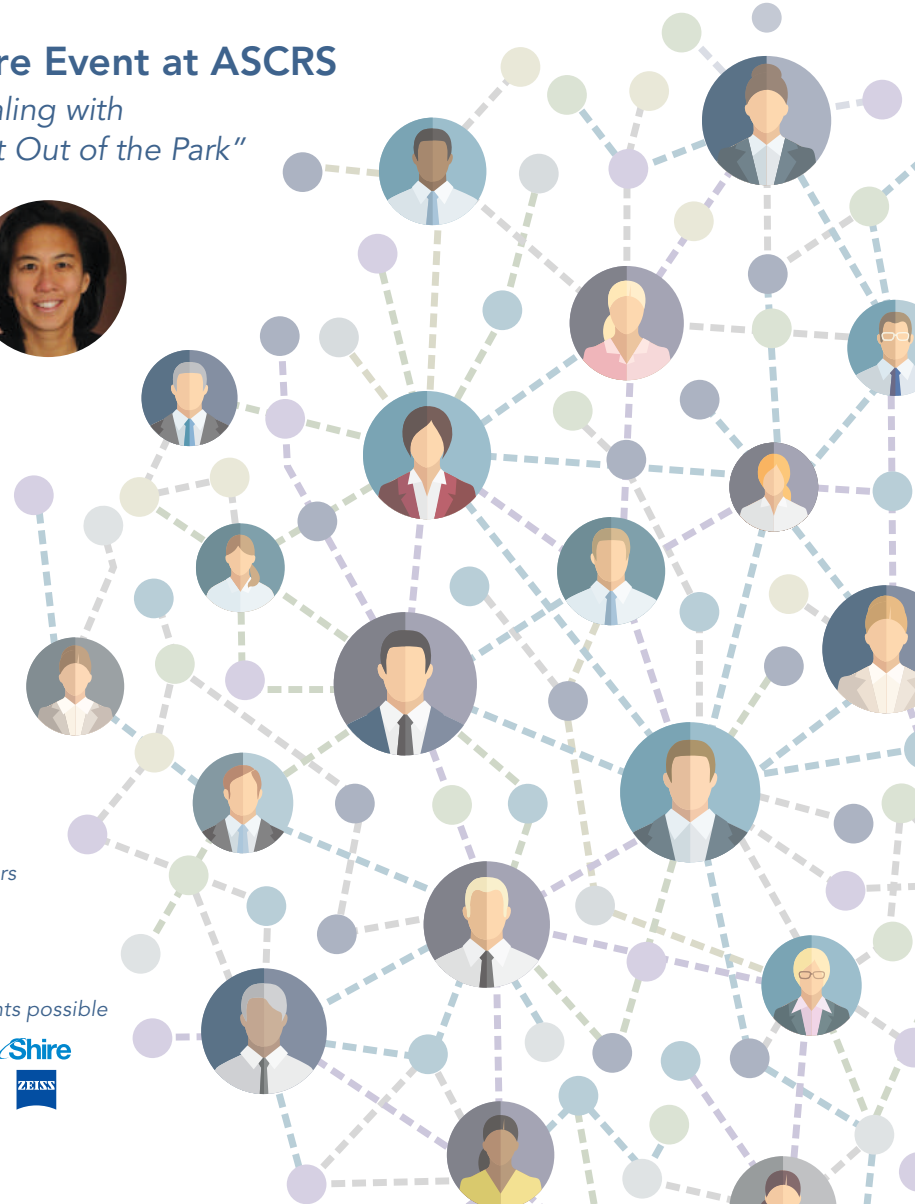
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Members in Action: SightLife Women Advocates' Trip to Nepal

By Sheryl Stevenson

OWL spoke with three thought-leaders who were among those who made the trek to Nepal last fall as part of the SightLife Women Advocates' program.

- **Marsha D. Link, PhD** – Principal, Link Consulting; past OWL Board Member and President
- **Abigail (Abby) Markward** – Director of Business Development, PentaVision, LLC; OWL Board of Directors
- **Audrey R. Talley Rostov, MD** – Cornea surgeon and partner at Northwest Eye Surgeons; OWL Board Member and Associate Medical Director at SightLife

Each shares her take-aways from this experience. Women play a primary role in SightLife's corneal blindness prevention program, which is administered by local women healthcare workers.



Marsha Link with refresher training group

Q What led to your involvement with the SightLife Women Advocates' trip to Nepal? And what was your role?

A **Marsha:** I have been involved with SightLife for a number of years, through both personal and professional relationships. When I saw the exciting program about the prevention program that SightLife was initiating, I wanted to learn more about that. I believe in SightLife's mission to eradicate corneal blindness. I wanted to see something in action that provides a venue to make that happen.

Audrey: I was excited to go on this first women advocates' trip for a few reasons. One was to participate in and learn more about the prevention program. Another was to share in a lot of the work that we've been doing with a number of women who were involved in ophthalmology in different ways. And very excited to share a lot of the different aspects of the work that we've been doing as part of this trip. I also did some surgeon training there for a woman who was the only surgeon for an area of about 2 million people. And so it was fun to participate in a lot of different aspects of the elimination of corneal blindness.

Abby: Years ago, I worked in the marketing department at Bausch + Lomb Surgical. One day, my boss at that time came into my office and said: "Hey, I need you here. Run some numbers on a product called Optisol." In the surgical business, I had no idea what that product was. I became familiar with it and realized it was the corneal storage solution that SightLife and other groups use for corneal transplants. Ever since I've kept in touch with SightLife and anything that they needed some help with, whether it be some marketing or PR work.

My role going into this particular trip was to help promote and create awareness around their mission, and the women's advocates, and what we were going to do in Nepal. So that kind of was my role more on that marketing/PR side.

Marsha: One of the roles for us as women was to experience the implementation of the prevention program. While Audrey served as a wonderful surgeon-trainer for these amazing young women in Nepal, the rest of us were there to observe, to take in, and to understand the different elements of this prevention program and to see it in operation.

Audrey: These infections occur because there is usually an agricultural injury to the cornea. And then it gets infected, there's a delay in treatment, and then it leads to corneal blindness. By being able to have community volunteers, healthcare volunteers, these amazing women, be able to diagnose and have early treatment



Abby Markward with refresher training group



Dr. Audrey Talley Rostov with a healthcare worker

We saw the impact that it had, not only on the patients who were served but on the women who were doing the work and the ripple effect that these women, these community health workers, had in terms of raising their self-esteem, their skill level, and the acknowledgement that they were someone empowered in their community to do something in the healthcare arena that made a difference.

Abby: What was eye-opening to me is why this prevention program is so important to 'shut off the faucet.' That's kind of what's always been in my mind.

Audrey: This is a mission-critical part of the cornea ecosystem and something we haven't been involved with before, which is this prevention program.

One of the main reasons for needing corneal transplants in developing countries and especially here in Nepal and where we went, as well as India, is infections.

for corneal infections... that's tremendous because then they can prevent blindness from occurring in the first place.

And from a small amount of money – these women get paid 25 cents per abrasion that they treat these and that's a few dollars for some antibiotic ointment to use for a few days. And for patients' follow-up, it can prevent them from having corneal blindness and from needing a cornea transplant, which can run into the equivalent there of hundreds to hundreds or thousands of dollars.

Marsha: This prevention program is implemented by women in local villages who have been trained by SightLife to identify early corneal abrasions and early forms of infection.

These people come from villages that are miles away. And the follow-up for corneal transplant is very difficult and, so if you nip it in the bud, and 'turn off the faucet' as you're helping people get well and avoiding the costly and complex corneal transplantation that can save them and can save their and restore their vision.

Marsha: Currently, there is some 10 million corneal blind in developing countries where corneal blindness is occurring. That 10 million people that we now have in the statistics is increasing every year unless we do something to ‘turn off the faucet’ and get people treated earlier to avoid the necessity of having transplantation.

Abby: From a SightLife perspective, it’s rededicated my efforts to that organization because I know they have a plan around these prevention programs. For me to give my time and resources to an organization and know that they are making strides in the right direction to eliminate corneal blindness.

Thirdly, I was able to meet some amazing women on this advocates trip, for example, Audrey and Marsha. I hope to call them friends for life and that was just wonderful to spend that time and experience with them, because it is quite remarkable.

Marsha: They were amazing women, each of them to the person and each of them were dedicated, committed, and involved and were just wonderful people.

I had been to Nepal before, but the thing that I came away with is that these people that we met, the women health workers, the commitment of these community health workers where they have nothing materially, but they want to make a difference.

What an amazing human value that is to live your life, to make a difference. These universal values of humanity just struck me right between the eyeballs. And it just made me realize that whether we’re in the USA or whether we’re in Nepal or whether we are in South Africa, there are some qualities about the human condition and the human spirit that drives us all.

Audrey: As many trips as I have been on, one of the things that I always bring back is the sense of hopefulness and the capacity for doing good. The commonality of the human condition, but also, especially this sense of empowerment of these women was palpable. ■



Presentation by female community health volunteer

Corneal blindness is something we can do something about and shame on us if we don’t tackle a problem that we could solve.

Q How has this experience personally changed you?

A **Abby:** There are so many different ways it has been life-changing for me. First of all, just becoming aware of the prevention program and being immersed in it and meeting these women and seeing what they do every day. We went to one of their training courses and one of the women walked for six hours just to be there that morning. And I just thought that was remarkable.

To learn more about how you can make a difference, contact Claire Bonilla, CEO or Josie Noah, Vice President, Global Strategy and Programs at info@sightlife.org or visit SightLife.org.

Sheryl Stevenson



Join Us OWL SoCal Connect Summer Event



Enjoy a night of networking and collaboration!

Date **Tuesday, June 18, 2019**
Time **5:30 – 7:30 pm**
Location **Gavin Herbert Eye Institute – Mazzo Terrace**
Department of Ophthalmology – University of California, Irvine
850 Health Sciences Road
Irvine, CA 92697-4375

Registration opens soon @owlsite.org

OWL Proudly Announces New Advisory Board Members

OWL's Advisory Board is established to play a special role in helping to promote OWL and provide strategic direction for its development. The Advisory Board acts as a steward of OWL's mission and helps ensure that the work of the organization appropriately advances its mission.



Zaina Al-Mohtaseb, MD
Assistant Professor of Ophthalmology
Baylor College of Medicine



Claire Bonilla
CEO, SightLife



Brad Fundingsland
President, The Fundingsland Group



Marsha Link, PhD
President, Link Consulting



Michael Onuscheck
President, Global Business & Innovation, Alcon



Tracy Valorie
Sr. VP & General Manager, Bausch + Lomb

Career Path: A Scientifically Proven Way to Actually Hire the Best

By Brad McCorkle

9 key traits to predict which candidates will likely STEP UP to be best job performers

Decades of research in organizational psychology demonstrates that eye-care practices can significantly improve hiring decisions by incorporating pre-employment testing into the selection process.

Even the most skilled HR-professionals, it has been shown, can identify top candidates by reading resumes alone at a rate no better than chance. Of course, most candidates have the ability to portray themselves favorably on a resume. But of those candidates who have well put-together resumes, the most reliable predictor of future job performance remains pre-employment testing.

Our partners at the University of Pennsylvania developed an assessment to predict job performance, and it is informed by psychology research and one of the top-rated management professors in the world. Through large-scale validation studies of real companies and real employee performance data, Dr. Grant and his team found that a simple, 15-minute assessment of nine key behavioral traits would reliably predict which candidates were likely to be the best job performers.

So which traits are so important? And what do they mean? Here's a summary of the 9 key traits measured by the assessment:

- 1 **Intrinsic Motivation** - Finding the work one does to be itself fun and engaging.
- 2 **Achievement Motivation** - Motivation derived from setting and achieving goals.
- 3 **Helping Motivation** - Being motivated by the desire to help and benefit others.
- 4 **Purpose Motivation** - Viewing a job as one's calling in life.
- 5 **Initiative** - The ability to proactively develop new ideas, improve existing processes, and overcome barriers.
- 6 **Cognitive Ability** - The ability to learn more, learn faster, and develop more effective working methods.
- 7 **Conscientiousness** - Being hardworking, dutiful, and organized.
- 8 **Emotional Stability** - The tendency to remain calm in the face of negative feedback, pressures, and threats.
- 9 **Growth Mindset** - The tendency to learn from mistakes, to work to improve on weaknesses, and to hone strengths.

The assessment has been developed to identify job candidates with the ideal mix of these traits, and to do so in a format that is easy to complete for the applicant.

Questions are also administered so that "correct" answers are not obvious to the applicant, and such that truthfulness in answering questions is the most logical and truly the best policy for the applicant.

A set of interview questions is also tailored for each candidate. This allows the employer to get the most out of an interview. The assessment helps the employer already understand who the candidate is before the interview begins, thus allowing the session to mainly focus on whether the individual is a good fit. ■

Brad McCorkle is founder of Local Eye Site.



In the New York area?

Connect with the OWL NY/NJ Chapter



Thanks to Gaynor Fries, Bindu Manne, Georgette Pascale, and Tracy Valorie – an OWL NY/NJ Chapter launched on March 20th in New York!

Just under 50 people gathered to network, rekindle old connections, and meet new people.

We look forward to seeing you at the next OWL NY/NJ Chapter event in June!

Visit www.owlsite.org for details.



A special thanks to the Allergan Foundation for their grant to help bring OWL local in 2019.



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OWL programs are supported by industry partners and individual donors. Their support means that OWL is able to provide an expanding menu of programs in the spirit of its mission, vision, and values of advancing diversity in leadership. We thank our financial supporters for their leadership and for the critical role they play in our organization.

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