

EMPOWER

An OWL Magazine



spring 2020

contents

- 2 Staying Connected During COVID-19
by Beth Marsh
- 4 OWL Champion Members
- 6 Ophthalmic Business and Leadership Trends Survey Results
by The Fundingsland Group
- 10 Webinar Series:
Doctors, Industry and COVID-19: Caring and Collaboration
by Sheryl Stevenson



Staying Connected During COVID-19

The “new normal,” “new reality,” “pivoting,” “adapting” and “unparalleled” — within the COVID-19 universe these words are no longer hyperbole. Work and family life are interwoven like never before and forever changed for most. If you’re like me, you’ve spent the past few weeks on videoconferencing platforms navigating and connecting with work, family, and friends. If staying at home to “flatten the curve” has taught us anything, it’s that we crave connection.

As a recent *Forbes* article shared, the ability for employees to shift quickly to videoconferencing to stay connected with their teams has kept a glimmer of normalcy intact and morale strong, factors essential to working through crisis.

Truthfully, implementing more ways to virtually connect our membership has been on the OWL Board of Directors’ agenda for years and was shelved just as often as a time-consuming and complex situation that required further review.

When it became apparent our plans to connect with our members at ASCRS and regional chapter meetings would no longer be possible, our OWL Board responded immediately with a webinar series that offered something different.

OWL’s **Doctors, Industry & COVID-19 – Caring and Collaboration Series** brought together clinicians and industry to share how the rapidly changing situation with the pandemic is impacting the ophthalmic world – and what we truly need from each other in these times (these archived webinars can be found on the OWL website). Learn more about the webinar series on page 10.

“OWL... brought together clinicians and industry to share how the rapidly changing situation with the COVID-19 pandemic is impacting the ophthalmic world – and what we truly need from each other in these times.”

Doctors, Industry and COVID-19: #3
Caring and Collaboration

Moderator:
Jim Mazzo

Panelists Include:
Jeannette Bankes
Hayley Boling, MBA, COE
Amanda Cardwell Carones
Caren Mason
John Vukich, MD

Webinar Sponsors:
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Continued next page

And it didn't stop there! We virtually connected with colleagues over coffee, and conducted a candid discussion on diversity with Julie Swidler, EVP of Business Affairs and General Counsel at Sony Music Entertainment.

It turns out we didn't need complicated technology or highly produced and scripted virtual programs to make an impact and connect our members.

Videoconferencing - especially with surprise guests like children and pets - allows us a glimpse into the real lives of those in our industry and breaks down the formality of our relationships, leading to stronger empathy and better communication. We're all in this together!

On display is the diversity of our at-home environment – teaching children, balancing multiple home work stations, problem-solving between home and practice – now is the time to maintain an open and candid dialogue and encourage inclusion.

In addition to a review of our virtual programming and highlighting our amazing Champion members, this edition of *EMPOWER* magazine shares the results of a comprehensive diversity survey undertaken in partnership with The Fundingsland Group that assesses current opinions and business practices of professionals across the ophthalmic industry. It's a fascinating read that compares the results to those from five years ago. We will share even more in the coming weeks.

As I close this letter, on behalf of OWL I'd like to recognize and thank our doctors and nurses who are on the frontlines in our hospitals and our scientists working toward a vaccine and treatment. We also want to thank all the essential personnel – caregivers, those working in supermarkets and pharmacies for showing up to work and for helping their fellow human beings. ■

Stay safe and healthy!



Beth Marsh
OWL President



OWL Appreciates Champion Members

Champion 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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Jacqueline Armani • Medical Science Liaison, Alcon
Jeannette Bankes • President & GM, Global Surgical Franchise, Alcon
Joanne Bara • VP US Education and Marketing, Ziemer USA
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Kim Bartels • VP, Vance Thompson Vision
Raman Bedi, MD • Principal Consultant & Ophthalmologist, IrisARC - Analytics, Research & Consulting
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The OWL Vision

Ophthalmic World Leaders (OWL) endeavors to advance diversity in leadership, provide professional and personal development, create opportunities for collaboration, and pursue ophthalmic innovations in patient care.



Where to Find OWL

As we navigate our new normal in these times of social distancing, OWL members are invited to frequently visit www.owlsite.org to find the latest information on virtual programming, relevant blogs, and membership updates.

OWL generally has an increasingly significant presence at industry meetings throughout the year including at Connect Events at the Hawaiian Eye, AECOS and ESCRS; Signature and Networking Events at ASCRS; and a Signature Event with Awards Ceremony at AAO. Local networking opportunities occur via OWL Chapters in Southern California, Northern California, New York/New Jersey, North Carolina - and soon, Texas and New England!

We hope to resume our in-person events as soon as safe to do so.



Get Connected

You are invited to attend OWL at ASCRS 2020
VIRTUAL Signature Event

Monday, May 18th • 6:00 PM Eastern

*"Turning Conversation into Action:
A Candid Discussion on Diversity"*
with **Julie Swidler**, Executive
Vice President of Business Affairs
& General Counsel - Sony Music
Entertainment

Interviewed by Georgette Pascale,
Founder & CEO of Pascale
Communications, Immediate
Past President of OWL

Register at www.owlsite.org

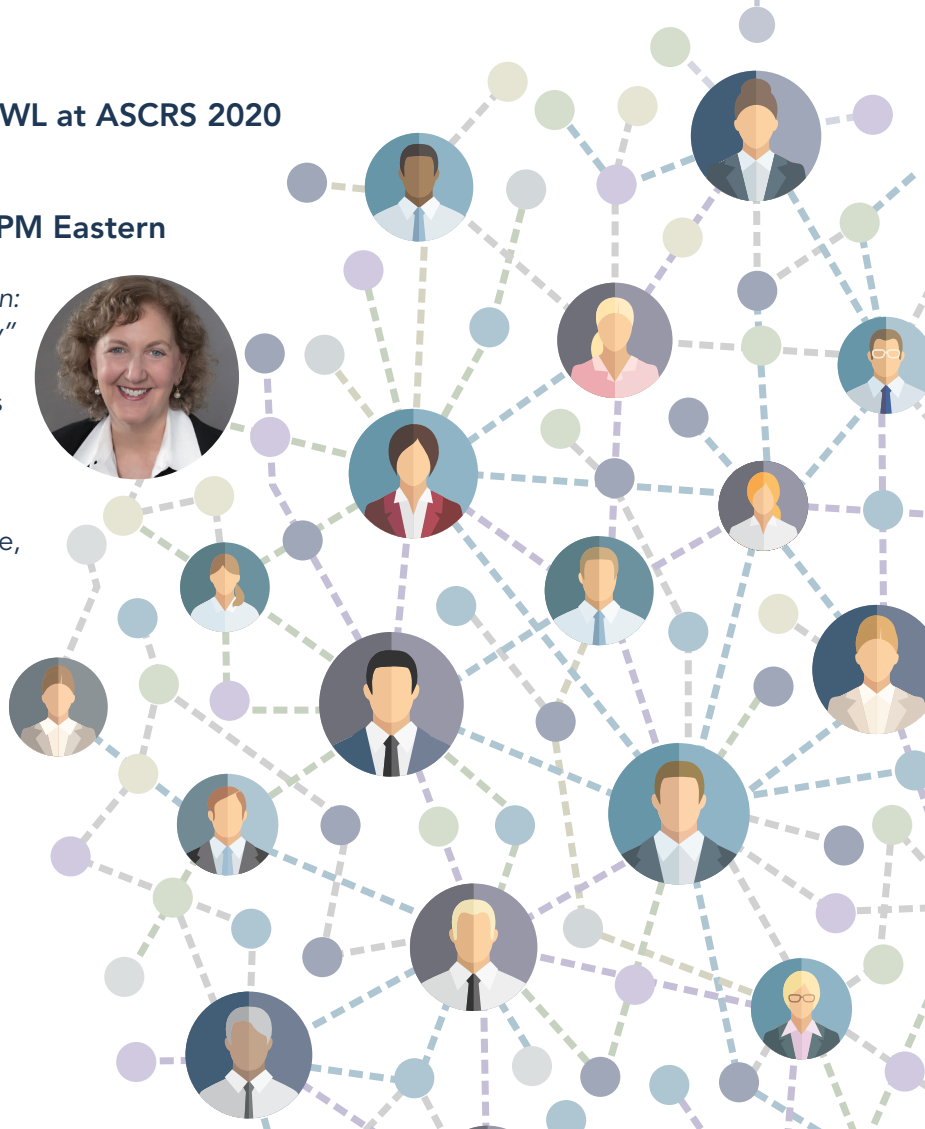
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SNAPSHOT: Ophthalmic Business and Leadership Trends Survey Results Are In!

How your peers feel about negotiating, networking, mentoring, balancing work and life, and crafting a personal narrative.

By The Fundingsland Group

In September 2019, OWL Board Members worked together with The Fundingsland Group (www.tfgeducation.com) to develop a comprehensive survey that assesses current opinions and business practices of professionals across the ophthalmic industry. More than 360 women and men responded to the Ophthalmic Business and Leadership Trends Survey, including OWL members, practicing doctors, practice administrators/CEOs, and members of the ophthalmic/optometric industry.

A similar survey was performed in 2014 to use as a comparison of trends. Data analysis was done by Raman Bedi, MD, principal consultant and ophthalmologist, IrisARC (<http://iris-arc.com/>). The results of these surveys are summarized below and some of the data might surprise you!

NEGOTIATING

The survey revealed a need for active negotiations during employment transitions. More than one-third of respondents did not attempt to negotiate a high salary and/or additional benefits, such as vacation time, cell phone, or relocation assistance during their last employment transition.

For those who did not negotiate, one-quarter didn't even think about negotiating, and 20% said they were not confident with having the discussion. For those who negotiated, 87% were somewhat and very satisfied with the outcome of that negotiation.

Compared with a similar survey that was conducted in 2014, there was a statistically significant 10-percentage point increase in those who attempted to negotiate in their last employment transition (from 55.3% to 65.3%; **Figure 1**). While this is a positive trend, there is still a need for gaining confidence in negotiations.

QUESTION:
In your last employment transition, did you make an attempt to negotiate a higher salary and/or additional benefits such as vacation time, cell phone, or relocation assistance?

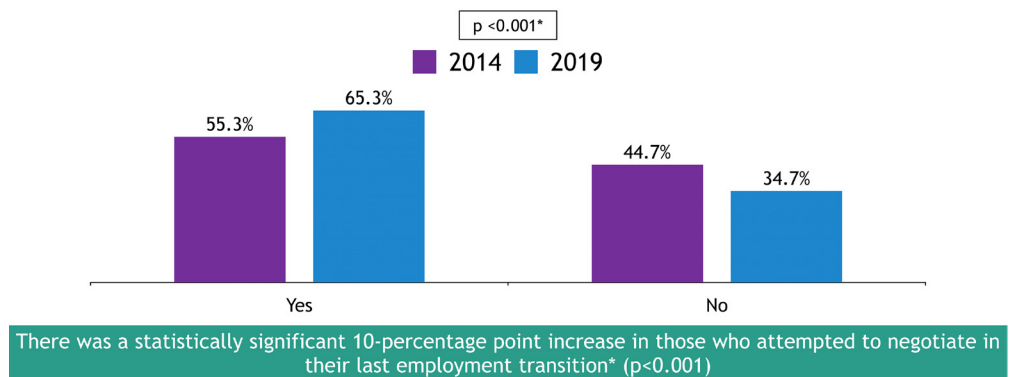


Figure 1 In 2019 over one-third of survey respondents did not attempt to negotiate a higher salary and/or additional benefits such as vacation time, cell phone, or relocation assistance.

Continued next page

NETWORKING

The survey highlighted the need for strategic networking. In 2014, only 35% of respondents felt they had a strong network of connections with people throughout the field of ophthalmology. Five years later in 2019, this percentage nearly doubled, as 61% of respondents felt they had a strong network of connections.

This statistically significant 26-percentage point increase is largely thanks to the OWL organization. OWL members reported having a 23-percentage point stronger network of connections than non-members (**Figure 2**). Most commonly, people found out about their most recent position through an industry colleague or friend.

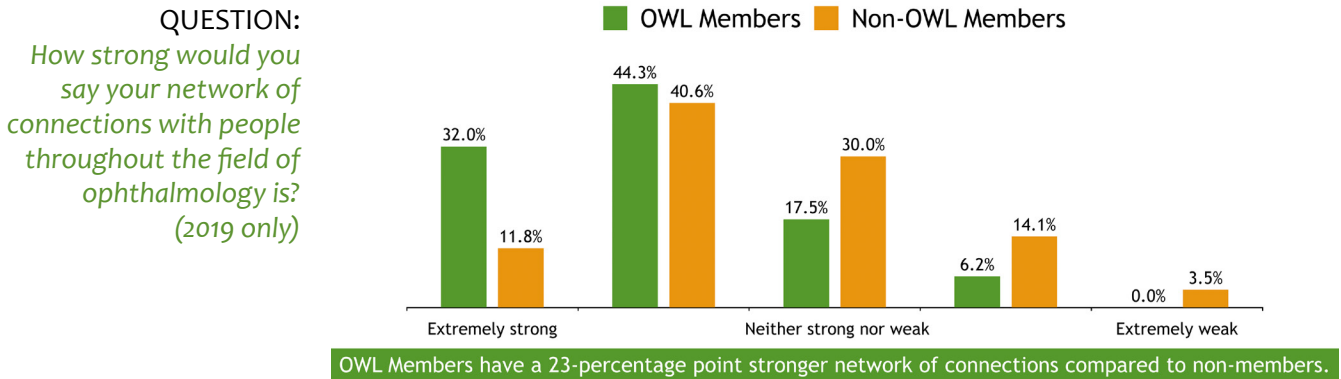


Figure 2 Over three-quarters of OWL members report having a strong and extremely strong network of connections with people throughout the field of ophthalmology.

MENTORING

When developing their career, the majority of respondents were motivated by financial rewards/security, the opportunity to use their position to have a positive impact on the world, and the opportunity to impact the success of their company. The survey revealed that in 2019, career development has largely been an informal effort.

Only one-fifth of respondents have participated in formal mentoring programs, while 62% reported having informal mentors who have helped their careers (**Figure 3**). This represents a statistically significant difference since 2014, when almost one-third of respondents had formal mentors, and about half had informal mentors.

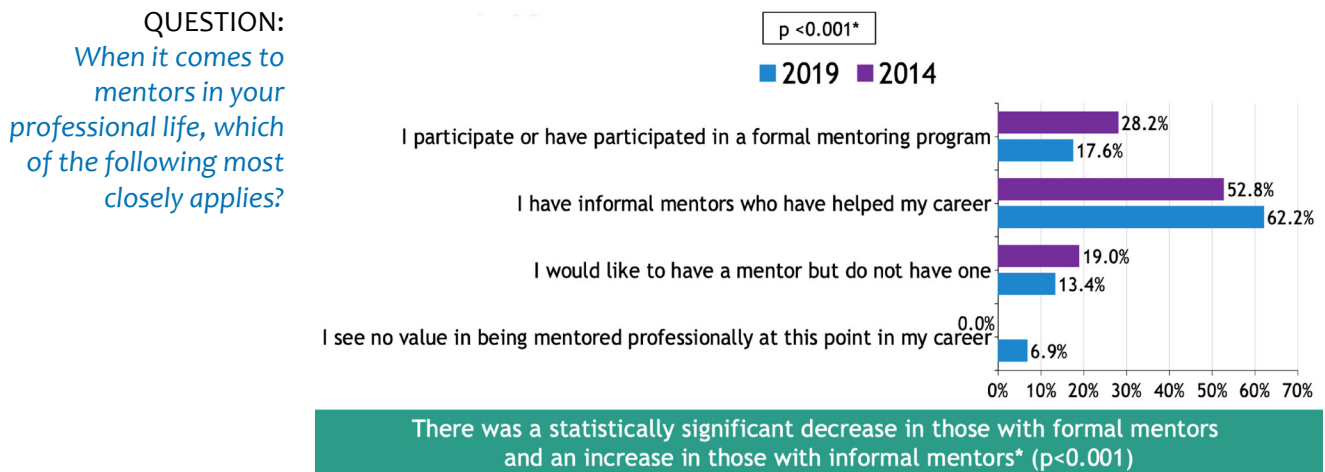


Figure 3 Eighty percent of respondents have formal and informal mentors in their professional life.

Continued next page

BALANCING WORK AND LIFE

The survey revealed that work-life balance is still a large issue. Since 2014, there has been almost no movement in opinions about integrating or balancing work and personal life. Ninety-three percent agree that this is a really important topic, but only 52% report that they've found a good balance.

Moreover, 41% report that work-life balance is an issue they struggle with a great deal (**Figure 4**). Clearly, there is a need to address integrating or balancing work and personal life.

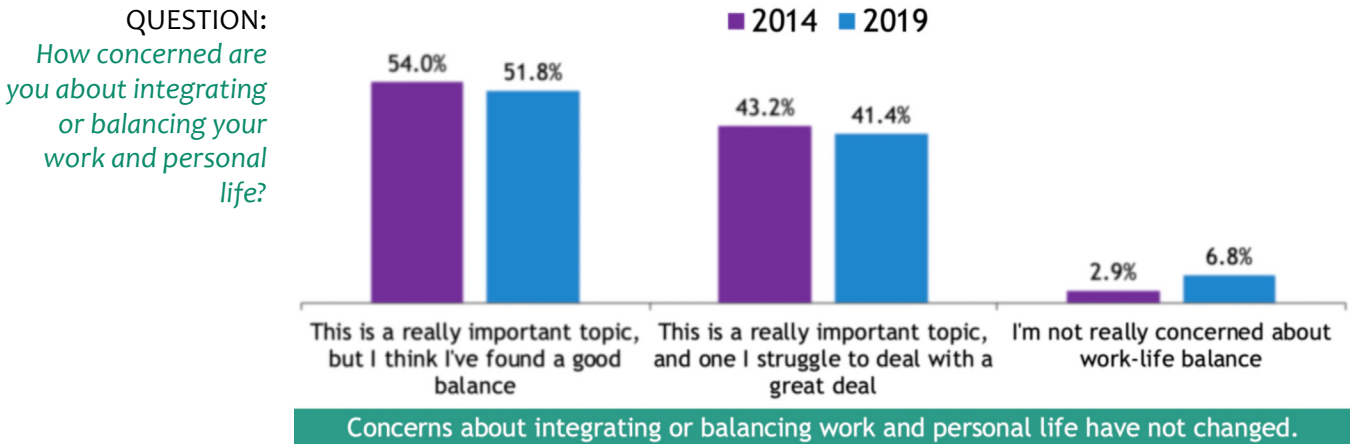


Figure 4 Only half of respondents have found a good work-life balance.

GIVING AN ELEVATOR PITCH

The survey revealed a discomfort with personal elevator pitches that has endured since 2014. Over 10% of respondents reported that they were neutral or not confident that in 20 seconds they could succinctly describe what they do and make a positive impression (**Figure 5**). There is a need for everyone to master their personal narrative.

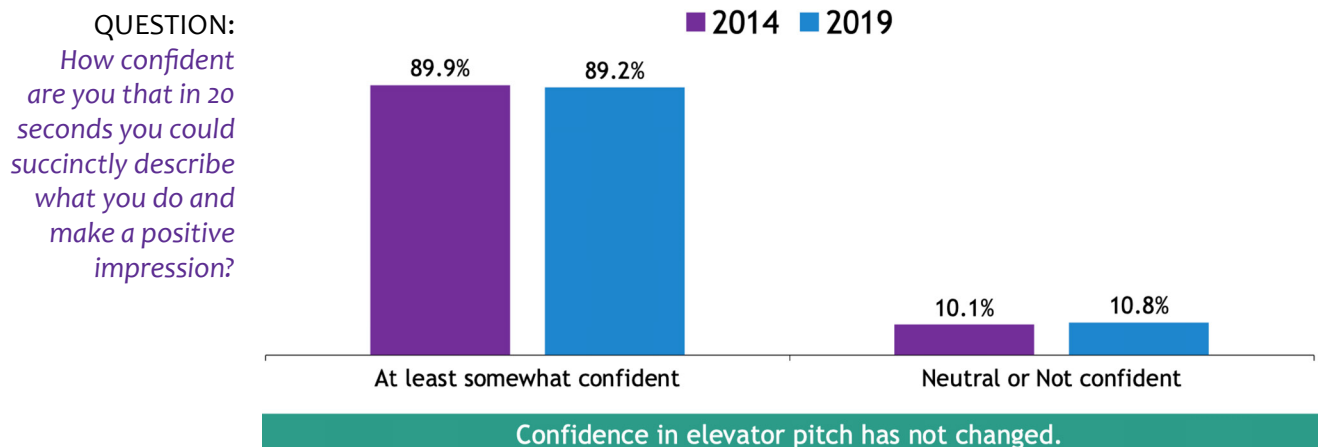


Figure 5 One in ten respondents is neutral or not confident giving an elevator pitch.

CONCLUSIONS

The 2019 Ophthalmic Business and Leadership Trends Survey revealed interesting behaviors of professionals across the ophthalmic industry. The survey identified needs in negotiating, networking, mentoring, balancing work and life, and crafting a personal narrative.

The survey also highlighted the strength of the OWL network! We look forward to future OWL events and initiatives to address these professional development areas and to continue to elevate members into strong world leaders in ophthalmology. ■

Rockin' Virtual Presentations

May 27, 2020 / 12 pm Eastern

Learn how to rock an audience in a virtual setting to reach more people and make the most of today's technology!

In this training, you will learn how to keep your audience energized and interested, to ensure participation and drive your message home. You will also discover:

- The differences between live and virtual training
- What to do before, during, and after the virtual training to increase success
- Skills to engage audiences virtually
- Activities to encourage participation throughout
- How to confidently navigate the virtual training room

OWL is thrilled to collaborate with Ward Certified to bring this virtual presentation training to our members. Ward Certified specializes in coaching and training for companies and individuals and helps people connect, communicate and collaborate more effectively. In these times of pivoting to delivering content online versus in-person, these valuable tips will help you take your presentation game to the next level.

Register today at www.owlsite.org



Doctors, Industry and COVID-19: Caring and Collaboration

By Sheryl Stevenson

On the evening of April 7 – when many in the ophthalmic community might otherwise have been finalizing their presentations and meeting plans for this year’s ASCRS meeting in Boston – they instead gathered virtually with laptops, tablets, and smartphones. The world had changed.

For many, it was the first time in recent weeks they had “seen” their fellow ophthalmic colleagues, and it was reassuring to see their familiar faces amid such uncertain times. The advent of a worldwide pandemic had altered life and plans for many, who had already been ordered to stay home to help “flatten the curve.”

And even in times like these, on that early spring evening, OWL achieved what it set out to do – to unite physicians and industry through a webinar series entitled “Doctors, Industry and COVID-19: Caring and Collaboration.”

This first webinar and a subsequent webinar a few weeks later, moderated by Dick Lindstrom, MD, Minnesota Eye Consultants, brought together clinicians to share how COVID-19 was impacting their patients, practices, and personal lives, and how ophthalmologists and industry can work together.

The third webinar in the series, was moderated by Jim Mazzo, executive chair of Neurotech and chair of Avellino.

To watch the webinar series in its entirety, go to www.owlsite.org ■

Thank you to our Webinar Sponsors:
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WEBINAR #1 - April 7, 2020

<https://www.owlsite.org/2020/04/08/doctors-industry-and-covid-19-caring-and-collaboration/>
Clockwise from upper left: **Audrey Talley Rostov, MD**, Northwest Eye Surgeons; **Dick Lindstrom, MD**, Founder of Minnesota Eye Consultants; **Jai Parekh, MD**, Allergan; **John Vukich, MD**, Summit EyeCare of Wisconsin; **Renee Bovellev, MD**, Envision Eye & Laser; and **Hayley Boling, MBA, COE**, Boling Vision Center & INSIGHT Surgery Center.
Not pictured: **Matt Jensen**, Vance Thompson Vision (via phone).



WEBINAR #2 – May 5, 2020

<https://www.owlsite.org/2020/05/06/doctors-industry-and-covid-19-caring-and-collaboration-2/>
Clockwise from upper left: **Sandor Palfi**, Johnson & Johnson Vision; **Dr. Bovellev**; **Jensen**; **Dr. Parekh**; **Dr. Talley Rostov**; and **Dr. Lindstrom**.



WEBINAR #3 – May 12, 2020

<https://www.owlsite.org/2020/05/13/doctors-industry-and-covid-19-caring-and-collaboration-3/>
Clockwise from upper left: **Jim Mazzo**, Executive Chair of Neurotech, and Chair, Avellino; **Amanda Cardwell Carones, MPH**, Eligite SRL; **Caren Mason**, STAAR Surgical; **Dr. Vukich**; **Jeanette Bankes**, Alcon; and **Boling**.

Thursday, May 28th, 2020 | 3 PM EDT

OWL VIRTUAL CONNECT

Catch up with colleagues over coffee

Grab your favorite beverage and join us online. Now, more than ever, we are feeling the value of being connected. OWL is happy to continue providing opportunities to do just that.

OWL invites members to get to know one another during these fun 30-minute sessions. Each Connect will be facilitated by a member of OWL's Board or Committees and will be targeted to members from different areas of ophthalmology.

Space is limited in these OWL Virtual Connects to create the online equivalent to catching up with colleagues in the company break room. Don't worry about your kids or dogs in the background - fire up your webcam and join us for a chat!

Hosted by Amy Tezel, OWL Board Member and Vice President of Global Regulatory Affairs – Surgical Franchise at Alcon

Thanks to our partners for their continued support



REGISTER TODAY AT WWW.OWLSITE.ORG



VIRTUAL CONNECT

Chances are there's an OWL Chapter near you!

We look forward to a time when we can meet locally in person. Visit www.owl-site.org to find details on OWL Chapter events – including the launch of NEW Fort Worth, TX and Boston Chapters.

QUESTIONS?
Contact: Gaynor Fries,
OWL Executive Director
at gfries@owl-site.org

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