

Gendered Medicine

ADVANCING WOMEN'S HEALTH
IN RESEARCH, THERAPY AND CARE



October 14-15, 2020

VIRTUAL LIVE STREAM

FEATURED SPEAKERS



Nita Mosby Tyler
Chief Catalyst
The Equity Project, LLC,
The HR Shop, LLC



Gillian Murtagh
Associate Medical Director of
Cardiovascular Diagnostics
Abbott Diagnostics Division



G. Rumay Alexander
Professor of Nursing, Formerly, Associate Vice
Chancellor for Diversity and
Inclusion, **UNC-Chapel Hill**
Past President, **National League for Nursing**



Charmaine Gregory
Clinical Faculty
St. Joseph Mercy Hospital



Anita Gupta
Senior Vice President, Medical
Strategy & Government Affairs
Heron Therapeutics, Inc



Alyson J. McGregor
Director at Division of Sex and Gender in
Emergency Medicine, **Rhode Island Hospital**
Associate Professor of Emergency Medicine,
Brown University



Eliza Lo Chin
Executive Director
**American Medical Women's
Association**



Kaveeta P. Vasisht
Associate Commissioner for Women's
Health & Director of the Office of
Women's Health
U.S. Food and Drug Administration



Beth Battaglini
CEO
HealthyWomen



Brooke Allocco
Vice President,
Medical Affairs and Education
Boston Scientific



Jan Werbinski
Founder and Executive Director
Sex and Gender Health Collaborative
AMWA president-elect



Saralyn Mark
Founder and President
iGIANT

Gendered Medicine

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Event Overview

Join us for this leading-edge conference that will explore Women's Issues in Healthcare and how medical enterprises can deploy strategies that disrupt the status quo and advance gender equity in research, diagnostics, therapeutics and ultimately, the patient experience.

Don't sit on the sidelines. This very important educational conference will bring together thought leaders and senior executives from pharmaceutical, biotechnology, medical device and healthcare companies that are on the leading edge and breaking through gendered medicine barriers.

Hear their stories and learn from their best practices. It's time for every medical science company to explore gender bias and its impact on research, therapy and care. Gain specific operational strategies that can position your organization as a market leader breaking through barriers and advancing gender equity in medical care.

Top Reasons To Attend

- Hear first-hand ideas and strategies for a market leader position in a diverse medical science approach
- Strengthen your approach to medical research and clinical trials
- Understanding how advertising, training and other key operations can play a pivotal role in gender bias
- Gain specific strategies that can be incorporated into ongoing learning and development opportunities throughout the organization
- Ultimately position your healthcare organization for improved patient outcomes and lower healthcare costs

Attendee Profile

Attendees will be from the following organizations:

- Hospitals, Academics and Healthcare Systems
- Healthcare providers
- Pharmaceutical companies
- Health insurance companies
- Biotechnology companies
- Medical Device manufacturers
- Healthcare related associations, foundations, solutions providers, educational organizations, government entities and venture capitalists

This is a can't miss event for leaders and executives in the following areas:

- Diversity & Inclusion
- Human Resources
- Health management, economics, systems
- Marketing, advertising, communications
- Business Development
- Patient advocacy
- Clinical trials
- Clinical research/development
- Pharmacovigilance/drug safety
- Pipeline/portfolio management
- Product development
- Compliance/regulatory affairs
- Learning/development and training

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8:45 OPENING REMARKS

9:00 DECONSTRUCTING EQUITY AND WHAT THAT MEANS FOR LIFE SCIENCES

Precision science, diverse work environments and the revolutionary outcomes on the horizon.

Nita Mosby Tyler, Ph.D.
Change Catalyst
The Equity project

9:45 KEYNOTE ADDRESS: THE INTERSECTION OF SEX AND GENDER: SHOULD MEDICINE BE GENDERED?

A discussion around the implications of sex and gender disparity and the impact throughout the life sciences spectrum

Dr. Alyson McGregor - Director at Division of Sex and Gender in Emergency Medicine
Rhode Island Hospital
Associate Professor of Emergency Medicine
Brown University

10:30 NETWORKING & REFRESHMENT BREAK

11:00 OVERCOMING GENDER BIAS IN CLINICAL RESEARCH, PHARMACEUTICAL MARKETING, AND THE PRESCRIPTION OF DRUGS

An exploration of how gender can shape and inform perceptions in research and commercial outcomes.

Invited Speaker Merck & Co.

11:45 WHY WOMEN DON'T ENROLL IN CLINICAL RESEARCH: A CASE STUDY

A look at the patient and investigator barriers and identifying the biggest levers for change.

Brooke Allocco, MD
Vice President, Medical Affairs and Education
Boston Scientific

12:30 NETWORKING LUNCH

1:30 PANEL: ADVANCING THE HEALTH OF WOMEN THROUGH POLICY

2:15 UPDATES ON THE POLICIES AND STRATEGIES SHAPING GENDER OUTCOMES IN RESEARCH, THERAPY AND CARE.

Panelists:

Dr. Kaveeta P. Vasisht
Associate Commissioner for Women's Health and Director of the Office of Women's Health
U.S. Food and Drug Administration

National Institutes of Health

Centers for Disease Control

US Department of Health and Human Services

3:30 HOLDING COURAGEOUS DIALOGUES TO STEWARD CHANGE: CHALLENGING SYSTEMIC BIAS

How to take the lead on incorporating gender diversity and inclusion in all aspects of healthcare and the community.

G. Rumay Alexander, EdD, RN, FAAN
Professor of Nursing, Formerly, Associate Vice Chancellor for Diversity and Inclusion
UNC-Chapel Hill
Past President, National League for Nursing

4:15 How Gender Equity in the Workplace is Integral to Gender Equity in Patient Care

Gender equity in research and care goes together with gender equity in the life sciences profession. Learn more in this session.

Charmaine Gregory, MD, FACEP
Clinical Faculty
St. Joseph Mercy Hospital



8:45 OPENING REMARKS

9:00 HOW INCLUDING MORE WOMEN IN CLINICAL TRIALS & DRIVING DIVERSITY BENEFITS EVERYONE

Discussion around how medicine has been working for so long on the principle that women are the same as men and what happens next.

Invited Speaker Brigham and Woman's Hospital

9:45 IMPROVING DETECTION, DIAGNOSIS & TREATMENT OF CARDIAC ISSUES IN WOMEN

Exploring the latest research and outcomes around gender disparities in cardiovascular research, therapies and care.

Gillian Murtagh, MD
Associate Medical Director of cardiovascular diagnostics
Abbott Diagnostics Division

10:30 NETWORKING & REFRESHMENT BREAK

11:00 THE INTERSECTION OF WOMEN'S HEALTH IN DRUGS, PAIN AND POLICY

Exploring gender bias in pain treatment and what the future holds.

Anita Gupta, MD
Senior Vice President, Medical Strategy & Government Affairs
Heron Therapeutics

11:45 TRAINING, MEDICINE AND CAREERS: CREATING A MORE RESPONSIVE ENVIRONMENT TO DRIVE CHANGE

Accounting for gender issues in all life sciences training and practice.

Eliza Lo Chin, MD, MPH
Executive Director
American Medical Women's Association

12:30 NETWORKING LUNCH

1:30 GENDERED MEDICINE: LEADING THE MARKET AND DISRUPTING THE STATUS QUO

The latest on how gendered medicine is not only about women, it's about identifying differences in research, therapy and care and ensuring the best health care is provided for all.

Invited Speaker Columbia University

2:15 PRECISION MEDICINE: BRINGING THE RIGHT CANCER TREATMENTS TO THE RIGHT PATIENTS

The exploration of gender's impact on disease biology and treatment outcomes.

Invited speaker AstraZeneca

3:00 NETWORKING & REFRESHMENT BREAK

3:30 NEUROSCIENCE AND WOMEN: THE IMPLICATIONS OF PINK AND BLUE BRAINS

A discussion on brain health being at the forefront of women's health.

Invited speaker Rush University Medical Center, Alzheimer's Disease Cooperative Study

4:15 THE ECONOMICS OF DIVERSITY AND OUR HEALTH

A study of the effects of diversity in the workforce, in research, in therapeutics and in care.

Invited speaker Kennedy School at Harvard

5:00 CLOSING REMARKS

