

# EMPOWER

An OWL Magazine



spring 2018

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OWL

OPHTHALMIC WORLD LEADERS



## Old School/New School . . . A Beautiful Combination

“I feel proud and energized to be OWL’s President at a time of rapid change for the specialty and the organization ... Without our board and supporters, none of our past work or future goals for OWL would be possible.”

As President of OWL, I’d like to introduce myself! I was drawn to OWL very early in my career. OWL was a place to meet all of the industry players. And learn. And have fun. And meet mentors. Sign me up! Through OWL, I quickly learned and gained inspiration from folks that normally would have taken years to meet.

Ophthalmology has always been a specialty near and dear to my heart as I have grown my company, Pascale, a healthcare communications company specializing in public relations and digital marketing. Now I have been in the ophthalmic world for almost two decades, and I feel proud and energized to be OWL’s President at a time of rapid change for the specialty and the organization.

I like to do things fast and help make an impact, but I am also a lifelong learner. I feel proud of our history and excited about our present and our future. At OWL, I love that we value the grassroots, original vision of advancing diversity in leadership (old school!), and have evolved it with a refreshed vision, an eye on the future and the invaluable contributions of our members (new school!). OWL’s evolution has been so fulfilling to watch.

I am particularly proud of the digital advances that now showcase our vision, education and mission to the world as Ophthalmic World Leaders. Check it all out!

We need all your help to support tomorrow’s leaders and make ophthalmology a more diverse community. Consider joining the OWL board. It’s a very hands-on and rewarding experience. Without our board and supporters, none of our past work or future goals for OWL would be possible. And always give us your feedback and ideas and meet face-to-face with OWL members — that’s how we get better and stronger!

Today OWL is growing rapidly, staying true to our old-school grassroots approach to advancing diversity in leadership. My priority is to make sure that all our members and partners continue to enhance OWL’s vision and benefit from our organization. To help prepare us for the future, we plan new collaborations with industry and non-industry partners, and we are looking forward to working with a grassroots global committee as well. I hope you find this work as invigorating as I do!

Cheers to the spring, to great memories and to new beginnings! I’d love to hear from you. Email me at [georgette@pascalecommunications.com](mailto:georgette@pascalecommunications.com) or tweet me at [@gmpascale](https://twitter.com/gmpascale).

Love and respect,

*Georgette Pascale*

Georgette Pascale

President

Ophthalmic World Leaders (OWL) • Advancing Diversity in Leadership

## Meet Your New President

### NAME

Georgette Pascale (GP or “G”)

### TEAM

All the teams!

### TITLE

Founder + CEO, Pascale

### EXPERIENCE

A lot of public relations in a lot of areas, but being a waitress was what taught me about dealing with people (hardest job).

### PASSIONS

Dogs, Italia, dogs, connecting people, dogs, philanthropy, dogs, boxing, dogs, new goals, dogs

### YEARS WITH PASCALE

From the beginning (13 years)

### ORGANIZATIONS

OWL: Advancing Diversity in Leadership, Pajama Program, Mid-Fairfield AIDS Project

### BEING A SHOW OFF

- 2016 Best Company Positioning Branding - Bulldog Media Relations Awards
- 2016 ELITE Mentor - PM360
- 2016 Best Places to Work - Business Intelligence Group
- 2017 SmartCEO, Brava Awards
- 2017, 9 Under the Radar Healthcare Agencies to Watch in 2017, MM&M
- I'm most proud of my “Best Mom Ever!” award button from my kids.

### GETTING PERSONAL

I reside in CT with my family, including two dogs, chickens and a myriad of other pets.  
#TheMoreTheMerrier



## OWL at ASCRS 2018 Networking Event

“Leadership,  
It’s Not Just for CEOs”

When:  
Saturday, April 14th  
4:00 pm – 5:30 pm

Where:  
Catholic University Room  
Marriott Marquis Washington DC  
901 Massachusetts Avenue NW  
Washington, DC 20001

Moderator:  
Luca Sergio

Panelists:  
Zaina Al-Mohtaseb, MD  
Wellentina Greer, Heidelberg Engineering  
Chris Calcaterra, Glaukos



Visit [www.owl-site.org](http://www.owl-site.org)  
for details and to register

Sign-up today and save time in line!

# Your Network Becomes

# Your Net Worth

By Bindu Manne

Here are four strategies to network effectively and leverage your network

In my position as Marketing and Outreach Committee Chair of OWL, I was recently offered the privilege of joining the OWL Board of Directors. Last fall, at AAO, I attended my first board meeting where the senior executives and leaders of the ophthalmology profession united and volunteered their time to strategize for 2018. Newly appointed President Georgette Pascale requested board members to submit a personal testimony about what OWL means to them in their career.

After reflecting on all the opportunities, relationships, leadership roles, and mentors I gained from OWL, it occurred to me that “my OWL network became my professional net worth.”

For example, when I was interviewing for an advanced role with what would become my current company, my involvement at OWL was discussed at length. Fast forward to today, OWL invited me to submit an article for EMPOWER on how to effectively leverage your network. I was deeply honored!

We’ve all heard the sayings, “It’s not what you know, it’s who you know” or “If you’re not networking, you’re not working” and my favorite, “Networking is the No. 1 unwritten rule of success in business.”

The cardinal rule of networking is not to do it when you have a need, such as a new business lead, project, or a new job. Networking is not about exchanging a business card at a networking event, engaging in small talk, and sealing the deal with a connection on LinkedIn.

Networking is a two-way process.

Networking is personalized, consistent, non-agenda driven, and it’s about a healthy competition to provide the highest value to the relationship. When done properly and with the mindset of helping others, your network will become your biggest group of champions bringing us to the philosophy: Your Network Becomes Your Net Worth.

Here are some ways to network effectively and leverage your network:

## 1 **Be uncomfortable to get comfortable.**

First step is to become comfortable with networking. Networking can be a daunting task even for the social butterflies and extroverts, like myself. I remember attending my first Ophthalmology Innovation Summit (OIS) meeting, and being intimidated and overwhelmed by the sheer talent and lengthy titles in the room. But, I attended the next and the next. Eventually, I gained a level of comfort and routed my focus on meeting the best in eye care and learning from my network.

Here is the magic formula: you have to show up, be uncomfortable, learn, and show up again. Practice makes perfect and you will overcome your fears.

## 2 **Pre-network planning.**

Having initiated my career in a sales background, pre-call planning was entrenched in our strategy. Pre-call planning is essentially tracking your activity with a customer and planning for your next discussion to bring value to the meeting.

Similarly, surgeons conduct surgical planning before they drape the patient and perform surgery. The same concept of planning ahead can be applied to networking.

ASCRS is coming up and the networking opportunities are endless. To maximize your opportunities, conduct initial planning of whom you want to meet, what events would lead you to that person(s). When attending smaller meetings, familiarize yourself with the Board, the Chair(s) of the conference, the presenters, the influencers, and the attendees to target effectively.

When joining OWL, I knew the importance of surrounding myself with female leaders in eye care. Therefore, I conducted research, closely observed and carefully introduced myself to them at various events, and followed-up after the meeting with a personalized note.

## 3 **Network to solve a puzzle.**

Remember, networking is not a focus on “you.” It’s really about the other person you meet and creating value for the other person. To build trust, attempt to network without an agenda. Be actively engaged to generate impactful discussions. When you build trust and exchange information, you have a clear understanding of your network’s business needs. When you identify those needs, this is your opportunity to help and connect them with additional resources or people from your network. When you become a connector, you are viewed as a leader and inadvertently become the center of your network.

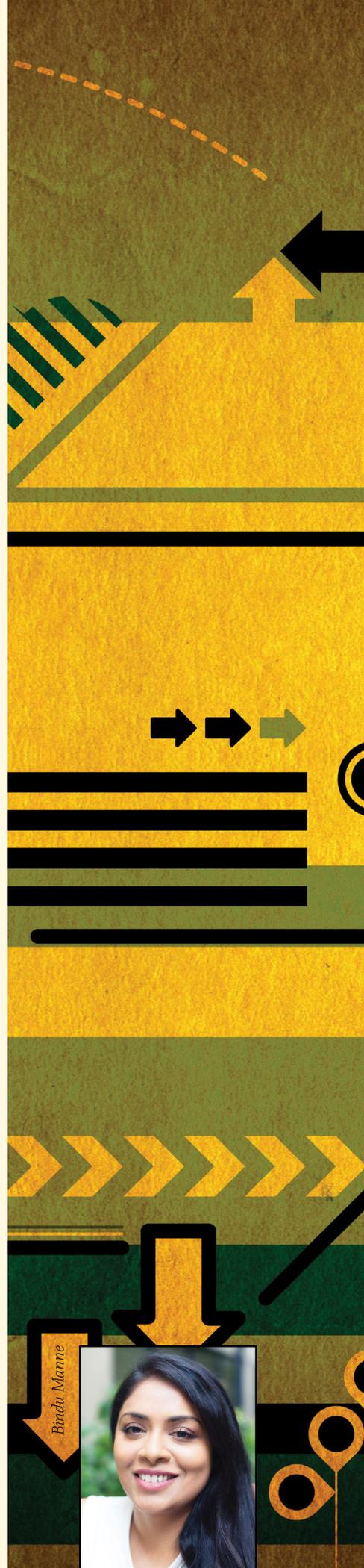
## 4 **Diversify your network portfolio.**

As business-minded individuals, we’ve all heard the saying, “diversify your portfolio” to mitigate the risk and protect your assets. Your network should consist of a diverse group of people; they should come from your internal team, they should have varied backgrounds, and a range of experience from early, mid-stage, to C-suite. Each group will provide a unique contribution to your professional development.

I invite you to join Ophthalmic World Leaders (OWL) as a member to reap the incredible networking opportunities, meet the influencers of ophthalmology, and create your own personal Board of Advisors. OWL members are dedicated to supporting each other to fulfill our commitment to the mission: Advancing Diversity in Leadership.

OWL is growing at a rapid rate; our events are at capacity and our membership grew to almost 50% in the past two years. The leadership team at OWL is working toward an international presence. On the topic of net worth, remember to always invest in yourself first and invest in others. ■

*Bindu Manne is Associate Director, Market Development, Shire.*



# JOIN US FOR OWL Signature Event at ASCRS



## “Leadership in Healthcare: How to Thrive in a Dynamic Market” Friday, April 13th • 5:30 pm – 7:00 pm

### LOCATION

Arnold & Porter Kaye Scholer LLP  
601 Massachusetts Ave., NW, Washington, DC 20001

### MODERATOR



Beth Marsh, *Product Strategy Lead, Ophthalmics, Shire*

### PANELISTS



Jeffrey J. Kimbell  
*President,  
Jeffrey J. Kimbell & Associates*



Jim Mazzo  
*Global President Ophthalmic  
Devices, Carl Zeiss Meditec*



Ahmet Tezel, PhD,  
*Surgical Franchise Head,  
R&D, Alcon*



Ruth Williams, MD  
*Past President, AAO*

REGISTER to attend at: [www.owlsite.org](http://www.owlsite.org)

OWL thanks Premier Sponsor **Alcon**<sup>®</sup>

# 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 in alignment with OWL's mission; they actively recruit new OWL members, contribute significantly in OWL by attendance, and leadership at Board or Committee levels, and they are key in driving OWL's Mission forward.

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**Daniele Aron Rosa, MD** • Physician, Biosyntx  
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Learn more at [www.owlsite.org](http://www.owlsite.org)

# Networking for Introverts

By Angela Bedell, MA, CAE

Meeting new people, making connections is nothing to shy away from

Early in my career, I was marketing manager at the American Academy of Family Physicians and took my first Myers Briggs test. The results indicated I was barely over the “I” line, and a bit more introvert than extrovert.

I was a bit skeptical and disappointed. I somehow presumed the false stereotype that Introverts wouldn’t be good public speakers or respected leaders, and both were goals of mine.

A couple jobs and a couple decades later, I understand this better. What gave me clarity: “Extroverts are motivated by people, and Introverts are motivated by ideas.”

I actually believe that Introverts sometimes have an advantage when speaking to groups, because they don’t get as much energy from the crowd, so they prepare. But when I walk into a crowded room and don’t know anyone, I feel the “I.” I can make conversation and enjoy meeting people, but it takes effort. If you also have an “I” profile, here are some tips that might make attending an OWL event more productive.

1

## Connect with people beforehand.

Specifically, go through the OWL membership directory or social media followers and reach out with an invitation to meet. It’s much easier to look for someone than to look around at everyone.

Your message can be as simple as “I am a member of OWL and will be at the Networking Event on Saturday at ASCRS. I’d really like to connect with some like-minded colleagues, and wondered if we could try to do an in-person introduction?”



“Extroverts are motivated by people, and Introverts are motivated by ideas.”

I’m certain you’ll get a positive reply, and then it’s easy to take it from there. “I’ll meet you at the registration table at 5:35, okay?”

2

**Get a drink in your hand** (water is fine). I learned this from Bindu Manne, Chair of OWL’s Marketing and Outreach Committee.

Beyond the obvious “social lubricant” jokes, holding a drink changes your body language. It opens you up and prevents you from crossing arms. You’ll appear more approachable!

3

**Get involved!** Join a committee or work group. You’ll find that “I’m calling on behalf of OWL’s Development Committee” is not like other fundraising

jobs — people who normally wouldn’t take your call, will. And you’ve got structure and a script for connecting (both handy tools for introverts!). Then at an OWL event, you have “friends” waiting. ■

Angela Bedell, MA, CAE, is executive director for OWL: Advancing Diversity in Leadership.

Angela Bedell



# Nine Ways to Get More From Your OWL Membership

## [ 1 ] Author an article in EMPOWER

OWL's award-nominated magazine is always accepting articles that align with OWL's mission of advancing diversity in leadership. If you have experiences, stories, or tips you'd like to share, drop a line to our Editor-in-Chief Sheryl Stevenson at [sheryl.stevenson@ubm.com](mailto:sheryl.stevenson@ubm.com).

## [ 2 ] Author a blog post

OWL's blogs include profiles of our members, and offer a great introduction tool ("I saw your interview on the OWL website and was interested in \_\_\_"). If there is a person you'd like to get to know better, volunteer to be the interviewer. You'll learn more about the person, and OWL will appreciate your contribution of content.

## [ 3 ] Become a Champion Circle member

This is OWL's "inner circle" and you'll be able to connect with the elite of ophthalmology. Invitations to private pre-event gatherings is at the top of the list of benefits.

## [ 4 ] Follow OWL on Twitter; Like our Facebook page; Join us on LinkedIn

OWL President Georgette Pascale encourages all to participate in conversations in social media. So don't just follow OWL — comment and retweet. If Facebook is more your go-to for digital, share the OWL posts and tag colleagues who might enjoy reading it.

## [ 5 ] Attend an OWL event

Not sure you know enough people? "Networking" not your strength? Read the article on the previous page.

## [ 6 ] Tell your colleagues about OWL

OWL's mission of "Advancing Diversity in Leadership" belongs to you, the member. Share it within your company. Almost every manager has diversity and inclusion (D&I) goals, and sharing this resource will be appreciated.

## [ 7 ] Brand yourself as a progressive thinker in leadership and D&I

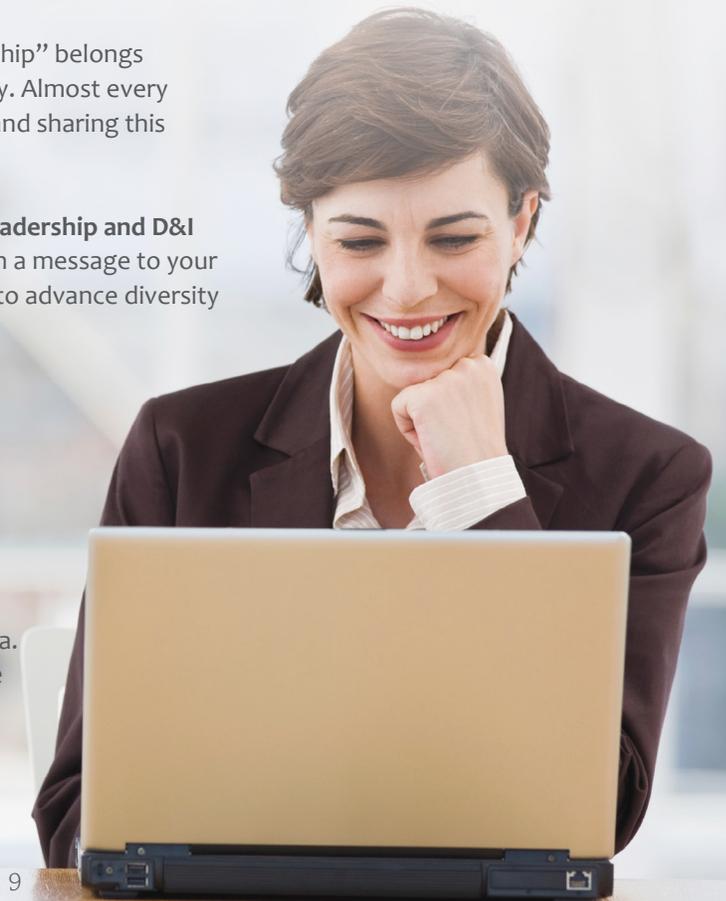
Share an OWL blog post on your social media with a message to your friends: "I'm proud to be a member of OWL, and to advance diversity in leadership in ophthalmology."

## [ 8 ] Development Committee

Join this group of go-getters, Chaired by Candy Simerson, and hone your fundraising skills. You'll learn relationship building and teamwork from some of the best in the business.

## [ 9 ] Contribute to content

Join OWL's digital team and help with social media. No long-term assignments or meetings, just share and connect. ■



# Career Path: You Hired Them, Now Keep Them

By Brad McCorkle

## 4 STEPS for Engaging (and Retaining) Outstanding Employees

Retaining good employees should be a top priority for eye care employers. The Society for Human Resource Management (SHRM) reports that one-third of new hires will quit their job after about 6 months.<sup>1</sup> For this reason, business managers rank employee retention as a top concern.

In the eye care industry, this problem is also complicated by low unemployment. Due to a shortage of talent, the unemployment rate in healthcare, and in the eye care industry specifically approaches 0%.

Roles in eye care that require higher education and training are susceptible to turnover because workers have options. Many employers are competing for a shortage of talent, so some employers will have no choice but to attempt to attract staff from competing organizations.

No matter the size of your team or your budget, engaging new and current employees is possible. The most important part is determining a plan of action.

This article will walk you through 4 steps that are essential to developing a workplace that shows employees they are valued – helping you build a happy team that sticks around.

## Step 1 Communicate often and impactfully

Think of a time when you felt much better about a concern after talking it out with someone. Your team can feel that type of relief, security, and inspiration through frequent, simple communication.

Here are some key opportunities you can use to improve communication with your employees:

- Company newsletter
- Employee feedback surveys
- HR training for managers and supervisors
- Mission or values statement
- Performance review
- Regular team meetings
- Transparency around business performance and goals

1<sup>IN</sup>3  
NEW HIRES  
LEAVES IN  
3 MONTHS

## Step 2

### Offer flexibility and work-life balance

If you can create workspaces for your staff that they'll love, that's awesome! However, if your space is cramped, too hot/cold, disorganized or messy, you could have employees who dread coming into work sometimes. Also, try adapting schedules to suit staff members' life-situations and interests. Try being mindful of personal circumstances, commutes, interests in fitness or travel — taking steps to help employees achieve work-life balance can go a long way.

## Step 3

### Focus on wellness and long-term success

According to the Centers for Disease Control (CDC), U.S. businesses suffer \$226 billion in productivity losses annually that are attributable to absenteeism in the workplace.<sup>2</sup>

When employees practice healthy habits, they feel better, work better, and miss fewer days of work. In addition, companies that have strong wellness programs are shown to outperform the S&P 500 by between 3% and 5%.<sup>3</sup>

To promote healthy lifestyles: provide an eat-in kitchen, stock healthy snacks, offer access to exercise or time to go to the gym, or find an office location where employees can walk or bike.

## Step 4

### Provide growth opportunities through promotions and continuing education

Experts find that stagnation in a role tends to drive turnover.<sup>4</sup> Help prevent feelings of frustration and complacency by providing employees a clear path to advancement through title changes, pay increases, and more responsibilities.

It costs employers, on average, 21% of an employee's annual pay to replace them after they quit.<sup>4</sup>

Long-term, it makes the most financial sense to invest in your current employees. Increasing salaries, paying for certifications, or providing continuing education can invigorate your team, and should be seen as opportunities for retention. ■

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Brad McCorkle is founder of Local Eye Site.

Brad McCorkle



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## EMPOWER An OWL Magazine

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**Contributors:** Angela Bedell • Bindu Manne • Brad McCorkle • Georgette Pascale

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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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