

Women's Leadership Symposium



Mentor | Inspire | Succeed



January 21st – 22nd, 2022

The Godfrey Hotel Tampa

7700 W Courtney Campbell Cswy, Tampa, FL 33607

Symposium Co-Chairs



Lauren Geaney, MD
UConn Health,
UConn Musculoskeletal
Institute



Elizabeth Martin, MD
Brigham and Women's
Hospital, Boston

Description: The Women's Leadership Symposium features prominent female surgeons within the orthopedic community. The course aims to provide mentorship to the unique experiences of women within a male-dominated community. Topics will include the "Arts" of working with industry, negotiation, effective communication, marketing & business acumen.



Register to attend today!
Spots are limited.



Special Guests:



A. Holly Johnson, MD
Hospital for Special Surgery
New York, NY



Judy Baumhauer, MD
University of Rochester
Rochester, NY



Featuring **The #1 MIS Bunion Product** in the US*

*Trailing 12mo. revenue based on company market estimates.
*Patent pending.

Friday January 21, 2022 PM

Time	Topic	Subtopic
1:00 – 1:15	Consulting 101	Work Effort, P2P, Review, Validation, Education, Surgical Proctor, Phone Consultation, Event Planning
1:15 – 1:25	Design	Patent/Trademark, Engineering Collaboration, Royalty
1:25 – 1:35	Engineering	Moderator Guided Discussion
1:35 – 2:30		Moderator Guided Discussion
2:30 – 2:45 BREAK		
2:45 – 3:05	Sales/Distribution	Sales Agent vs. Distributor, W2 v. 1099 (with Moderated Guided Discussion)
3:05 – 3:35	Compliance	Stark, Anti-Kickback, How to Stay Out of Jail (with Moderated Guided Discussion)
3:35 – 4:05	Finance	Corporate Finance, Retail Products, Finance Vocabulary 101 (with Moderated Guided Discussion)
4:15 – 5:45 COCKTAILS/APPS		
4:15 – 4:45	Panel Q & A	
4:45 – 5:45	Cocktail Hour	Fireside Chat

Saturday, January 22, 2022 AM – Lab

Time	Topic	Subtopic
8:00 – 12:00	Pecaplasty Lab	
12:00 – 12:30 LUNCH		

Saturday, January 22, 2022 PM

Time	Topic	Subtopic
12:30 – 12:40	Contracts	NDA's, IP, Getting What You're Worth
12:40 – 12:50	Art of Negotiation	Anchor Expectations, Assess Goals, Competitive Analysis, Conflict Management, Compromise, Brinksmanship
12:50 – 1:00	Art of Board Meeting	Pre-meeting Preparation, Robert's Rules, Power of the Minutes, Quorum, Financial Review, Strategic Goals
1:00 – 2:00		Moderator Guided Discussion
2:00 – 2:15 BREAK		
2:15 – 2:30	Art of Effective Communication	Effective Communication, Communicating What You Want/Need
2:30 – 2:45	Moderator Guided Discussion	
2:45 – 3:15	Art of Self Care	Coping/Dealing with Stress
3:15 – 4:00	Panel Q & A	
4:00	Adjourn	