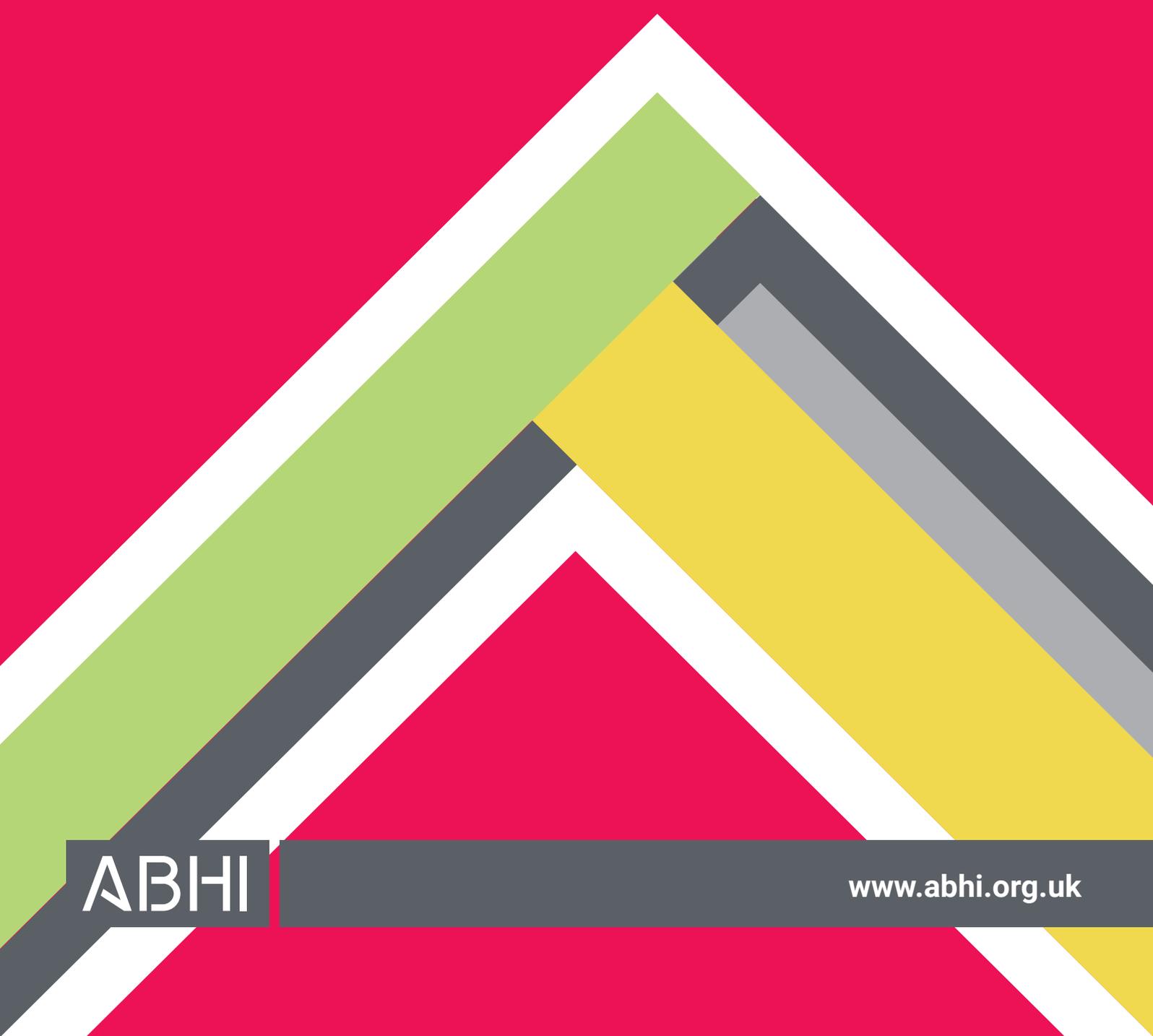


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# TOWARDS GREATER GENDER DIVERSITY AND INCLUSION

LIGHTBULB MOMENTS

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ABHI

[www.abhi.org.uk](http://www.abhi.org.uk)

# WHO WE ARE

ABHI is the UK's leading health technology trade association.

With over 275 members, ABHI supports the health technology community to provide products and services that help people live healthier lives.

Our work is focused on showing the value of HealthTech and encouraging a healthy environment for economic growth. We help companies understand HealthTech regulation and our work is underpinned by our Code of Business Practice, which all Members adhere to.

# WHAT WE DO



## Shaping the future

Utilising data and technology to transform healthcare and the lives of patients.



## Leading access to HealthTech

Working with the industry and the healthcare system to show the value of health technology.



## Influencing regulation

Engaging with regulators and companies to ensure patients can access HealthTech safely and quickly.



## Supporting growth

Creating a positive business environment that encourages growth.



## Building trust

Driven by our Code of Business Practice, we insist on the highest standards and ethical behaviour.

# WHY IS GENDER DIVERSITY IMPORTANT?



The economic cost of workplace discrimination to the UK Economy is **£127 billion**, of which **£123 billion** is due to gender discrimination



The UK's most diverse workplaces (across gender, ethnicity and sexual orientation) are **12%** more likely to financially outperform their industry average than the least diverse firms



Firms with the most developed diversity policy are **15%** more likely to financially outperform those with less focus on diversity

# THE BUSINESS CASE



Women working at their full potential could add up to **\$28 trillion** to annual global GDP by 2025



The UK HealthTech industry has a gender pay gap of **14.55%**



The UK has a gender pay gap of **18.4%**



"Hiring and promoting talented women is the right thing to do for society, and it's an economic imperative"

Carlos Ghosn, Chairman of Renault-Nissan-Mitsubishi Alliance

# LIGHTBULB MOMENTS

At ABHI's July 2018 diversity event, we asked attendees to share their lightbulb moments. Our hope is that this collection of experiences gives readers the tools to push the conversation beyond those who are already committed and active around this issue.

*Lightbulb moment: (noun) Informal. A moment of sudden realisation, enlightenment, or inspiration.*



When I returned from maternity leave I worked part-time, four days a week, and I have never fought so hard, or felt so discriminated against in my life. My Finance Director (not my boss) said **I had less capacity than my colleagues in the leadership team**. Of course I did. I was contracted for 20% less than them and being paid accordingly.



A client called me and told me that I couldn't facilitate a meeting because it was being attended by surgeons and they "don't respect women".



At work, when the gender pay gap results were announced, one piece of advice given was to make sure that when you interview, you should always ensure you have a male and female candidate before you consider offering the position. Is this political correctness gone mad?! Or is this what equality is all about?... To me, a position should be offered to the best candidate you are presented with, regardless of their sex, race, age etc.



Walking down the corridor at the European Patent office surrounded by patent attorneys and patent examiners, I realised that I was the only woman.



As a senior trainee being told by my senior that as **"I was a brown female, I would have to work 20% harder than my male white counterparts"**. After this conversation I thanked her for her honesty.



I was at Heroes' Square in Budapest one winter and realised that the 13 statues representing 1,000 years of history were all men. **"Where were all the women?"** I wondered.



My astonishment when my wife told me that her firm (she is a lawyer) insisted that women were not allowed to wear trousers! Only skirts allowed.



After being promoted to a senior role, another team member who was very open about their interest for the role said, "oh it doesn't matter, once she is on maternity leave, I can take her job then".



Living in a male dominated household as one of three highly competitive brothers and a father who all played lots of sport, we often goaded each other about who was best. My quiet, softly spoken Mum calmly reminded us she was the one who had played Billie Jean King at Wimbledon.



I made some calls to the hiring manager of a new role within my organisation. I felt confident about the "new" role, however one of the first questions the female hiring manager asked was: "do you have children? Do you think you may have more children? What is your childcare situation?" It was a pivotal moment for me, that made me realise how important culture is.



Speaking to a senior manager in my organisation who blamed the lack of gender diversity in his department on the fact that women chose to have children.



As a warehouse manager I would take my team leader (direct report and male) to the supplier meetings. For those that didn't know me, they would direct all questions and pitch to him. **They didn't win any business from me.**



The moment I realised my male colleagues are never expected to do the washing up or clearing of the boardrooms. **#NotMyJob**



When a head of service role became available, no women applied. **The job went to a very mediocre man.**



It was my first week at a new job and I was in an induction session with another newbie. I am female, he is a male, and at one session the c-suite presenter ignored me. He was positive in all his comments to the other person, only addressing me when speaking about business practice that would result in sacking. **I knew I would not want to work their long-term.**



I studied a topic/module on women and women's rights at university and as our opening "icebreaker" we were asked which women we would like to meet/have dinner with. **To my horror I struggled to think of a woman**, as when I think of people I admire my head was full of male role models. I realised that I needed to have greater engagement with diversity and female role models, however it also highlighted to me how these admirable women (of which there are plenty) are not often publicised as heavily or in the public eye.



Sitting in a restaurant with six white, middle-aged men, discussing health policy. I knew relationships were critical to my job, but what on earth was I going to talk to them about? I doubted if I would actually be able to succeed in this industry if I wasn't a man. Thankfully, they were all great people and I am still here today".



In my daughter's company, they are trying to actively encourage female recruiters in the banking industry – BUT there are hardly any female managers and supervisors. She is under constant harassment through aggression/bullying, and she is SUPER assertive. When handing in her notice she pointed out unless they changed the culture they would not keep women, as they are always leaving after a year. She was given the example of one person who had made a success of her job and progressed...She pointed out that **this was the only one who had had a female mentor and boss.**



My story was as a 20-year veteran of medical devices I had been asked to attend a dinner as the "expert" to help with commissioning problems a consultant was having. At the height of the Weinstein press and #Me2, LITERALLY his opening three conversational comments were: "Careful getting off your stool, are you drunk?". "Have I seen you before, are you in the movies? I remember now, **I think it was a porn film"**.

# HOW WE GOT HERE

Thoughts from Eleanor Charsley, External Affairs Manager and Diversity lead, ABHI

ABHI started working on gender diversity nearly a year ago. When we began, we were very much at the start of a steep learning curve. Here are three things I have taken away.

## Sharing is caring

... and everyone is happy to do it. One of the most surprising things for me has been how happy everyone is to help. If you ask and if people are able to, they are eager to give up their own time to support. From defence to banking, we have had input from across all sectors for no personal or professional gain, other than to help other women face down barriers. Ask more!

From the many speakers I have seen, their initial surprise at even being asked was striking! "What can I say that is useful?" The speakers have simply shared stories of their past, enabling others to learn from their success – and mistakes. Sharing is not necessarily an easy thing to do, but it genuinely helps. I have learnt that I should share my limited experiences too, as often as I can. It helps in two ways, first off, it sadly often gives rise to a 'me too' moment, but this lets women learn from each other:

"this is how I dealt with it". Whether peer-to-peer or in conversation with a senior, we can all mentor each other on how to face down gender diversity. Mentor more!

Secondly, it not only gives men a better awareness to not commit the very same faux pas that they hadn't even considered, but also an awareness of how men in their own industry are acting. It turns men into our biggest advocates. Share more!

## The more the merrier

The first thing I learnt on this topic is that to make a difference, we need everyone in the conversation. The *HeForShe* campaign encapsulates this perfectly. However, it is probably the aspect we, at ABHI, have struggled with most. How do we encourage all genders to attend our events and engage? This must be a priority going forward.

ABHI has also, for practical reasons, focused on gender diversity. We had to start somewhere, and we still have a long way to go on this singular issue. However, we also must acknowledge that diversity is broader than this and you cannot isolate one type of diversity completely. To break down barriers and challenge culture, the focus has to be broader. Our philosophy is that HealthTech should be a diverse industry. We need to commit to broadening the debate beyond gender as soon as we are able.

## Give me a "how to"

Wanting to help, and knowing how to, are two very different things. Many individuals of both genders are often cautious of getting involved in this issue for fear of royally putting their foot in it and making matters worse. Attendees of our events want practical advice of how to deal with a certain situation or how to start the conversation internally, to get colleagues engaged. Hopefully our events and this document go some way to helping, but we can go further, and we need to create a practical toolkit for companies large and small to do so. This may help those that don't currently engage, simply because they don't know how!

# OUR COMMITMENT & THE ABHI CHARTER

## Our Commitment

ABHI will, with our Members, continue to work on leading the industry to broaden diversity and to champion HealthTech as a career choice that is built on equality. We will continue to work to ensure this is implicit right across our sector. We will work to broaden the conversation across our membership and engage colleagues at all levels of seniority. We commit that in the next twelve months we will:

1. Enable more sharing between colleagues and between industries
2. Broaden the conversation with more colleagues and beyond gender diversity
3. Provide more practical advice
4. Provide regular monitoring of the current diversity situation.

## ABHI CHARTER

ABHI

In order to support our work we ask that you sign our Diversity Charter:

I (name) \_\_\_\_\_ from (company), \_\_\_\_\_

commit that I will:

1. Be vocal in my support for gender equality and call out inappropriate behaviour
2. Think about the balance and diversity of teams
3. Be knowledgeable about core diversity data and the business case for greater diversity
4. Support ABHI in meeting our diversity commitments.

Visit [www.abhi.org.uk](http://www.abhi.org.uk) to sign the charter.



# ABHI

+44 (0)20 7960 4360  
enquiries@abhi.org.uk  
www.abhi.org.uk  
 @UK\_ABHI

Association of British HealthTech Industries  
107 Gray's Inn Road  
London, WC1X 8TZ

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