

iGIANT® Design Summit

November 21, 2019

10:00am - 1:30pm

Hosted by Google's Product Inclusion Team
1 Market Street, Spear Tower, San Francisco

Highlights:

GIANT® Design Summit participants (ambassadors) shared their professional and personal experiences in which design elements such as products, programs, policies and protocols had a challenging or negative impact on the quality of work performance or personal safety and satisfaction. From sports equipment that does not meet the needs of the athlete, breast implants in women with breast cancer causing discomfort in cold climates, protective equipment such as lab jackets, gloves and boots that do not fit appropriately, to electronic devices that do not register the touch of female users, there is a need for a sex/gendered-inclusive design approach. To accelerate and reward this process, iGIANT is launching in 2020, the iGIANT Seal of Approval for design processes which can be used as a tool for marketing/branding and can also enhance the ROI.

*Innovation often requires investment from the VC/PE communities. Unfortunately, there is a dearth of female venture capitalists and the number of female-led or female-focused initiatives. Diverse representation on teams is associated with awareness of the need for inclusion in design. For example, in 2018, VC funding totaled \$130 billion but only 2.2% of that amount went to female-led businesses. Additionally, VC firms with female partners are 3x more likely to invest in companies with a female CEO than VC firms with no female partners. A "one-size-fits-all" approach does not work in any environment and it is important for designers and engineers to be made aware of issues at the start. It is often expensive or difficult to alter designs once products are developed. Although women may be more cognizant of these issues, it is critical to educate all members of the team.

*iGIANT implements a non-binary approach to its initiatives and encourages all its ambassadors to do so as well. A discussion on how to classify one's gender highlighted the issues surrounding designations and its impact on design including for the AI community. Mitigating bias and fostering inclusivity requires an understanding of why this is important. Organizations are trying to address these issues through Inclusion and Diversity teams, but this may not be enough to fully transform the organization's culture. iGIANT hosts internal roundtables with companies which include representation from many or all divisions to provide a safe and confidential space to educate and raise awareness of this need throughout companies.

*The impact of storytelling and sharing of personal narratives was emphasized by all ambassadors. Media including films and television to personal blogs and articles can significantly impact innovation. Helping the world to see through a sex/gender lens requires everyone to share their experiences. Acknowledging that one is not alone can foster not only camaraderie but also progress. Book clubs, roundtables and summits and even informal gatherings can stimulate partnerships across sectors and within organizations.

*Gender equity requires that everyone has the tools, resources and opportunities to live and do their jobs well and safely. Inclusive design plays a critical role. One cannot achieve leadership roles and career development and promotion without this. People often accommodate to meet the needs of their environment, but this can have a detrimental impact on physical and emotional well-being. For example, female physicians may experience greater burn-out from using the electronic medical record and surgical equipment which is developed by and for men. Other social determinants of health play a role as well and need to be considered for design elements to meet the needs of all users.

Attendees:

Suhani Akhouri

Student/Youth Ambassador for iGIANT, Member of Future Business Leaders of America (FBLA)

Through FBLA, a team of students and I are working towards helping companies in our area implement changes that take gender/sex needs into account.

Kelly Ashfield, MBA

Director of Program Management and Side Operations, Ximedica

Ximedica, is a full-service firm specializing in the full product development of healthcare innovations from medical devices, diagnostics, robotics, wearables, drug delivery and digital platforms. We provide research, human centered design and engineering, quality, clinicals, regulatory and manufacturing. Founded 30 years ago, we are one of the largest and established product development firms and have 230 employees at 5 locations.

Rachel Bigley

Medical Student, UC Berkeley/UCSF Joint Medical Program, American Medical Women's Association Branch

The mission of the UC Berkeley-UCSF Joint Medical Program (JMP) is to train outstanding physicians committed to health equity and social justice, through transdisciplinary graduate studies integrated with student-centered medical education.

Lisa Carmel

VP Business Development, Ximedica

Eliza Chin, MD, MPH

Executive Director, American Medical Women's Association

The American Medical Women's Association works to advance women in medicine, advocate for equity, and ensure excellence in healthcare.

Sydney Coleman

DEI Programs / Product Marketing, Google

Google LLC is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware.

Sarah Cross, PhD

Scientific Director, AbbVie

AbbVie is a highly focused research-driven biopharmaceutical company. We come up with new approaches to addressing today's health issues—from life-threatening illness to chronic conditions. We target specific difficult-to-cure diseases where we can leverage our core R&D expertise to advance science. We're constantly working to create solutions that go beyond treating the illness to have a positive impact on patients' lives, on societies—and on science itself.

Christine Dani Cruz
Senior UX Designer, YouTube Emerging Markets, Google

Virginia Dare
Fitness Instructor; American Medical Womens Association

Fitness instructor at various different gyms

Daphne De Jong, MS
Technical Program Manager at Waymo (formerly Google Self-Driving Car Project)

Waymo's mission is to make it safe and easy for people and things to move around. We aim to bring fully self-driving technology to the world that can improve mobility by giving people the freedom to get around, and save thousands of lives now lost to traffic crashes.

Tracy Dooley, MD
Venture Partner, Avestria Ventures

Avestria is a start-up venture capital firm. Founded and led by women, it focuses on early stage investments in women's health and/or female-led life science ventures.

Eva Epker, BA
Director of Marketing, Avestria Ventures

Lubna Hasanain, MD, MPH
Physician, The Permanente Medical Group (TPMG)

TPMG is a physician owned medical group.

Laiah Idelson, MSPH
Partnerships and Innovation Lead, YTH Initiative, ETR

The YTH (youth + tech + health) Initiative at ETR uses technology to create innovative solutions to youth health and wellness.

Keri Kukral, BE
Founder, Raw Science

Raw Science Film Festival (RSFF) is an annual event that takes place in Los Angeles, California and brings together and honors luminaries of science, technology and entertainment to showcase best in class film and media from around the globe. The event was initially made possible through the support of the National Academy of Sciences and The Science and Entertainment Exchange. This year the RSFF will become eligible to be an official qualifier for the Academy Awards®, for which it is awaiting approval by AMPAS.

Samantha Lai
Product Specialist, Robin Healthcare

Robin creates technology that helps doctors take care of patients without interruption. Our device sits in the exam room with the patient and provider and allows us to produce a fully billable clinical note for the provider.

Lisa Ma
VP Special Projects, JoinHub.com

Hub is a social professional platform for global communities based on the Human Trust Protocol by Eric Ly, CEO Founder of Hub and Co-Founder of LinkedIn. Hub's mission is to give like-minded people access to opportunities in a global ecosystem that empowers thought leaders to connect based on trust, contributions and rewards. You can join Hub to connect with communities from Silicon Valley to beyond to share knowledge, post questions, message others or access livestream events with brilliant minds.

Saralyn Mark, MD
Founder and President, iGIANT

iGIANT was formed to improve the safety and quality of life, including work performance, for men and women by accelerating the translation of research into gender/sex-specific design elements such as programs, products, policies and protocols.

Kristin Neidlinger, MFA
Biomedica Designer, SENSOREE; PhD Candidate

SENSOREE's therapeutic biomedica is bioresponsive design for extimacy – externalized intimacy. Sensoree wearables monitor physiological states and translate feelings into auditory, visual, and or tactile displays to give the body a voice. The tangible interface offers biofeedback as well as expression to promote awareness and empathy.

Monique Smith, MD, MSc
CEO, Culture Care

Culturally connecting women with physicians.

Susan Sokolowski, PhD
Founding Director & Associate Professor, University of Oregon

University of Oregon is a research institution.

Keely Stevenson, MBA
CEO, Weal Life, PBC

Weal leverages mobile technology to capture value from underutilized capacities of family, friends, neighbors and others who help streamline life logistics such as transportation, meals, errands or shopping for medical supplies.

Claudine (Cici) Woo, PhD, MPH
Visiting Research Scholar, UC Berkeley

UC Berkeley Health Research for Action uses design thinking with clients to develop healthy outcomes in communities and workplaces.

Alan Young, MD, MBA, PMP
Chief Medical Officer, GYANT

GYANT combines messaging, AI, and medical experts to radically improve the diagnosis and treatment of non-urgent conditions. GYANT makes treatment faster, more effective & more delightful. Our purpose is to transform healthcare from the outside in — to create a new care standard for everyone.

Megan Zweig
Director of Research and Marketing, Rock Health

Rock Health is an early-stage investor in digital health, working to make healthcare massively better for every human being. We partner with entrepreneurs and enterprise healthcare leaders to catalyze the scalable adoption of digital health solutions.

Unable to attend but engaged:

Uli Chettipally, MD, MPH
President, InnovatorMD

InnovatorMD is a healthcare innovation company.

Linda Hawes Clever, MD
President, RENEW

RENEW is a 21 year old not-for-profit that works with clinicians and other devoted people to regain and sustain their personal and professional good health, energy, effectiveness, enthusiasm and excellence.

Karin Hollerbach, PhD
Managing Director / Innovation, Engineering, Taku International

Taku International (TI) helps clients achieve success with deployment of technologies to support and improve business processes. Our broad-based expertise can help you refine your objectives, develop a winning strategy, and oversee the implementation to achieve those objectives. Our experience covers strategic topics all the way down to advanced technology applications, such as smart meters for utilities, sensors for smart cities, blockchain technology, AI / machine learning, wearables, and robotics process automation.

Annie Jean-Baptiste
Head of Product Inclusion, Google

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