

#SponsorHer Campaign

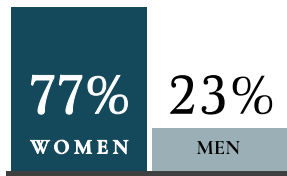
What is sponsorship?

Sponsorship is an action or a process in which someone, generally though not exclusively with more influence and power than the person they are sponsoring, facilitates an opportunity for an individual that might lead to career benefits including, but not limited to, accomplishments required for academic rank promotion and that can be documented on a CV.¹

Why is this campaign important now?

Women make up the majority of the healthcare workforce in the United States (US) and many other countries. This means that the prevention, diagnosis, and treatment of disease as well as the care of patients largely falls on the shoulders of women. Women also comprise a large proportion of researchers; thus, the advancement of science is dependent upon them. Despite society's reliance on the intellect, care, and compassion of women in medicine, they are often not valued, respected, and treated equally with men. The **Sponsor Her** campaign aims to highlight the urgent need to **sponsor women in medicine**. Valuing women in medicine has a net positive effect on the health of all.

Healthcare and long-term care workers who have direct contact with patients²



What is the campaign?

Every year, the Harvard Medical School course [Career Advancement and Leadership Skills for Women in Healthcare](#)³ launches a new strategic initiative aimed at supporting women in healthcare. Once again, the [American Medical Women's Association \(AMWA\)](#) and the [Executive Leadership in Academic Medicine® \(ELAM\)](#) and [Executive Leadership in Health Care \(ELH\) programs](#)⁴ are partnering in this campaign. This year's Sponsor Her campaign is a call to action to sponsor women in medicine.

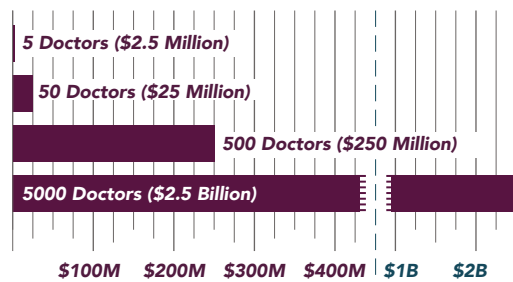
Sponsorship Party: An event, in person or virtual, in which participants present prepared sponsorship “asks” and the guests actively focus on supporting the asks by using their power and influence.

Sponsorship: The act of sponsoring someone and then mentoring them through the process to build their confidence and success.

35 YEARS Number of years with no progress for women in promotion to associate professor and full professor at US medical schools⁵

25 YEARS Number of years the pandemic has set back women's progress in the US workforce⁶

Cost of Replacing Doctors Who Leave:



When a physician leaves an institution, the loss of clinical revenue, recruitment fees, and other costs are significant—reported to range from \$270K-960K.⁷ Example uses \$500K.

Invest in Sponsorship

A great investment is boosting support to retain women in medicine!

Ways to Sponsor Women in Medicine

These are examples and not intended to be a complete list.

- Advocate for her when she is not in the room
- Invite her to be a co-author
- Nominate her for an award
- Recommend her for a promotion
- Cite her publications
- Pay for her to have additional support or training
- Give her a raise
- Provide on-site childcare
- Host a sponsorship party
- Suggest her as a speaker
- Invite her to give part of your lecture

New Sponsorship Toolkit

(3 new papers to download)

6 Practical Strategies to Mentor & Sponsor Women in Academic Medicine

5 Strategies Leaders in Academic Medicine Can Implement Now to Enhance Gender Equity

The Push-Pull Mentoring Model: Ensuring the Success of Mentors & Mentees

Free to download: [J Med Internet Res \(2023\)](#)



¹ [Six Practical Strategies to Mentor and Sponsor Women in Academic Medicine](#)

² [Key Characteristics of Health Care Workers and Implications for COVID-19 Vaccination](#). Kaiser Foundation. (2021)

³ [CME leadership course directed by Julie K. Silver, MD, Associate Professor and Associate Chair, Department of Physical Medicine and Rehabilitation, Harvard Medical School and Spaulding Rehabilitation Network](#)

⁴ [Core program of Drexel University's College of Medicine](#)

⁵ [Women Physicians and Promotion in Academic Medicine](#). *New England Journal of Medicine*. (2020)

⁶ [How COVID-19 Sent Women's Workforce Progress Backward](#). Century Foundation and Center for American Progress. (2020)

⁷ [Estimating Institutional Physician Turnover Attributable to Self-Reported Burnout and Associated Financial Burden](#). *BMC Health Services Research*. (2018)