

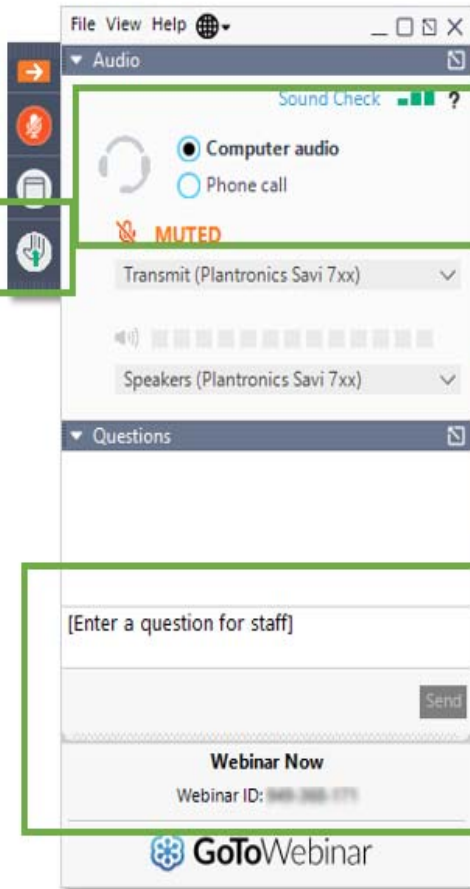


## Diversity in Negotiations

Wednesday, February 19, 2020 | 7:00-8:00 pm ET

**Geraldine McGinty, MD, MBA, FACR**  
Weill Cornell Medicine

Handraising Tool

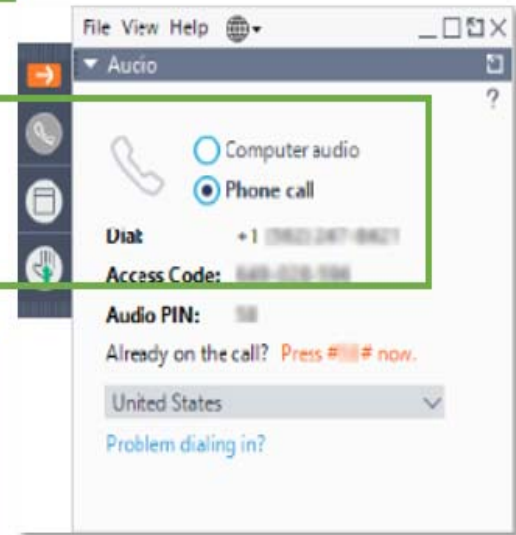


Listen in through computer audio. Headset recommended.

or

Select Phone Call to see the number to call, Access Code and PIN

Type your questions or just say hello here.



# Today's Speaker



**Dr. Geraldine McGinty** did her Medical training in Ireland at the National University and then came to the USA for residency at the University of Pittsburgh where she was Chief Resident. Her fellowship was in Women's Imaging at the Massachusetts General Hospital. While working at Montefiore Medical Center in the Bronx she completed an MBA at Columbia University.

She is an internationally recognized expert in imaging economics. She has served as an advisor to the CPT Editorial Panel, the JCAHO and the National Quality Forum. She was Chair of the American College of Radiology's Commission on Economics and was the radiology member of the AMA's Relative Value Update Committee from 2012-2016.

In May 2018 she was elected as the Chair of the ACR's Board of Chancellors, the first woman to hold this office. She was until 2013 Managing Partner of a 70 physician multispecialty medical group on Long Island. In 2014 she joined the faculty at Weill Cornell Medicine in New York City. As well as her clinical practice there she serves as Chief Strategy Officer and Chief Contracting Officer for the Weill Cornell Physician Organization's more than 1400 members. Her role as lead negotiator for managed care contracts at Weill Cornell Medicine incorporates both traditional fee for service agreements as well as value based payment arrangements. She is also a member of WCM's digital health strategy team.

She serves as a Non-Executive Director of IDA Ireland, the national foreign direct investment agency and is also on the Medical Advisory Board of Wellthie, a healthcare technology start-up.

Her published work has focused on payment models for imaging, most recently a bundled payment for breast cancer screening. Recently she has focused on the impact of Artificial Intelligence on Medical Imaging and has spoken at the Turing Institute and to the WHO Focus Group on AI in Healthcare on this topic. In 2015 she was voted Radiology's Most Effective Educator by the readers of Aunt Minnie, a radiology news site with more than 140,000 members. She has more than **12000** followers on Twitter.

# Disclosures

- None

# What we're not going to do

- An exhaustive overview of global cultural differences around negotiations

BUT

- You'd be wise to consider them if you're negotiating outside of your home country and culture

AND

- Without making assumptions, you might usefully consider the cultural background of those with whom you're negotiating here in the US

## The Impact of Culture on Negotiation

### Negotiation Factors

Goal	Contract	↔	Relationship
Attitudes	Win/Lose	↔	Win/Win
Personal Styles	Informal	↔	Formal
Communications	Direct	↔	Indirect
Time Sensitivity	High	↔	Low
Emotionalism	High	↔	Low
Agreement Form	Specific	↔	General
Agreement Building	Bottom Up	↔	Top Down
Team Organization	One Leader	↔	Consensus
Risk Taking	High	↔	Low

<https://iveybusinessjournal.com/publication/negotiating-the-top-ten-ways-that-culture-can-affect-your-negotiation/>

# GETTING MORE

NEGOTIATING IN THE REAL WORLD



The Model

Services ▾

Who's Getting More ▾

Proof ▾

Instructors

The Book

## Get More Everywhere

The Getting More collaboration improves life in any area: business, job, kids, partner, travel, shopping and all of life's endeavors. "Made me a better parent," a common refrain.

[Learn More](#)



# #grateful

RLI Power Hour Webinar Series



# Expand your idea of negotiations

- It's not just about your salary
- Schedule, vacation and assignments
- Business agreements including payer contracts
- Spouse, Kids and Extended Family
- Purchases and Problems



# Prepare

- Any preparation, no matter how brief, is better than no preparation
- What am I interested in? Rank your priorities.
- Expand the pie, what can you trade
- Do that for the other party
- Standards are really helpful
- What's my BATNA?

# Who is the other party

- What are **they** interested in? Rank **their** priorities.
- Who are **they** answering to
- What's **their** style
- What's **their** BATNA?

# In the room where it happens

- It's normal to be nervous
- Be very wary of assuming this is an endgame
- Be patient
- QUESTIONS not statements
- You can ALWAYS ask more questions
- Emotion is the enemy of effective negotiation
- DO NOT LIE

# Try for a Win-Win

- Be very wary of assuming this is an endgame
- Try hard to expand your interests to enable trade offs

If the other party seems dishonest and is behaving badly?

- What am I interested in? Rank your priorities. Consider theirs
- Expand the pie, what can you trade
- Standards are helpful
- What's my BATNA?

# After the fact

- What went well
- What would you have changed
- What did you learn about the other party **(Eric)**

# Putting up with less?

- Women are paid less on average
- They're penalized for negotiating
- They are more likely to be lied to
- Should you?
  - Be non-threatening
  - Be a "team player"
  - Use defensive checks to verify claims

<https://www.pon.harvard.edu/daily/leadership-skills-daily/women-and-negotiation-leveling-the-playing-field/>

# Yes. You Should. But...



““This is the only time you and I will ever be on opposite sides of the table,”  
Sheryl Sandberg to Mark Zuckerberg

“Given that you are paying me to negotiate on your behalf, do you really  
want me to accept your first offer?

Me to my former boss

# Villages

**Harvard  
Business  
Review**

Networking | **Research: Men and Women Need Different Kinds of Networks to S...**

## **Research: Men and Women Need Different Kinds of Networks to Succeed**

<https://hbr.org/2019/02/research-men-and-women-need-different-kinds-of-networks-to-succeed>

RLI Power Hour Webinar Series





”more biased evaluators expect Black job seekers to negotiate less as compared to White job seekers. When Black negotiators violate those expectations, evaluators award them lower starting salaries”

<https://sloanreview.mit.edu/article/getting-the-short-end-of-the-stick-racial-bias-in-salary-negotiations/>  
<https://psycnet.apa.org/record/2018-51751-001>

# Q&A Discussion

RLI Power Hour Webinar Series



# Before you go...

- There are a few things you should know:
  - The next Power Hour Webinar on “Developing Younger Radiology Leaders: Succession Planning” is Thursday, April 23<sup>rd</sup>, 7pm ET
  - If you wish to register for the next webinar or any of the other Power Hour webinars, you must register for them individually at [www.acr.org/powerhour](http://www.acr.org/powerhour).
  - Please complete the post webinar survey!

Leadership is for everyone!

Thank you.