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.

RLI Power Hour Webinar Series
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 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

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Get More Everywhere

Learn More

#grateful

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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 tradeoffs

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/

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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

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


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“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://psycnet.apa.org/record/2018-51751-001
Q&A Discussion
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\textsuperscript{rd}, 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.

  • Please complete the post webinar survey!

Leadership is for everyone!
Thank you.