EMERGING LEADERS PROGRAM
A DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVE OF SMFM

The Society for Maternal-Fetal Medicine (SMFM) strongly supports diversity and inclusion within physician leadership as both an ethical imperative and a mechanism to optimize perinatal outcomes for all people who desire or experience pregnancy. SMFM’s mission, vision, and strategic direction recognize that success is dependent upon reflecting the diversity of the communities that maternal-fetal medicine (MFM) subspecialists serve. SMFM’s advocacy agenda prioritizes health equity and supports policies aimed at eliminating health care disparities for all high-risk pregnant people. To foster a more equitable leadership structure within SMFM and the institutions in which MFM subspecialists work each day, SMFM launched the Emerging Leaders Program.

PROGRAM OVERVIEW
Eligibility
SMFM established an advisory group made up of members of the Board of Directors and standing committees to design the curriculum, identify faculty, and vet applicants for the Emerging Leaders Program. To be eligible for consideration, a physician must be a member of SMFM, three to seven years post-MFM fellowship, have not served in a SMFM leadership role or received support from the Foundation for SMFM, and complete a brief application.

Content
Intentionally designed to be a small, no-cost program, the Emerging Leaders Program accepted five applicants in its first year (2022) and will expand to seven to eight candidates in its second year (2024). Emerging Leaders meet in-person and online over the course of nine months. Skills-building includes leadership best practices, understanding one’s personal leadership style, and addressing the lived experience of Emerging Leaders who, as minoritized people, may often be and feel like “the only one” in their institution. Participants will learn about the importance of communication and mentoring. Emerging Leaders also receive no-cost access to MFM educational and research content, such as complementary registration to the online course, “Using Quality Improvement and Safety Science to Eliminate Pregnancy-Related Racial and Ethnic Health Inequities,” as well as the SMFM Annual Pregnancy Meeting. This program cultivates physicians who can advocate for and raise awareness of the unique needs of their patients who are also part of underserved populations.

Outcomes
The Emerging Leaders will matriculate on to SMFM committees—of their choice—immediately following their graduation at the Annual Pregnancy Meeting in 2025. SMFM’s committees drive the development of position statements, clinical guidance, scientific meeting content, health policy initiatives, and future research directions. This is what defines Emerging Leaders as a leadership pipeline program. Committee service within SMFM provides further opportunities for these leaders within their own institutions, as well. This program also provides invaluable networking opportunities within SMFM. Recognizing that mentorship is a key component of any leadership program, we will cultivate impactful pairings based on areas of interest of the Emerging Leaders. The alumni potential to the field of MFM and beyond is significant, where sponsors can see the impact of their support for years to come.
SPONSORSHIP OPPORTUNITIES

Sponsoring the Emerging Leaders Program demonstrates a commitment to addressing inequities in maternal care, while empowering diverse future leaders in the MFM subspecialty to impact change. Sponsors of the Emerging Leaders Program will be recognized for their commitment to DEI. Your generous support will offset the costs of emerging leaders’ and faculty travel; speaker fees; personal career coaching; leadership style survey and assessment; and the development of marketing materials.

Platinum Level: $100,000 per year:
- Press release announcing the sponsorship.
- Sponsorship announcement via SMFM communication channels e.g.: SMFM website, social media, and newsletter.
- Discussion Group with Emerging Leaders: Representative from sponsor will be invited to attend one in-person Emerging Leaders Program meeting. This provides sponsors the opportunity to network with the full class of Emerging Leaders. Additionally, the sponsor will have a one-hour moderated session with these younger key opinion leaders to address a topic of the sponsor’s choosing. For example, the sponsor might conduct in-person market research, share information about ongoing research, and more. These sessions provide real-time feedback from a diverse group of physicians serving a wide range of patient populations. The corporate sponsor is responsible for their own travel costs and other associated costs.
- Discussion Group with Advisory Group: An in-person or virtual meeting, with Emerging Leaders Program Advisory Group members, which is a cross-cutting group of SMFM leadership. This group is separate and apart from the Emerging Leaders and includes members of the SMFM Board of Directors and members of standing committees.
- Print and electronic ad in *American Journal of Obstetrics and Gynecology* to thank and acknowledge sponsor.
- Logo/branding on print and electronic promotional materials, including the SMFM Emerging Leaders portion of the website, promotion on social media, listing in the Annual Meeting printed program book, Annual Meeting website, Annual Meeting mobile app, ‘Special Delivery’ monthly e-newsletter, and graduation gift.
- Signage at in-person gatherings of Emerging Leaders.
- Special invitation to attend the 2024 DEI Reception at Annual Meeting.

Gold Level: $50,000 per year:
- Press release announcing the sponsorship.
- Sponsorship announcement via SMFM communication channels e.g.: SMFM website, social media, and newsletter.
- Virtual Discussion Group with a subset of Emerging Leaders: A virtual-only meeting with 3-4 Emerging Leaders. This provides sponsors the opportunity to network with a subset of the Emerging Leaders. Additionally, the sponsor will have a one-hour moderated session with key opinion leaders to address a topic of their choosing. For example, the sponsor might conduct in-person market research, share information about ongoing research, and more. These sessions provide real-time feedback from a diverse group of physicians serving a wide range of patient populations. The corporate sponsor is responsible for their own travel costs and other associated costs.
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• Signage at in-person gatherings of Emerging Leaders.
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Silver Level: $25,000 per year
• Logo/branding on print and electronic promotional materials, including the SMFM Emerging Leaders portion of the website, promotion on social media, listing in the Annual Meeting Program book, mobile app, and more.
• Signage at in-person gatherings of Emerging Leaders.
• Special invitation to attend the 2024 DEI reception at Annual Meeting.

For questions about the Emerging Leaders Program, please contact Allison Wainick: awainick@smfm.org.