

## CHCF CHIP Summary

**Name, Degree:** Priti Golechha, MD

**Professional Title, Organization:** Founder, Physician Women in Leadership, Interim CMO, Golden Valley Health Centers, CA.

**CHIP Title:** Hail underdogs! (My commitment to gender equality in healthcare leadership)

**Project Description:** As a woman leader, I felt lonely. Other leaders looked nothing like me and I did not know if I belonged. Moreover, I was not alone; women leaders all across the United States felt this way. Of course, I decided to do something about it and founded an organization 'PWL' where women physician leaders have a safe space, a community to be authentically themselves as healthcare leaders. Our ultimate goal is to get 50-50 gender equity in healthcare leadership through advocacy work and empowerment of women physicians.

### Key findings:

1. I started with 20 female physician friends and grew exponentially to 9000 members across the United States and Canada.
2. My initial focus was peer-to-peer mentoring- coaching connections and women sponsoring other women and lightening the path for others who follow. This is still PWL's most valuable and cherished service.
3. PWL has testimonials from 100s of women leaders on how the community has helped them to advocate for themselves, confront their imposter syndrome, to stand up against patriarchal misogynistic work culture, learn new leadership skills, and so on.
4. Expanded to sharing pearls of leadership articles, blogs, and recommendations on books.
5. Partnered with organizations like Harvard Medical School and American Association for Physician Leadership to get PWL discounts on their courses.
6. PWL takes pride in coaching women leaders on how to work their 'asking muscle' and negotiate for what they want.

### Next steps:

1. Continue to provide a safe space for women physicians to share vulnerability and grow.
2. Organic growth to increase our memberships and paid subscriptions.
3. Leadership retreats and conferences.
4. Explore funding/ grant opportunities to create a fellowship program for early-career women leaders.
5. Explore bigger funding opportunities with VCs or private funders to scale the business to the next level, **that way I don't have to do it alone.**