

CSweetener Mentor Network Case Study

How CSweetener is Evolving the
Healthcare C-Suite
Powered by InstaViser

Contact

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CSweetener

Matching Women
Healthcare Leaders with
Experienced Mentors



CSweetener is a not-for-profit dedicated to connecting female leaders on the path to – and already in – the healthcare C-Suite with male and female industry leaders and innovators who have the knowledge plus experience to propel them forward.

PROBLEM: Healthcare lags behind other industries in terms of promoting diversity and female leadership among its ranks.

Context

Women entrepreneurs face a lack of access to the mentorship and growth opportunities that are often available organically to their male counterparts and which directly contribute to leadership success.

Why this Matters

There is growing recognition among both men and women that more women-led ventures and companies will lead to a more robust healthcare system that will benefit all participants.

Closing The Gap

71% of Fortune 500 companies have formal mentoring programs to assist younger managers to rise through the ranks. But few exist to help emerging women leaders who are not associated with large corporations. CSweetener seeks to meet that need.

InstaViser Powering CSweetener's Solution

Find An Expert

Matching and Self-Selection

After acceptance into the CSweetener Network, mentees are provided a list of compatible mentor matches and can browse all mentor profiles, searchable by industry and expertise.

Schedule A Session

Seamless and Efficient Scheduling

Mentees select a time that works in their schedule and book an online virtual video or phone session with their chosen mentor, all done via the platform. No ping-pong scheduling or unanswered connection requests.

Get Advice + Guidance

Amplify Odds of Success

Mentees connect with top executives and leaders in healthcare to collaborate on goals, get answers to their questions and broaden their professional network.

ADMIN
Our Mentors
Josh

CSweetener Mentor Team

SHOWING 76 MENTORS

Functional Expertise

- ☐ Board Service/Corporate Governance
- ☐ Business models
- ☐ Clinical leadership
- ☐ Clinical trials
- ☐ Commercialization, sales and distribution
- ☐ Company scaling
- ☐ Corporate strategy and business development
- ☐ Data Security/Privacy
- ☐ Drug Discovery
- ☐ Financial planning, accounting and tax
- ☐ Financing and raising capital/IPOs
- ☐ Human resources
- ☐ International markets
- ☐ Leadership and team development
- ☐ Legal

Lisa Serwin
Co-Founder, CSweetener

LEARN MORE

Geoff Clapp

LEARN MORE

Pam Baker
Healthcare Consultant, C1 Consulting

LEARN MORE

Ned Scheetz
Managing Partner - Aphelion Capital

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Dana Safran
Chief Performance Measurement & Improvement Officer, Blue Cross Blue Shield of MA

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ADMIN
Our Mentors
Josh

Lisa Serwin
Co-Founder, CSweetener

BOOK NOW

Functional Expertise

Leadership and team development
Corporate strategy and business development
Financing and raising capital/IPOs
Business models
Financial planning, accounting and tax
Board Service/Corporate Governance

Experience and Accomplishments

I bring nearly two decades of experience with both start-ups and established organizations in the healthcare, consumer product and retail sectors; including for and not-for-profit Board experience. I ran the Commission on Medical Research, Education and Training for the State of Nevada and received a State Proclamation from Governor Guinn for my efforts. I hold an M.B.A. from Loyola Marymount University and B.A. from U.C.L.A. Specialties: Business Management & Operations • Strategy • Business Development • Fundraising and M&A • Finance • Leadership • Building Organizations • HR • Investor Relations

Approach to Mentoring

I enjoy helping leaders think through the right strategies to grow their businesses and careers. I specialize in strategy and finance, but as a former Chief Executive Officer and glass ceiling cracker I am fairly versatile. I appreciate having time to reflect and consider before meeting with you. If there are materials or questions you would like me to consider please upload them ahead of time.

Sectors and Groups

Healthcare IT/Digital Health
Evolve Women

Years in Industry

20+
[LinkedIn](#)

ADMIN
Resources
Our Mentors
Meghan

Lisa Serwin
Co-Founder, CSweetener

BOOK NOW

Book a Session With Lisa

When?

Mon, Aug 27	Mon, Sep 3	Mon, Sep 10	Mon, Sep 17
Mon, Sep 24			

What time?

7:00 PM	7:30 PM	8:00 PM	8:30 PM
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All times are in the timezone.

Functional Expertise

Board Service/Corporate Governance
Business models
Corporate strategy and business development
Financial planning, accounting and tax
Financing and raising capital
Leadership and team development

Sector Expertise

Healthcare IT/Digital Health

Years in Industry

20+
[LinkedIn](#)

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Lisa Serwin
Co-Founder, CSweetener

BOOK NOW

Book a Session With Lisa

Review and Confirm

Session with Lisa
Monday, September 10, 2018 (Modify)
8:00 PM - 8:30 PM (Modify)

BOOK THIS SESSION

Functional Expertise

Board Service/Corporate Governance
Business models
Corporate strategy and business development
Financial planning, accounting and tax
Financing and raising capital
Leadership and team development

Sector Expertise

Healthcare IT/Digital Health

Years in Industry

20+
[LinkedIn](#)

Impact

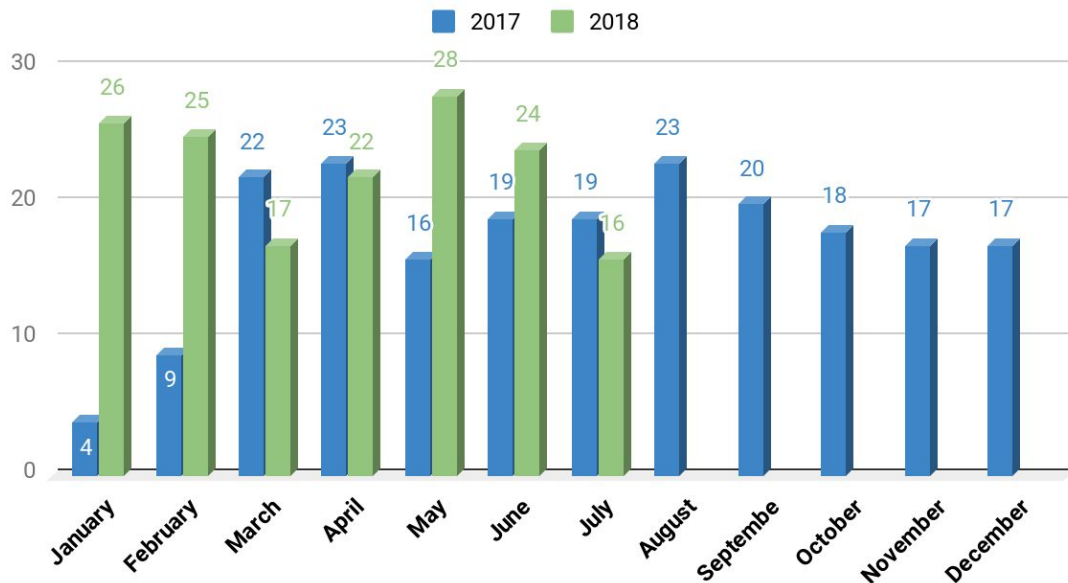
Connection. Mentorship. Results.



Since its launch in January 2017, CSweetener has served nearly 200 mentees and conducted more than 400 successful mentorship sessions, connecting high-potential women with leaders in the healthcare industry for expert advice and career guidance.

Platform Growth and User Engagement

2017 vs. 2018 YOY Usage Growth by Monthly Sessions Count



- In its first year, (Jan.-Dec. 2017), 207 mentorship sessions occurred on the platform for an average of 17.25 sessions per month.
- Seven months into its second year, (Jan-July 2018), CSweetener is averaging 22.6 sessions per month (a 41% increase YOY).

CSweetener Testimonials and Success Stories

"It's comforting to hear we all have issues, challenges and opportunities in common and can learn from each other's experiences. This type of connection and conversation is invaluable."

"This was incredible. My mentor gave me guidance on how to improve my executive presence."

"My mentorship session truly bolstered my career aspirations and tempered some of my anxieties about the quest to have it all. I look forward to many more conversations in the future!"

"My experience with the network was really amazing. I felt like my mentor was extremely clued into what I am working on and was so generous in her offer to help."

After just one session on the platform, a Mentor invited the mentee to formally pitch his VC firm, and subsequently funded her company.

Using the platform, more than 50 mentees have shared pitch decks and business plans with founders, VC partners, and established executives for review and expert feedback.

In over 350 sessions, CSweetener users have given an average rating of 4.63 out of 5 for content quality and overall session satisfaction.