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THE U.S. LIFE SCIENCES 2020

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Introduction

Evidence of a "Diversity & Inclusion Disconnect" in Life Sciences

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Building and maintaining a diverse and inclusive workforce are priority objectives for most employers today. But beyond recognizing the need to protect the company's reputation, or to comply with federal and local laws that prohibit discrimination and promote equal opportunity in the workplace, leading employers know that a diverse and inclusive workforce can deliver many compelling bottom-line business benefits. These benefits include higher employee engagement and retention, increased creativity and innovation, better decision-making, and greater profitability.

How are life sciences employers progressing with Diversity and Inclusion (D&I) efforts in their workplaces? BioSpace sought to answer that question in our Diversity and Inclusion Survey — Fall 2020. We learned that life sciences companies, like many businesses across industries today, are making important strides toward creating more diverse and inclusive work environments — although there is still room for improvement. Overall, respondents gave employers strong marks in several areas. For example:



72% said overall, their company is committed to Diversity and Inclusion



77% reported that derogatory comments that target diversity are not tolerated

77% said people of

I /o said people of all backgrounds and cultures are respected and valued

Despite these positive findings, however, there is evidence of a "D&I disconnect" between what life sciences employers are doing to promote D&I, from hiring practices to workforce training, and what their employees are experiencing in the workplace. For example, while nearly three-quarters of respondents (72%) to the BioSpace survey said they feel included and respected at their place of employment, only about half (54%) of the professionals surveyed reported that they feel comfortable talking about their beliefs and values at work.*



Additionally, just 48% of respondents said they feel their work colleagues understand who they truly are. And nearly one-third (31%) said they often worry they don't have things in common with their coworkers. Break down the survey results further, such as by gender and race and ethnicity, and it becomes clear that some life sciences professionals feel the D&I disconnect more acutely, especially on matters such as compensation, opportunities for advancement, or the value of their opinions.

This report takes a closer look at general findings from the BioSpace Diversity and Inclusion survey, as well as results by gender, race and ethnicity, political affiliation, and organization size. The report concludes with some suggested tips, informed by the survey results, that life sciences employers may want to consider implementing to enhance D&I in their organization's unique work environment.

*Note: Survey respondents were asked to agree or disagree with statements based on their experience with their current employer. Unemployed persons were asked to base their answer on their previous place of employment. This note applies to all survey questions mentioned in this report, where respondents were asked to agree or disagree with various statements.

54%

the percentage of respondents who said they feel comfortable talking about their beliefs and values at their current place of employment

Source: BioSpace, Diversity and Inclusion Survey, Fall 2020

Leading by Example

Most Workers See Top Executives as Supportive of Diversity & Inclusion

Many immediate supervisors of employees may need to improve how they handle workplace diversity matters, and also show a greater level of commitment and support for D&I.

No major corporate initiative, especially if it relates to making significant and lasting improvements to workplace culture or ensuring fair practices in how employees are hired, paid, developed and promoted, can succeed without the C-suite's support and engagement. And the BioSpace survey results indicate that most life sciences executives are invested in their company's D&I efforts.

Seventy percent (70%) of life sciences professionals surveyed said they agree that executive leadership in their organization is supportive of D&I initiatives. However, that finding also means nearly a third of companies have top executives who may need to step up their leadership in this area and be more overt about their support for D&I efforts.

The survey findings also suggest that many life sciences workers in supervisory roles may need to be more demonstrative when it comes to promoting D&I in the workplace. About two-thirds of employees (68%) said their immediate supervisor demonstrates a commitment to and support for D&I. An even lower percentage — 64% — reported that their supervisor handles diversity matters appropriately.

So, while leadership may be setting the "tone at the top" for D&I issues at the company, the messages may not be resonating with managers and communicated through their everyday interactions with employees. This may be due to a lack of appropriate D&I training or accountability for managers in the organization or both.





the percentage of respondents who said their immediate supervisor handles diversity matters appropriately

Source: BioSpace, Diversity and Inclusion Survey, Fall 2020





Most respondents to the Diversity and Inclusion Survey said they neither agree nor disagree that incidents of discrimination are reported or acted on appropriately at their company. But is that because discrimination isn't an issue in their workplace, or is it just not being reported or discussed openly?

While 43% of respondents to the recent BioSpace survey said they don't know employees who have experienced discrimination at their company, more than one-third (35%) said that they do.

A slightly higher number of respondents (39%) agreed that incidents of discrimination are reported in their organization. The same percentage of respondents said they agree that the company takes appropriate action following reports of discrimination.

Respondents were asked, "Please rate the extent to which you agree or disagree with each of the following statements about attitudes towards discrimination and harassment at your current company?"

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		Color Key & Source:	
	Agree	Neither Agree/ Disagree Disagree	
Source: BioSpace, Diversity and Inclusion Survey, Fall 2020		Source: BioSpace, Diversity and Inclusion Survey, Fall 2020	

Interestingly, the largest percentages of respondents said they neither agree nor disagree that discrimination incidents are reported at their place of work or that appropriate action is taken in response to such reports. This may indicate that these workers are simply unaware of such reports or actions because they do not impact them firsthand or involve people they know, or because reports of discrimination are handled quietly by the company.

Another explanation is that incidents of discrimination aren't being reported because victims worry about the potential repercussions of speaking up. It's likely that many witnesses to workplace discrimination are choosing not to act, either. Separate research shows 70% of victims and 77% of witnesses do not report workplace harassment and discrimination to their employer.*

A third scenario: Workplace discrimination in the life sciences industry may be low, in general. However, when looking at the BioSpace survey results by gender, race and ethnicity, and other characteristics — as we do on the following pages — there is an obvious need for many workplaces to focus more on D&I, including in how they compensate employees and evaluate their performance.

Additionally, less than half (48%) of survey respondents said they agree that there is a career development path for all employees at their company. A similar percentage (46%) agreed with the statement that opportunities for promotions are fair at their organization.

Given these findings, life sciences companies should consider examining their current career development and training programs to confirm all employees are made aware of these options and encouraged to take advantage of them. And managers should be helping all of their employees to shape and visualize a potential career path in the organization.

Businesses will also want to review their promotion practices to ensure they are fair and objective — and transparent. Reviewing promotion criteria, setting clear and standardized policies, and emphasizing succession planning are all strategies for creating a promotion system that is inclusive.

•Witnessing workplace harassment and discrimination: Overcoming the "social contagion" of toxic work culture, Spot white paper, 2019, available at: https://talktospot.com/research/.





Diversity & Inclusion in Life Sciences

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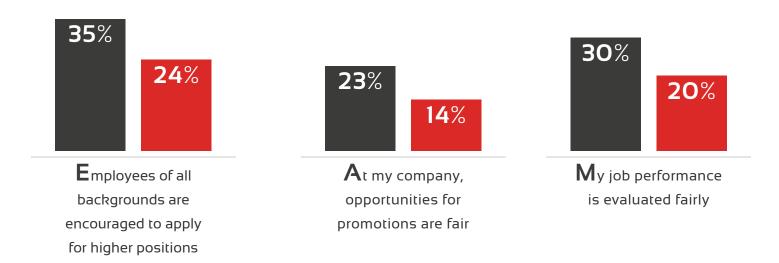
Significant Disparities in Gender Still Prevail 👒 🤜

Most of the life sciences professionals who responded to the Diversity and Inclusion Survey reported that they are either male (49%) or female (47%). The remaining respondents identified as "Other."

Women workers in life sciences generally do not have a positive perspective about the D&I experience at their company. Male workers, meanwhile, were more likely than their female counterparts to both strongly — and positively — agree with statements about the state of D&I in their workplace.

In many cases, the gap between the percentage of male employees and female employees who strongly agreed with certain statements about D&I was significant, especially on topics such as upward mobility in the workplace and performance evaluations.

Following are a few examples that underscore this gap: ■ Male (Strongly Agree) ■ Female (Strongly Agree)



Also, a lower percentage of female respondents (25%) than male respondents (34%) strongly agreed that all employees in the organization have access to equal employment opportunities. Looking at the broader survey responses, 64% of life sciences workers said they strongly agreed with this statement.



Few women express confidence that they earn fair compensation for their role

Only 17% of female respondents to the BioSpace Diversity and Inclusion Survey said they strongly agreed with the following statement: *I feel my* position is compensated fairly. About one-quarter of men (26%) strongly agreed with this statement. However, despite their apparent dissatisfaction with their level of compensation, there is a good chance these male workers are earning more than their female counterparts, according to other research recently conducted by BioSpace.

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Vhile D&I is a less important factor for male job seekers, base re evaluating new employment opportunities. While many co potential, progress has been slow, according to "Women in th

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The salary gap between men and women in the life sciences industry is real. According to the BioSpace 2020 U.S. Life Sciences Salary Report, men receive salaries that are 19.3% higher, on average, than female professionals. That is a 2.5 percentage point increase from 2019. The salary gap is especially significant in healthcare, where men reported salaries 47.6% higher than women, and in academia, where men earn 39.9% more than women. In the clinical area, men earn 30.9% more than women.

The 2020 U.S. Life Sciences Salary Report also notes that male life sciences professionals saw a 6.3% year-over-year increase in their average salary, while female workers only experienced a 4.1% increase. When life sciences professionals receive raises, the report says, it is most often a merit-based increase (59%). The and promotion (14%) second most common factor for a raise is an internal aw women in life science work, mu opinion is valued promotion (14%).

2020 U.S. Life Sciences Salary Report, BioSpace, 2020: https://marketing.biospace.com/get-the-2020-salary-report

I lower percentage of female respondents (25%) than male respondents (34%) at the broader survey responses, 64% of life sciences workers said they strongly Ily 17% of female respondents to the BioSpace Diversity and Inclusion Survey said rter of men (26%) strongly agreed with this statement. However, despite their g more than their female counterparts, according to other research recently conc the BioSpace 2020 U.S. Life Sciences Salary Report, men receive salaries that are e salary gap is especially significant in healthcare, where men reported salaries 47.6% hig earn 30.9% more than women. The 2020 U.S. Life Sciences Salary Report also notes th e female workers only experienced a 4.1% increase. When life sciences professionals receive for for a raise is an internal promotion (14%). Many women in life sciences worry that their opin tor for a raise is an internal promotion (14%). M s the fact that few women in life sciences workplaces are confident that they are being heard ack up at work, my opinion is valued — only 22% of women had the same response. (In the broad rely to weigh D&I than men when evaluating life sciences employers. In any industry, companies d in life sciences, a focus on D&I can make all the difference in a company's ability to hire femal d by BioSpace said they consider D6I when weighing new employment opportunities. While D6I is a lo - 59% — of male respondents said they do consider a company's D6I efforts when they are evaluat 2d to create a workplace culture in which women have equal opportunity to achieve their potential, pro nsey. For example, the firm reports it has seen only modest signs of progress in the representation t women back half a decade in the workplace, with as many as 2 million women considering leaving th There's no time to waste in increasing efforts to prioritize gender equality in their workplace. It's likely th act soon. Most of the life sc nces professionals who responded to the Diversitu ning respondents identified as "Other." Women workers in life sciences generally do not have a positiv nore likely than their female counterparts to both strongly – and positively – agree with statements a male employees and female employees who strongly agreed with certain statements about D&I e evaluations. Following are a few examples that underscore this gap: Statement: Employees agree: Male (35%), Female (24%) Statement: At my company, opportunities for promotions (ance is evaluated fairly, Respondents who strongly agree: Male (30%), Female (20%) Also, a lo all employees in the organization have access to equal employment opportunities. Looking at the broa atement. Few women express confidence that they earn fair compensation for their role. Only 17% of female with the following statement: I feel my position is compensated fairly. About one-quarter of men (26%) In their level of compensation, there is a good chance these male workers are earning more than thei salary gap between men and women in the life sciences industry is real. According to the BioSpace 202 than female professionals. That is a 2.5 percentage point increase from 2019. The salary gap is espe in a cademia, where men earn 39.9% more than women. In the clinical area, men earn 30.9% more t rofessionals saw a 6.3% year-over-year increase in their average salary, while female workers only e it is most often a merit-based increase (59%). The second most common factor for a raise is an inter ork. Another issue that the Diversity and Inclusion Survey brought to light is the fact that few women 1% of men strongly agreed with the following statement — When I speak up at work, my opinion is w Ill respondents strongly agreed with this statement.). Women gh D&I than me and inclusive workplaces tend to stand out as employers of choice. And in life sciences, a focus an three-quarters (77%) of female life sciences professionals surveyed by BioSpace said they co for male job seekers, based on the survey results, a strong percentage – 59% – of male responde vortunities. While many companies, across industries, have worked to create a workplace cultu cording to "Women in the Workplace" research conducted by McKinsey. For example, the fit ate pipeline since 2015. And it warns that the COVID-19 crisis could set women back half a pandemic-related challenges. The message for life sciences employers: There's no tim penough, and they are at risk of losing more ground — along with valuable talent — if they Survey reported that they are either male (49%) or female (47%). The remaining responded e about the D&I experience at their company. Male workers, meanwhile, were more lil state of D&I in their workplace. In many cases, the gap between the percentage of male especially on topics such as upward mobility in the workplace and performance eva is are encouraged to apply for higher positions. Respondents who strongly agree to who strongly agree: Male (23%), Female (14%) Statement: My job performance consondents (25%) than male respondents (34%) strongly agreed that all emp of life sciences workers said they strongly agreed with this s o the BioSpace Diversity and Inclusion Survey said they strong greed with this statement. However, despite their apparent dissati parts, according to other research recently conducted by BioSpa ices Salary Report, men receive salaries that are 19.3% higher, or ant in healthcare, where men reported salaries 47.6% higher tha The 2020 U.S. Life Sciences Salary Report also notes that male lif a 4.1% increase. When life sciences professionals receive raises, the r women i**n life scie**r aplaces are confident that they are being heard employers. In any industry ce in a company's ability t ressid a less impo ploument opportunities. ny's D&I efforts when ortunity to achieve th of progress in the million women ionals wh ences ae nts abo ollowing are a few exar of all b (35%), Female (24%) Statem are fair. I ement: My job performance is evaluated fairly. Respondents who ower perc 6) strongly agreed that all employees in the organization have at the broad % of femal of men (26% ore than th nducted by BioSpace. The salary gap between men and women in the l e 19.3% higher, on average, than female professionals. That is a 2.5 pe 7.6% higher than women, and in academia, where men earn 39.9% mor BioSpace 20 alaru aan is esni 9% more otes that male life sciences professionals saw a 6.3% year-over-year sceive raises, the report says, it is most often a merit-based increase neir opinions aren't valued at work. Another issue that the Diversity and a raise is an inte

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el was significant, especially on topics such as upward mobility i، کھر ees of all backgrounds are encouraged to apply for higher p s are fair. Respondents who strongly agree: Male (23%), Female



Many women in life sciences worry that their opinions *aren't valued* at work

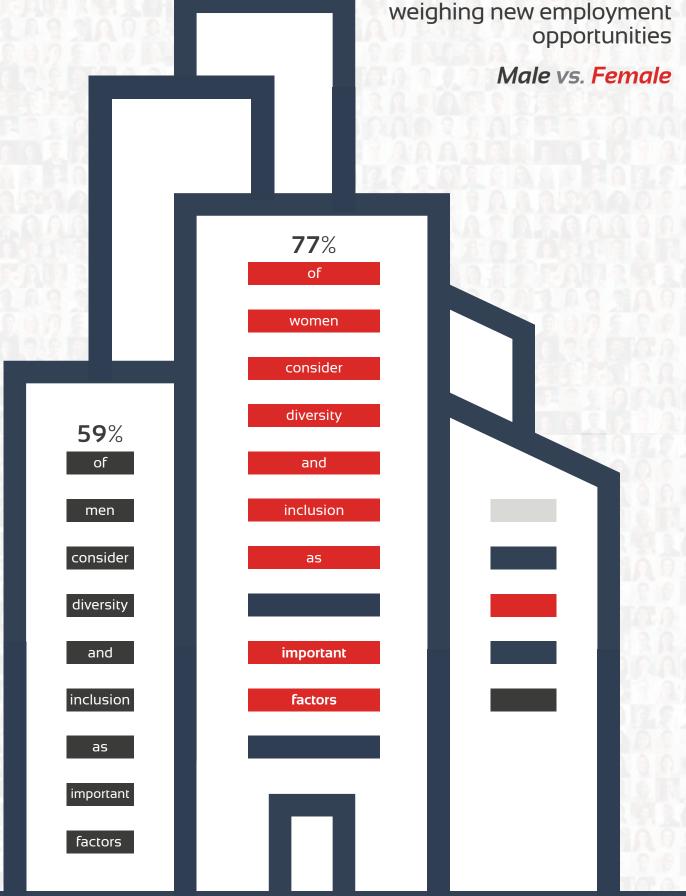
Another issue that the Diversity and Inclusion Survey brought to light is the fact that few women in life sciences workplaces are confident that they are being heard. More specifically, while 31% of men strongly agreed with the following statement — When I speak up at work, my opinion is valued — only 22% of women had the same response. (In the broader survey results, 68% of all respondents strongly agreed with this statement.)

Women more likely to weigh diversity & inclusion than men when evaluating life sciences employers

In any industry, companies known to offer diverse and inclusive workplaces tend to stand out as employers of choice. And in life sciences, a focus on D&I can make all the difference in a company's ability to hire female professionals: More than three-quarters (77%) of female life sciences professionals surveyed by BioSpace said they consider D&I when weighing new employment opportunities.

While D&I is a less important factor for male job seekers, based on the survey results, a strong percentage — 59% — of male respondents said they do consider a company's D&I efforts when they are evaluating new employment opportunities.

Respondents who consider diversity & inclusion when weighing new employment opportunities



Source: BioSpace, Diversity and Inclusion Survey, Fall 2020

"There's no time to waste in increasing efforts to prioritize gender equality"

While many companies across different industries have worked to create a workplace culture in which women have equal opportunity to achieve their potential, progress has been slow, according to "Women in the Workplace" research conducted by McKinsey. For example, the firm reports it has seen only modest signs of progress in the representation of women in the corporate pipeline since 2015. And it warns that the COVID-19 crisis could set women back half a decade in the workplace, with as many as 2 million women considering leaving the workforce due to pandemic-related challenges.

The message for life sciences employers: There's no time to waste in increasing efforts to prioritize gender equality in their workplace. It's likely that they're not doing enough, and they are at risk of losing more ground — along with valuable talent — if they don't act soon.



"Women in the Workplace 2020," McKinsey & Company, September 30, 2020:

https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace.



Diversity & Inclusion in Life Sciences

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Racial Tensions of 2020 Reflected in states and states

Most respondents to the BioSpace Diversity and Inclusion Survey (58%) said they identify as White/Non-Hispanic. About one-fifth (21%) reported that they are Asian, and 12% said they identify as African American/Black. The remaining respondents (16%) identified as "Other."

Events in 2020, such as the wave of policing protests throughout the United States, have heightened the focus on systemic racism in society — and the workplace. Many leading companies have responded by issuing internal and external statements about the organizations' existing D&I practices and planned enhancements, encouraging conversations within their workforce about D&I issues, engaging their employee resource groups (ERGs) to share ideas for how to improve D&I in the workplace, and more.

Life sciences employers, if they haven't done these things already, may want to act soon to improve the D&I experience for their employees of different races and ethnicities — especially workers who identify as African American/ Black. BioSpace's Diversity and Inclusion survey suggests that these professionals currently find their company's D&I efforts to be lacking in many areas.

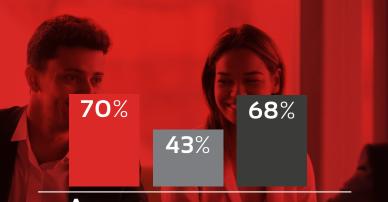
African American/Black workers were much less likely to agree, or strongly agree, with statements about their company's commitment to D&I, compared to White/Non-Hispanic or Asian workers in the industry. Following are some examples that highlight this disparity:





82% 60% 81%

Derogatory comments that target diversity are not tolerated



All employees have access to equal employment opportunities

The trend was similar for statements related to how life sciences workers of difference races and ethnicities feel they are treated in the workplace.

Asian (Agree) African American/ Black (Agree) White/ Non-Hispanic (Agree)

78% 54% Feel included and respected

74% 51%

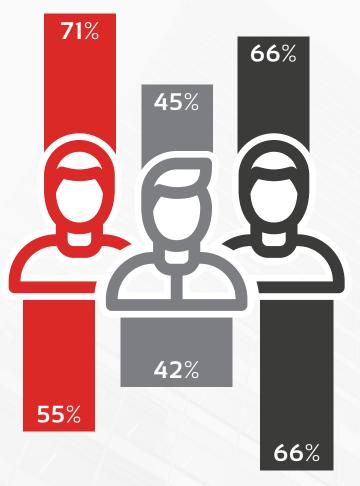
When I speak up at my work, my opinion is valued

African American/ Black workers express dissatisfaction about job performance assessments and pay

Findings for the BioSpace Diversity and Inclusion Survey also show that African American/ Black employees in life sciences are less likely to strongly agree or agree — compared to Asian and White/Non-Hispanic workers — that they receive fair treatment from their employers during performance evaluations and are compensated appropriately based on their position:

 $^{\prime\prime}\mathbf{M}$ y job performance is evaluated fairly. $^{\prime\prime}$

STATEMENT ONE



"feel my position is compensated fairly." STATEMENT TWO

Notably, only about half of Asian workers surveyed said they believe they are compensated fairly for their work. Just under two-thirds of White/ Non-Hispanic professionals report that they feel they earn an appropriate level of compensation for their work.

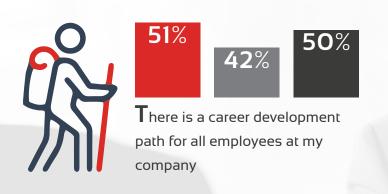
Color Key & Source: Asian African American/ Black Source: BioSpace, Diversity and Inclusion Survey, Fall 2020

17

White/ Non-Hispanic

Concerns about career development and promotions

BioSpace's analysis of survey findings by race and ethnicity also found that life sciences workers who identify as Asian, African American/Black or White/Non-Hispanic see room for improvement at their organization when it comes to providing a career development path for all employees and ensuring fair promotions. But African American/ Black respondents were much less likely to strongly agree or agree with statements relating to these two topics — especially promotions.







At my company, promotions are fair

Color Key & Source:

Asian

50%

African American/ Black

White/ Non-Hispanic 🔳

Source: BioSpace, Diversity and Inclusion Survey, Fall 2020



African American/ Black workers most likely to know of employees who have experienced discrimination



More than half (52%) of African American/Black workers who responded to the BioSpace Diversity and Inclusion survey either strongly agreed or agreed with the following statement: At my company, I know employees who have experienced discrimination. That compares with 33% of Asian workers and 32% of White/Non-Hispanic workers.

Additionally, while a slightly higher percentage of life sciences professionals who identified as African American/Black strongly agreed or agreed that discrimination incidents are reported at their company, compared with other racial and ethnic groups represented in the survey, only 29% of these workers felt the same way about whether their organization takes appropriate action on reports of discrimination.

As noted at the start of this report, a diverse and inclusive workplace is one where everyone in the organization feels socially accepted and welcomed, and equally treated, regardless of their background. But in many life sciences organizations right now, employees who identify as African American/Black do not appear to feel included, generally, based on the results of BioSpace's survey.







Diversity & Inclusion in Life Sciences

D&I May Be Getting Lost in Large Organizations

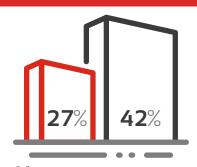
Most of the life sciences workers who responded to the BioSpace Diversity and Inclusion Survey (29%) said their current or most recent place of unemployment had 5,000 or more employees. About 23% said their organization had fewer than 50 employees. About 21% of respondents reported that they worked or had recently worked at an employer with a headcount between 500 and 4,999. 22% of respondents said they were employed or had recently been employed at a firm with 50-499 employees.

BioSpace's analysis of findings from the Diversity and Inclusion survey suggests that life sciences professionals who work at small companies (fewer than 50 employees) feel more included in their work environment than do life sciences employees who work for large companies (5,000 or more employees).

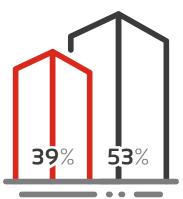
As an example, 40% of workers at small companies strongly agreed with this statement: When I speak up at work, my opinion is valued. That compares with 25% of workers at large companies.

Additionally, nearly half (47%) of workers at small companies strongly agree that employees of all backgrounds are treated fairly in their organization. Only 33% of workers at large companies said the same about their company.

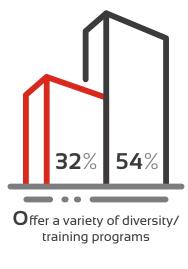
The survey findings also indicate that discrimination may be more of an issue at larger organizations — even though more respondents from large companies indicated that they had participated in D&I training programs and had access to a variety of such programs. Life sciences professionals who strongly agreed with statements about diversity and inclusion in their workplace



Know someone who has been discriminated against



Participate in diversity/ training programs





"...discrimination may be more of an issue at larger organizations — even though more respondents from large companies indicated that they had participated in D&I training programs and had access to a variety of such programs."



Diversity & Inclusion in Life Sciences

D&I Experience Reflects Party Demographics

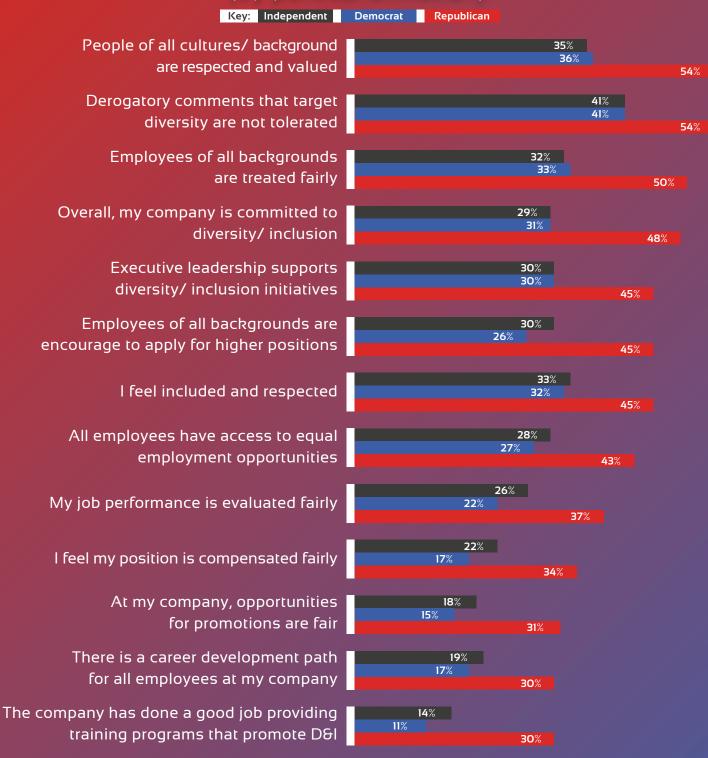


Nearly half of the life sciences workers who responded to the BioSpace Diversity and Inclusion Survey (47%) described themselves politically as Democrat. Roughly one-third of workers (31%) said they are Independent. About 15% of the survey respondents reported that their political affiliation is Republican, and about 7% selected "Other."

Across the board, life sciences employees who described their political affiliation as Republican strongly agreed with statements about D&I in their workplace — which was in stark contrast to their counterparts who reported that they are Democrat or Independent. In most cases, the most significant gaps were seen between responses from Republicans and Democrats.

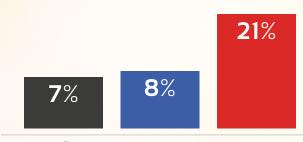


Life sciences professionals who strongly agreed with statements about diversity and inclusion in their workplace (by political affiliation).

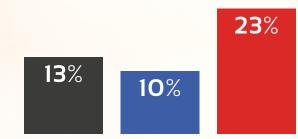


Overall, the survey results show that life sciences workers who are Republicans are more likely than Democrats and Independents to strongly agree that their organization is supportive of D&I; that compensation, performance evaluations, promotions and career development processes at their company are fair; and that they are respected and included in their workplace.

The two statements that the lowest percentages of Republicans strongly agreed to related to reports of discrimination in the workplace and action taken on those reports by the company. But here again, in both cases, significantly more Republicans strongly agreed with statements on these topics than their counterparts who identify as either Democrat or Independent.



At my company, discrimination incidents are reported



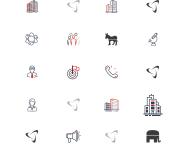
At my company, appropriate action is taken for discrimination reports

 Key:
 Independent
 Democrat
 Republican

 Source:
 BioSpace, Diversity and Inclusion Survey, Fall 2020
 Independent
 Inclusion Survey, Fall 2020

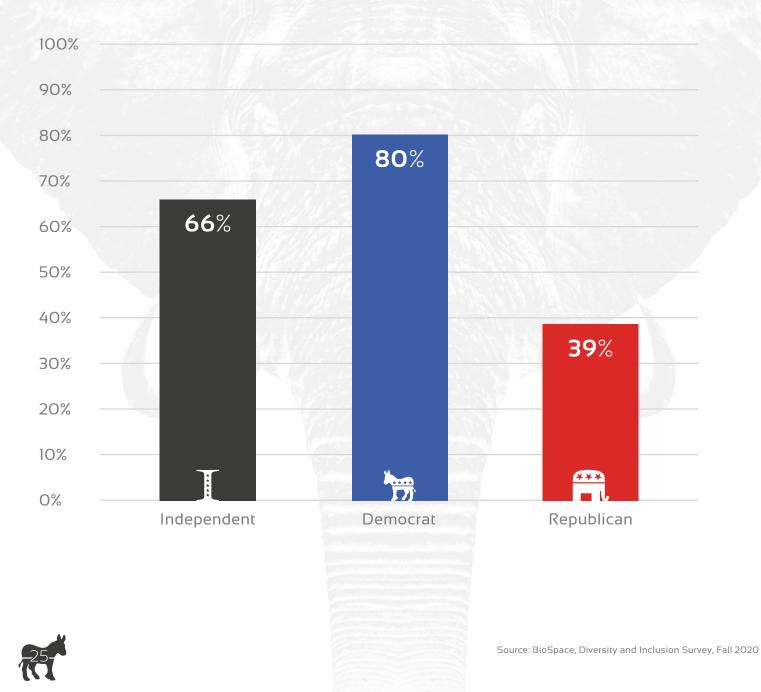






When they're weighing new employment opportunities, D&I issues are a key factor for 80% of life sciences employees who identify as Democrats, according to the Diversity and Inclusion Survey. The same is true for about two-thirds of Independents. However, only 39% of Republicans surveyed by BioSpace said D&I was something they consider in their job search.

Life sciences professionals who consider D&I issues when weighing new employment opportunities (by political affiliation).





Driving Positive Change

By Promoting Diversity and Inclusion Training, Policies and Practices ന്പ്

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The investment in doing D&I training well — and improving all D&I policies, practices and programs — is more than worthwhile for any business that wants to hire and retain top talent. BioSpace's Diversity and Inclusion Survey found that 68% of workers in the life sciences industry consider D&I an important factor when considering employment opportunities.

However, the survey results suggest that life sciences employers may not be doing enough to develop D&I training and programs that resonate with their employees and grab the attention of prospective hires. While most life sciences employees surveyed by BioSpace (72%) said they agree their company is committed to D&I, a far lower percentage (23%) agree that they have benefited from their employer's D&I programs. Additionally, results by gender, race and ethnicity, and other criteria like political affiliation, show that employees' D&I experiences in the life sciences workplace can vary widely.



the percentage of respondents who said diversity and inclusion is an important factor when considering employment opportunities

Source: BioSpace, Diversity and Inclusion Survey, Fall 2020

Overall, close to 3/4 of life sciences professionals feel their companies are committed to Diversity & Inclusion (D&I).

However, there appears to be a disconnect when it comes to various populations within the industry. The D&I disconnect in the life sciences may be rooted in some companies' lack of effectiveness in building awareness, both internally and externally, about their programs. So, what should companies be focusing on to help promote their diversity initiatives?

At a minimum, employers should be sharing information about their D&I practices and goals — as well as how the organization celebrates the diversity of its employees. Companies can share that information through multiple channels that professionals use to research the value a company places on D&I. Although 55% of life sciences professionals indicated they research D&I on company websites, placing the information solely on the website will not suffice. Promoting D&I initiatives ensures that the life sciences community is able to perceive the efforts being made to create a more inclusive workplace. This can be accomplished via channels such as reviews, news articles, networking and social media.

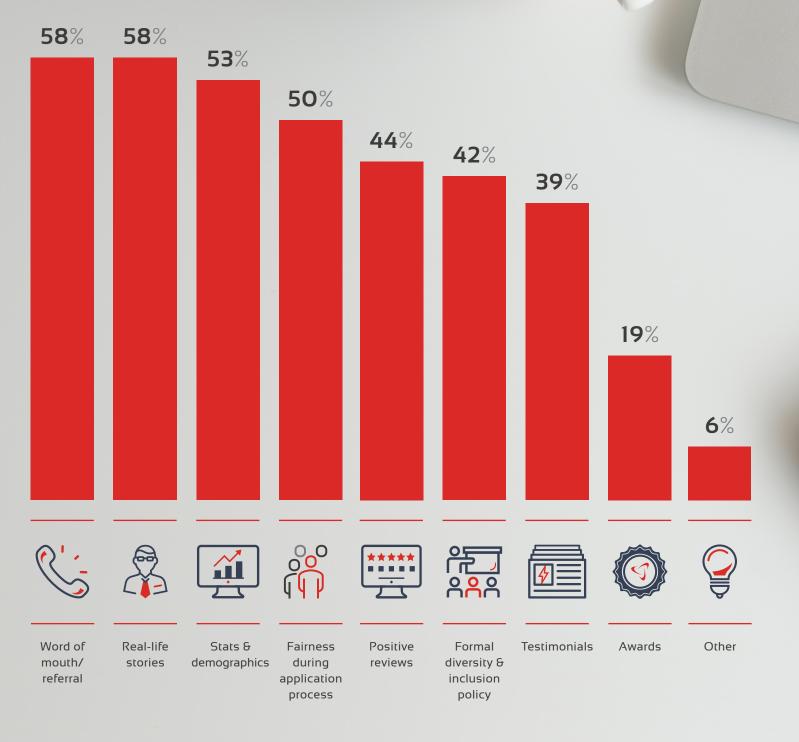


These actions are likely to resonate with both current and prospective employees and get them talking about the company in a positive way. But what type of information does a prospective employee actually value? According to the BioSpace Diversity and Inclusion survey, 58% of respondents said "word of mouth/referral" is a top indicator of whether a company values D&I. An equal percentage said "real-life stories" is an indicator.



*More than one answer was permitted.

Respondents were asked... What would indicate that a company values D&I?*



Therefore, beyond basic efforts to get the message out there, companies should also think about:



Detailing their D&I practices and programs and describing their organizational culture in company profiles featured on niche industry websites



Closely monitoring reviews about the company in online channels, and working swiftly to address any negative ones



Working to get coverage in industry and other business media outlets about the company's D&I efforts and successes, including real-life stories about employees



Hosting, sponsoring or participating in career and networking events that promote D&I

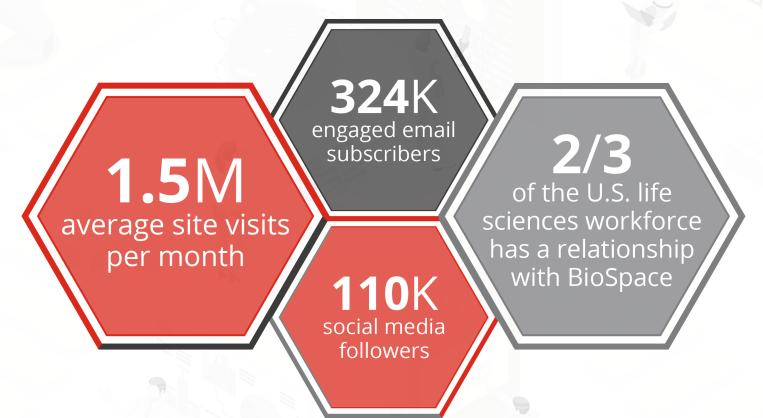
By doing some of these things, employers will be able to showcase their efforts to create a more diverse and inclusive workplace that celebrates what each employee brings to the organization, just by being their authentic self.





Leverage the BioSpace community to elevate your brand and tell your story

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About BioSpace:

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