Using Information to Overcome the Gender Pay Gap - 81cents

[00:00:00] **Katie Breen, Femtastic Podcast:** Hello and welcome to the Femtastic Podcast. This is Katie Breen.

[00:00:12] **Katie Breen, Femtastic Podcast:** Today on the podcast, we are talking about the gender wage gap. We're going to talk about what it is, how it is worse, much worse for women of color and how it compounds over our lifetimes to really significantly disadvantage women compared to men because of the difference in compensation over a whole career.

[00:00:34] **Katie Breen, Femtastic Podcast:** We are also going to talk about one of the ways that you can fight the pay gap and how you can, for your own individual purposes, reduce the gap that otherwise may occur in pay. And it's really all about arming yourself with information. So on the podcast today, we have Lora Rosenblum who is an advisor to an organization called [00:01:00] 81 cents and 81 cents provides a service where you can pay to essentially be given really expert negotiating advice and guidance on what salary and what compensation you should ask for from advisers who have taken the time to understand your situation, who are pulled from industries similar to yours or in yours, and different ranges of experience who can really speak to what you're going through and offer sound advice. So we'll talk about that.

[00:01:31] **Katie Breen, Femtastic Podcast:** And then we will also talk about how 81 cents has started a new arm called 81 grants that is particularly focused on closing the pay gap among women of color. And the way that they do that is provide their normally paid service of 81 cents to women of color candidates for free to help close that gender and racial pay gap. So I hope you will learn a little bit today about negotiation, about one [00:02:00] particular service that is out there if you're interested in increasing your negotiating power.

[00:02:06] **Katie Breen, Femtastic Podcast:** And generally just an appreciation and an understanding of some of the levers we have control over when it comes to negotiating our salaries and a reminder to arm yourself with information, prepare yourself as you go into these talks, and always negotiate. Always, always, always negotiate, even though it's very uncomfortable.

[00:02:26] **Katie Breen, Femtastic Podcast:** You can practice to make yourself more and more comfortable with that. And you will feel more comfortable, the more information you have and the more preparation you've done. So that's the moral of the story, but I do hope you'll listen to the podcast with Laura Rosenblum.

[00:02:40] **Katie Breen, Femtastic Podcast:** And as always, before we get started a few quick asks.

[00:02:45] **Katie Breen, Femtastic Podcast:** Number one. Please DM me and let me know, you listened to this episode because it brings me joy to see DMs and see who is listening and where they come from. And you don't even have to say anything other than just hello, I listened to [00:03:00] an episode, but I just love to see it. It would brighten my day.

[00:03:03] **Katie Breen, Femtastic Podcast:** Number two. Please. Subscribe to the Femtastic Podcast on whatever podcast player you use.

[00:03:12] **Katie Breen, Femtastic Podcast:** Number three, please leave a rating and review, particularly on Apple Podcasts so that more people can find the podcast.

[00:03:19] **Katie Breen, Femtastic Podcast:** And number four, please follow Femtastic on Facebook, Instagram, and Twitter, so that you can have more Femtastic content all the time even outside of episode releases.

[00:03:31] **Katie Breen, Femtastic Podcast:** And with that, I will leave you to this interview with Lora Rosenblum about the gender wage gap and how we can help to overcome it.

[00:03:40] **Katie Breen, Femtastic Podcast:** Hi Lora.

[00:03:42] **Lora Rosenblum:** Hi!

[00:03:43] **Lora Rosenblum:** Thank you for coming on this podcast.

[00:03:48] **Lora Rosenblum:** Absolutely. I'm so happy to be here at the end of my week.

[00:03:55] **Katie Breen, Femtastic Podcast:** Great. Well, I'm happy to have you.

[00:03:56] **Lora Rosenblum:** I think I mentioned to you also, when we caught up [00:04:00] last week, it might've been. I used to run a podcast. So I am deeply appreciating being on the other side of it.

[00:04:07] **Katie Breen, Femtastic Podcast:** Yeah. It's way less of a pain. Yeah, it's great. I've only been interviewed myself once and I was like, oh, this is pleasant. You don't have to do anything.

[00:04:19] **Lora Rosenblum:** You have to do a little but....

[00:04:23] **Lora Rosenblum:** That's good.

[00:04:24] **Katie Breen, Femtastic Podcast:** Yeah. Well let's get started. So why don't you introduce yourself? Who are you? What do you do?

[00:04:33] **Lora Rosenblum:** My name is Laura Rosenblum. I live in New York and I work currently as the director of business development at a company called Cedar. Cedar is a healthcare technology company focused on improving the patient financial experience.

[00:04:52] **Lora Rosenblum:** And what that means is I'm sure many listeners have received a medical bill and had absolutely [00:05:00] infuriating experience paying that. And Cedar is leveraging consumer technology to improve the bill pay experience so that it, frankly doesn't suck for individuals and patients because it's not a great process today.

[00:05:16] **Katie Breen, Femtastic Podcast:** Yeah, no, it is not. So I discovered who you are cause I was reading an interview where you were talking about your work at Cedar, which pivot doesn't have anything to do with what we're talking about today. But in that interview you mentioned I don't even remember, like in what context but there was a conversation about the gender pay gap and about your involvement in this other organization that is working on the gender pay gap. So we're talking about that today, but So, yeah, let's dive into that. So what what is the gender pay gap these days and 2022?

[00:05:52] **Lora Rosenblum:** Yeah. So by definition, the gender pay gap, just to orient everyone [00:06:00] is the difference that people might make in comparison to another group of people.

[00:06:06] **Lora Rosenblum:** So the way that. Wage gap exists today is that women make around 83% of what men earn. And that actually looks different across different demographic groups of people specifically women, but also other women of color have a more significant or disadvantaging wage gap compared to men. And. Yeah, it is a problem.

[00:06:33] **Lora Rosenblum:** It's, I'm making this mental connection now that I hadn't made before connecting sort of the financial experience components of my day job with this connection that I feel towards improving the wage gap and experiences for women and women of color in their salaries. Thank you, Katie, for allowing me to have that illuminating moment.

[00:06:55] **Katie Breen, Femtastic Podcast:** You're welcome. That was free.

[00:06:59] **Lora Rosenblum:** So I [00:07:00] think giving it for free is counter to the conversation we're about to have, right?

[00:07:03] **Katie Breen, Femtastic Podcast:** Yeah. You know, you gotta have some freebies. I'm a benevolent God.

[00:07:07] **Katie Breen, Femtastic Podcast:** So yeah, so it's 83. So basically women make 83 cents on the dollar to what men make, but that is sort of women in general.

[00:07:21] **Katie Breen, Femtastic Podcast:** What is the breakdown for women of different racial categories?

[00:07:26] **Lora Rosenblum:** Yeah. So the latest data that I got my hands on was it is 87% for Asian women. It is 79% for white women, 63% for Black women. 60% for Asian, Indian, or Alaska Native women and 55% for Hispanic women. So it's not great.

[00:07:55] **Katie Breen, Femtastic Podcast:** Not great, Bob. So, yeah, so I know,[00:08:00] obviously we talk a lot on this podcast about the patriarchy. And obviously it's not the fault of women that the pay gap is what it is, like the patriarchy creates and sustains these pay gaps for a million reasons. But in terms of sort of like taking things back into our own control as individuals, what are

some levers that are in our control? Especially when it comes to negotiating higher salaries in order to potentially close that pay gap, at least on an individual basis.

[00:08:36] **Lora Rosenblum:** Yeah. Well, this sounds like a perfect segue to talking about 81 cents. So if you're ready for it, I'm ready for it.

[00:08:44] **Katie Breen, Femtastic Podcast:** Go for it.

[00:08:45] **Lora Rosenblum:** Here we go. So 81 cents is aptly titled. It is the company that my best friend Jordan started.

[00:08:54] **Lora Rosenblum:** She is the founder and CEO and the premise behind 81 cents, [00:09:00] which I in full disclosure, I'm a proud customer. And I contribute as an advisor, which I'll explain what that means in a moment. But 81 cents is, was founded on the premise that oftentimes women and people of color are disadvantaged in salary negotiations.

[00:09:17] **Lora Rosenblum:** Not because they don't deserve that salary or they don't articulate or negotiate, but they're frankly not armed with information during the negotiation process and information is one of the most powerful things you can have in a negotiation if you're going out there and advocating for yourself for a role, but you don't know what the role of the market rate for that role is, it's really hard for you to articulate that case.

[00:09:41] **Lora Rosenblum:** And oftentimes that can actually lead to people, negotiating unfavorably for themselves, or negotiating, you know, ballpark and the amount of thatsalary that might be lower. And what 81 cents does, is effectively crowdsources. You, as a customer, submit your information on [00:10:00] the upcoming offer that you have, or your current salary and benefits package and 81 cents provides the service where they reach out to their network of advisors. They have thousands of advisors in their network. I am also an advisor where they basically say there's a candidate interested in negotiating and wants your help weighing in. And so 81 Cents will crowdsource five to 10 different perspectives of people at different levels of experience, with different backgrounds, different demographic profiles, who can say this is how I think your offer measures up to market rate. This is how I think you should be asking for more. This is where there's a clear opportunity or where you're actually doing really well for your profile as a given person. And it helps candidates frame that conversation.

[00:10:48] **Lora Rosenblum:** And one of the most amazing metrics that I saw as a result of the amazing work 81 cents does is that they have women and people of color or their [00:11:00] clients earn an aggregate millions of dollars across the board. So it is working. It is literally working to close the wage gap, which is so cool.

[00:11:13] **Katie Breen, Femtastic Podcast:** Well, when you were talking too, I thought about like, we might not have the negotiating power we should have because we don't have all the information and part of that information is also tied to the pay gap, wher e we might not necessarily understand what the ceiling is because we're working from the ceiling that we've been given. So if we are structurally disadvantaged and historically have made less, we're starting from a lower baseline when we enter negotiation that is immediately biased, downward.

[00:11:47] **Lora Rosenblum:** Exactly. And that is exacerbated over someone's lifetime earnings that if you go in and you're making, you know, 83% compared to a male [00:12:00] colleague and that amplifies every ladder on the rung your lifetime earnings are going to look a lot different and that's part of the equation. It's about being paid, what you're worth in the role that you're in and being armed with that information for negotiations, but the amplification of that over a lifetime. If you're a candidate who in your negotiations are armed with the right data and can earn 10 to 15% more than the initial offer, and you do that over every single job transition that you have over your career, that's an incredible opportunity.

[00:12:33] **Katie Breen, Femtastic Podcast:** Yeah. So can you talk a little bit more about what someone might get through this service? Like I know a lot of people are familiar with like Glassdoor where you can look at salaries, but in my experience it is not super helpful because titles basically mean nothing without any context behind them. So you can search for your title. Let's say you search for like data analyst or something in Glassdoor. The [00:13:00] range is huge because there's no context for like what type of company or how many years of experience or what the responsibility of the actual role is. So Yeah. How is this different, I guess, than that?

[00:13:14] **Lora Rosenblum:** Yeah. The way that I'm thinking about it is 81 cents, so those five to 10 advisers that you got, you see their faces, you understand where they live, what their role is, and they are a person communicating this advice to you versus just another number on a page, which uncontextualized, the number on a page it's like you might as well be looking

through community forum is I guess the term I'm looking for when you're searching, like it's so anonymized and that's not a bad thing, it's data, but it's data at your point out of context and 81 cents gives that story and that perspective. And one of the cool things that they offer is an advisor could say, if this candidate has a followup question or wants to reach out to me, feel free to connect us. And so I think [00:14:00] that's part of what sets them apart in that the data they deliver is largely consistent. But it's the context beyond the data that 81 cents offers above what Glassdoor does.

[00:14:11] **Katie Breen, Femtastic Podcast:** Yeah. Well, and I can definitely see it helpful having so many different perspectives because in the past, when I've been through negotiations, it's like, I might ask a couple of friends for what their perspective is, but it's just a couple of perspectives. They don't necessarily know the industry or have sort of a 1000 foot view of it. And yeah, so having like a breadth of people to weigh in with like different sorts of experiences and yeah,

[00:14:41] **Lora Rosenblum:** And when you look to your friends, that is inherently incorporating your own selection bias. These are are my friends who I think will be able to weigh in on this, whereas someone is doing that selection for you through that 81 cents platform. And so it is a more representative, not just [00:15:00] demographically, but levels and experience and titles and locations

[00:15:04] **Katie Breen, Femtastic Podcast:** and neutrality.

[00:15:05] **Lora Rosenblum:** Probably more people. Yeah,neutrality. Yeah, so right. Your friends will always say, no, you should ask for this much more, but the context is what's really important to the negotiation.

[00:15:16] **Katie Breen, Femtastic Podcast:** Yeah. Or they might be like, no, I think that's good. But like they don't have context....

[00:15:22] **Lora Rosenblum:** Yeah. Yeah.

[00:15:23] **Katie Breen, Femtastic Podcast:** I'm curious, like what have been some of your positive or negative experiences with negotiating either before using this platform or after. Because I know I have had like, I don't know, I don't want to say universally bad experiences with negotiating, but definitely experiences where like one in particular where I asked for a certain range and

then they gave me the top of the range. I didn't ask for enough if they're just like, yeah, here!

[00:15:54] **Lora Rosenblum:** You know, that's something that reminds me and I'll answer your question too. When I was in business [00:16:00] school, taking my negotiations class, the piece of advice that always stuck out with me is if you don't hear, no, you're not asking for enough. If someone is immediately like, yeah, here you go. It means you probably in some way, negotiated against yourself. I remember when I got my first job out of college, I don't actually recall, but I assume that it just took the offer probably because I had guidance from a parent or relative that was just like, this is so exciting and you're graduating college and you should just take it. So mistake number one. Mistake number two, the second job I had out of college, I knew I needed to negotiate. I was sort of beating myself for the not negotiating the first time and the way I approached it was just so wrong. And what's funny is that the person who I was negotiating with turned into my boss who has become somewhat of a mentor figure to me in my career. And when enough time had passed, she said to me like, look, I remember you trying to negotiate your [00:17:00] salary. You went about it all wrong, but I really wanted to support you for putting yourself out there as like a young 20 something who was attempting this because I give you a lot of credit for just the attempt.

[00:17:09] **Lora Rosenblum:** So I think the way it probably went down is me not being savvy and the value I could contribute like that's part of it is to command and ask for more, you have to be articulate in what your contributions will look like or make trades in other areas. There's of course, whole science and art to negotiation.

[00:17:29] **Lora Rosenblum:** And I probably just said like, I want this, or this is what I deserve. And so I got, it was a rare occasion of getting the A for effort. And I was able to negotiate for the, a little bit more in that instance and have since learned a more nuanced or delicate way of doing that, but have continued to use 81 cents even throughout my career now.

[00:17:50] **Lora Rosenblum:** And it, it has made me more confident, I think, to the counter to your question, the successful instance and something anyone sense, really encourages is [00:18:00] practicing and rehearsing your script and, and what you're going to say, because I think we all sound amazing in our heads. And then you start the conversation and realize you haven't taken a breath or haven't given any other person -you don't bake in when you're talking in your mind room for someone to react to you and then negotiation should be a

dialogue, a conversation, and you need to feel what your counterparty is thinking and what matters to them. So those are some takeaways that I would note.

[00:18:29] **Katie Breen, Femtastic Podcast:** Yeah, for sure. I did a very similar thing with my first job out of college where I just felt like grateful that they gave me a job.

[00:18:35] **Lora Rosenblum:** . Right! Someone's hiring me, wow!

[00:18:37] **Katie Breen, Femtastic Podcast:** And like I felt there was a lot of like Self-flagellation because I also knew all the statistics about like women not negotiating and blah, blah, blah. But I still was just so scared that, you know I was an associate at an ad agency and like, I just wanted this job and thought I [00:19:00] knew like what the, the ceiling was. And then I got to the job and like a couple of other people who were hired at the same time as me, told me what they're making. And I was like, I'm so stupid. Like, why was I so desperate? What's also interesting about that is like, and this is like a whole 'nother podcast, but like the way that privilege and like family wealth rolls into career. Because for example, my friends who were the ones who like negotiated more are the ones that actually didn't need the money more, like their parents were paying their rent, but they had like, I don't know, like the cultural...

[00:19:46] **Lora Rosenblum:** The inside baseball. This is how it's done...

[00:19:48] **Katie Breen, Femtastic Podcast:** Exactly, the inside baseball. Whereas my parents don't know anything about negotiating for an advertising job in New York. They also were like, "Wow, I've never seen benefits that are this amazing". I just didn't [00:20:00] have the network of people where it's normal and you don't have to like, be grateful to be given a job...

[00:20:08] **Lora Rosenblum:** right.

[00:20:08] **Katie Breen, Femtastic Podcast:** That also like compounds over years and generations in ways that just suck.

[00:20:16] **Lora Rosenblum:** Well, it comes back to that point of who you would go to for advice and who was weighing in on this. Which is not a knock against anyone's family, or just knowing who's going to give you the guidance and push you to ask

[00:20:31] **Katie Breen, Femtastic Podcast:** Well like knowing who is adjacent and understands the levers of power. Adjacent to and understands them. Like that's unfortunately the way the world works.

[00:20:41] **Lora Rosenblum:** And what's funny is that while negotiating can feel really scary or feel like, oh, I'm going to ask for too much, or I'm going to push this company away, or this, this is going to be rescinded. My personal opinion is that is the moment of most leverage is ask more questions, deeply, understand the full package. It's not just salary, but other things, [00:21:00] other benefits, other perks that the company might offer and questions, or one of my favorite tools, even outside of the world of negotiation, but within the world of negotiation, that can be a very helpful way of learning what matters. And that helps. When you have information in response to your questions that does help enhance yourleverage too.

[00:21:21] **Katie Breen, Femtastic Podcast:** Yeah. Well this particular episode, obviously isn't about negotiation strategies, but I always recommend that people should, like, I was able, I was privileged enough to take a course in negotiation in grad school too. That was like I don't know, like I had never experienced anyone teaching me how to negotiate. And it was amazing and fun and also like very nerve wracking, even though it was just a class. But it was so useful. And, you know, for people who don't have the privilege of going to grad school to get that kind of thing, like there are definitely books and online courses and articles and stuff so [00:22:00] definitely like arm yourself as much as possible. And it doesn't, you know, it doesn't have to take going to a class about it, but it's one of the best classes I could have taken in grad school. So I'm very glad I did it.

[00:22:11] **Lora Rosenblum:** Yeah.

[00:22:13] **Katie Breen, Femtastic Podcast:** So back to 81 cents, how much does it cost to use this sort of service? Cause I could definitely see someone being like, especially people who are already in a more disadvantaged position being like, well, do I want to pay for this basically?

[00:22:28] **Lora Rosenblum:** Yeah. So the cost is roughly $200. And if it is something that you are able to afford, it is my argument to myself is always, it's a small percentage of whatever you'd be earning as a result of using the services. So it effectively pays for itself. However, part of the reason I'm here as a non-employee of 81 cents talking so positively and enthusiastically about it [00:23:00] is about a year ago, one of the things that Jordan and I talked about, and we're both deeply conflicted by, was how do we democratize this service?

Knowing that knowledge and information is power, but it also is cost prohibitive for certain people who, to your point, are probably in positions where they're experiencing exacerbated pay gaps.

[00:23:24] **Lora Rosenblum:** And for some reason, the passing of Ruth Bader Ginsburg is what to me was like the moment when we really started to have this conversation and September, 2020, there was a lot happening in our country. And I just said like, I want to help, but I feel like 81 cents is an amazing platform to help improve the wage gap for certain groups of color. And knowing that 200 ish dollars is cost prohibitive for some. And so what Jordan and I did, I had her full support. It was so fun to work on this with someone I've been friends with for over [00:24:00] 10, almost 15 years. We developed a program called 81 grants and 81 grants is an initiative within 81 cents that. Is focused on candidates of color, women of color in particular who may find the typical cost of 81 cents prohibitive. And so they wouldn't seek out the services, but could of course greatly benefit from them. And so our goal when we launched the program was to deliver 81 grants in the year 2021. And I have chills actually, as I'm about to say this, I think we delivered 82. We were able to deliver 80 two ish. I don't know the exact number off the top of my head. I haven't seen the latest grants in the form of the typical 81 cents compensation reports to women of color who otherwise might not have been able to afford it. And the results that we saw were consistent with what 81 cents results are.

[00:24:56] **Lora Rosenblum:** They were not known to any of the advisors as the [00:25:00] grant recipients, but it was a way for us to feel like we were materially moving the needle because these people were able to access the information that they otherwise may not have paid for, but able to pay for and provide them with the same services that 81 cents offers.

[00:25:17] **Lora Rosenblum:** So that was a huge highlight for me of 2021. Being able to have this vision have the support from Jordan and her team within 81 cents and then deliver on this for so many deserving people.

[00:25:33] **Katie Breen, Femtastic Podcast:** Yeah. Well, I am really glad to hear that this, both the program of 81 grants and also the paid service of 81 cents exists just because it does feel like so much pressure to go into a job negotiation, knowing that you're supposed to negotiate, but not necessarily [00:26:00] knowing how much to ask for, and then even it's like, you can arm yourself with like, you know, read a book or take a class or whatever, but even then it's like, there's only so much information you can gather on your own and through your own sort of lens. And so having people who are in the industry

and have all the context for both the industry and for what you're going for. It makes so much sense that that would be helpful to people. I wish I had had this in the past.

[00:26:32] **Lora Rosenblum:** And that's like a common response that the team hears, and it's a great response. It means that it's something that people are seeking out and benefit from. I think that that's part of the reason why, you know, 81 cents continues to charge towards this mission and support other people.

[00:26:54] **Katie Breen, Femtastic Podcast:** Cool. What what sort of goals are there for 2022? [00:27:00]

[00:27:00] **Lora Rosenblum:** Great question. One thing that I didn't mention is that a reasonable question that someone listening may be asking themselves is how do you provide these free reports for people? And one of the ways we do that of the way we did that this past year for 2021 was we fundraised through the group of advisors and people who- I actually give a donation to 81 grants every time I get the offer and the whatever have a successful negotiation is a way to just give back to the community. And so one of the things that-

[00:27:33] **Katie Breen, Femtastic Podcast:** Like your own offer, or when you're an advisor?

[00:27:36] **Lora Rosenblum:** So if I am like a customer of 81 cents, I have a successful negotiation and then if that's successful, I ended up pumping some of that back as a donation.

[00:27:43] **Lora Rosenblum:** And so one of the things that we have been focused on is increasing the amount of reports. 81 was obviously our goal for 2021. How can we continue to deliver on that? And it's not just accessing amazing candidates who can benefit from this, but [00:28:00] we do need to have a fundraising vehicle and arm through 81 cents to be able to support that effort.

[00:28:08] **Katie Breen, Femtastic Podcast:** So right now, so you're saying like to date, it's been like fundraising through the advisors?

[00:28:15] **Lora Rosenblum:** Not just advisors, supporters of the company. We've run campaigns through friends and family, again, just through a

contribution link on the website. So even a small $5 donation makes a dent in supporting someone's report through the grants program.

[00:28:34] **Katie Breen, Femtastic Podcast:** Cool. Well, any sort of closing thoughts you want to end with?

[00:28:42] **Lora Rosenblum:** Well, if you haven't, if you have an upcoming negotiation, I strongly recommend using, looking into 81 cents or 81 grants, the services are the same. It's just at different price points. And I would just encourage [00:29:00] people, you know, outside of the 81 cents world to always negotiate, always arm yourself with information. Practice practice, practice. And I love these conversations. This is my favorite type of conversation to have. And so if you are like me and have interest in contributing or being an 81 cents advisor, I know the team would be enthusiastic for your support.

[00:29:25] **Katie Breen, Femtastic Podcast:** Awesome. That was a beautiful wrap-up that I'm going to mess up because I thought of another question that feels important before we go.

[00:29:33] **Lora Rosenblum:** Great.

[00:29:33] **Katie Breen, Femtastic Podcast:** Are there certain industries that 81 cents is better at serving or has more advisors in or sort of what industries can it support?

[00:29:45] **Lora Rosenblum:** Great question. And I appreciate you asking it. I would say it's oriented towards a business professional services and tech realm, [00:30:00] mostly because that's where a lot of the advisors come from.

[00:30:03] **Katie Breen, Femtastic Podcast:** So like are you talking about like tech startups or what sorts of companies and roles and stuff ?

[00:30:08] **Lora Rosenblum:** Totally ranges. So I've seen some of the advising that I've done, I've seen internal consultants at massive technology companies. I've seen smaller startups series A, like what should my equity package be with this with this salary structure, I've seen people within like program management roles within big health care organizations.

[00:30:34] **Lora Rosenblum:** What they do is if there are not advisors specific to that industry to support -one, if they don't think they can support the

candidate, 81 cents will say we don't have fit here and don't accommodate or address that, or they will work with advisors in adjacent industries.

[00:30:49] **Lora Rosenblum:** So I work in technology in a business role within the healthcare space. Sometimes I will get folded into weigh in on someone working in a hospital role or at like a [00:31:00] big healthcare company. And those are not organizations that I have directly experienced with, but because my role is somewhat related to that, that might be an opportunity that I can weigh in on and I will.

[00:31:12] **Katie Breen, Femtastic Podcast:** Cool. Yeah. Okay. Well, that's good to know, like and yeah, like you said, if if the company feels like, oh, like maybe we can't, we don't have the resources to help you, the fact that they'll let you know that is great.

[00:31:25] **Katie Breen, Femtastic Podcast:** But yeah, I feel like that's important.

[00:31:28] **Lora Rosenblum:** Yeah.

[00:31:29] **Lora Rosenblum:** Cool. Well, that was my last question, but-

[00:31:32] **Lora Rosenblum:** What a killer last question!

[00:31:33] **Katie Breen, Femtastic Podcast:** I guess so. Yeah, I should have asked that earlier, but you know, whatever, I'm not Barbara Walters.

[00:31:38] **Lora Rosenblum:** You're on the path.

[00:31:40] **Katie Breen, Femtastic Podcast:** Yeah. I'm on *a* path.

[00:31:42] **Katie Breen, Femtastic Podcast:** But yeah. Thank you so much for being here today. And of course we will link to 81 cents and 81 grants and a donation link and like you said, arm yourself with information.

[00:31:54] **Lora Rosenblum:** Thank you for having me, Katie. I have loved getting to know you through this process. This is a really fun [00:32:00] conversation. And I appreciate the focus on this, this topic.

[00:32:05] **Katie Breen, Femtastic Podcast:** Yeah. Yeah. Thank you. And I appreciate your work on it!

[00:32:09] **Katie Breen, Femtastic Podcast:** Thank you for listening to another episode of the fantastic podcast. You will hear from fantastic again, soon. And again. Please. Let me know if you liked this episode, you can DM me or you can, even better, leave a fabulous rating and review on apple podcasts. Thanks, bye.