

Lecture Descriptions

How To Get You Or Your Message On Television - Leslie Bohl, Saturday, 3 PM - Chennault; Sunday, 11:30 AM - Wildflower

Workshop Description: Leslie Bohl will share her insight and expertise of on-air broadcasting and public speaking cultivated during her more than two decades as one San Antonio's most respected and recognized television personalities! Her media coaching will arm you with the keys to unlock your potential as a television guest, podcast expert or public speaker. Leslie outlines the steps to first landing in front of the camera or a live audience. She then will teach the surefire ways to engage and captivate those who listen or watch you. Learn the approach to getting your message across effectively with ease and style!

How to Use Media to Build Your Brand - Natasha Nurse, JD; Saturday, 4 PM - Wildflower; Sunday, 10:30 AM - Chennault

Workshop Description: Are you interested in building brand awareness for your business? Frustrated with how to get started? In this workshop you will learn how to create your brand message, how to develop a marketing strategy to share your business and how to best identify media resources to build brand awareness for your business.

In Pursuit of IT - Brain Young, MD, MBA, MSPA; Saturday, 3 PM - Wildflower

Workshop Description: Why pursuit? This discipline has been accelerating in change, adaptive pressures, and scope in recent years...therefore, a moving target. Dr. Young will provide a "position fix" on where we're at now and where we're going in the foreseeable future. So, whether you're ingesting information from conferences like this, your own research, advice from colleagues and friends, or the World Wide Web, this workshop will help you further organize and frame your decision process and approach to entry and growth in an informatics career.

Healthcare IT: Weaving the story...From Burnout to Turnout - Brian Young, MD, MBA, MSPA; Sunday, 11:30 AM - Chennault

Workshop Description: Dr. Young will interweave elements of his personal journey to a non-clinical career role in the area of healthcare informatics. The goal of this session is to support the declarative statement, "If Dr. Young can do it, then you can, too." Though not all features on my journey will match your own unique circumstances, I want to create enough touchpoints for you to be able compare-in or compare-out relative to your assumptions about difficulty level and whether, and how, you could pursue a similar career path.

Health IT: A snapshot and where you fit in the picture - Brian Young, MD, MBA, MSPA and Christopher Leonard, DO; Sunday, 9:30 AM - Wildflower

Workshop Description: a co-presenter mini-session that answers questions like what are medical informatics, healthcare IT versus health IT, and "informaticians"? What is likeable about informatics? How do such roles evolve and stay interesting? What characteristics should describe you, if you are considering this area for a career? How can you prepare yourself to enter this field?

Does Locum Tenens work fit into your plan? - Thomas W. Miller, MD, FHM and Dara C Lifschutz, MD; Sunday, 11:30 AM - Longhorn

Workshop Description: Dara and Thomas will discuss the possibilities and potential of locum tenens work. We will help you gain insights into how locums works, whether it may be right for you, things to look for and things to avoid. We will also discuss the ways in which you can use locums work to support and expand your opportunities in non-clinical careers.

Getting into pharma or device as medical science liaison (MSL) - Jay Dave, MD; Sunday, 8:30 AM - Longhorn

Workshop Description: The role of the medical science liaison (MSL) is perfect for physicians who want to use their medical background and education but don't want to see patients. If you want to make a healthy six figure salary, have exciting work and create a new career for yourself, you'll want to attend this workshop to learn about becoming an MSL. Learn about the job, how to interview and "hidden secrets" for success in becoming an MSL from someone who's been through it.

Lecture Descriptions

The Doctor is OUT: How quitting part or all of your practice can be good medicine - Lynn Marie Morski, MD, Esq; Sunday, 8:30 AM - Wildflower

Workshop Description: Many physicians want to leave medicine because the traditional practice of patient care isn't a good fit for them. But something (or let's be honest, many things) holds them back. It may be fear of what people will think if they leave clinical medicine, or fear of the unknown about what lies on the other side of that quit. That's where Dr. Lynn Marie Morski steps in. A physician and attorney turned author/speaker/podcaster, Dr. Morski specializes in helping people harness the power of strategically quitting anything that isn't working for them, be it in work, relationships, mindsets or beyond. She has identified the most common fears related to quitting and gives concrete steps on how to overcome them. She's also passionate about showing doctors how to find ways to use their degrees and skills to earn a living outside of clinical medicine, and how to use strategic quitting to carve out clinical practices that bring them more fulfillment and less stress while they pursue their entrepreneurial interests.

Finding Your Best Self Through Entrepreneurship - Lynn Marie Morski, MD, Esq and Mike Woo-Ming, MD, MPH; Saturday, 2 PM - Chennault

Dr. Lynn Marie Morski and Dr. Mike Woo-Ming are teaming up to help you focus on your entrepreneurial niche and find ways to serve and share your knowledge and values through entrepreneurship. Dr. Morski, the Quitting Evangelist, will discuss ways to figure out what's not working in your current practice or endeavor so you can focus in on what is likely to work better when you set out on your own. She will also help you recognize and quit any mindsets that might get in the way of your success. Understanding that the most successful businesses arise from solving problems based upon ones past performances and experiences, Dr. Woo-Ming will further help attendees hone their niche in discovering a business that serves others and that align with your personal goals, passions, and values.

Power-Up Your Career Transition - Top Insider Tips for Resumes, Interviewing, and LinkedIn - Heather Fork, MD, CPCC; Saturday, 1 PM - Chennault; Saturday, 3 PM - Longhorn

Workshop Description: This fun, interactive workshop will cover the highlights of CV to resume conversion, interview prep, and using LinkedIn. Come and learn how to convert your CV to a resume, prepare to ace your interviews, and use LinkedIn to your advantage. Please bring a copy of your current CV. You don't need to already be on LinkedIn, but creating a profile in advance is desirable.

James R. (Jim) Kopp, MD; Sunday, 9:30 AM - Chennault

Workshop Description: The three primary career alternatives with which he has personal experience are expert medical testimony, physician coaching and weight-loss. Life experiences of Emotional Intelligence training are combined with a 25-year alcohol recovery experience. Last year, his wife of 46 years took her own life, and grief loss will also be mentioned as an adjunct to coaching and shared experience. Dr. Kopp will discuss the following in his workshop: How to get into and what it's like to do medical expert testimony and independent medical exams. Coaching. His experience opening a medically supervised weight loss franchise and his own 103# weight loss as a result. Emotional Intelligence and how it changed his life, Grief at the loss to suicide of his wife and how I have walked through that, among everything else

Creating your own path in a non-clinical career – and making money - Jesse Lopez, MD; Sunday, 10:30 AM - Longhorn

Workshop Description: As you consider your non-clinical career or side hustle, you may want to hear about how someone else created their path. From podcasting, to starting a website from start to finish, to making money blogging on a website and managing all the social media, you'll hear about how you can succeed as an entrepreneur. Additionally, you'll learn how to negotiate with your employer (so you have the time to do this stuff).

Swarna Balasubramaniam, MD, FACS; Saturday, 4 PM - Longhorn

Workshop Description: Dr. Balasubramaniam will tell the story of the organic evolution of her career and what inspired her to entrepreneurship. She will discuss how to evaluate if your idea is worth developing, entrepreneurship in general and ways to get involved with start-ups. If you've ever had an idea while taking care of patients or doing a procedure, come listen. Studies show that physician ideas are often the best because they truly understand the problems in patient care.

First Annual Physicians Helping Physicians Non- Clinical Careers Celebration and Networking Meeting



April 6-7, 2019

Schedule of Workshops

Austin, Texas



Sponsored by SafeStamp, Siggis,
and Kind

Speaking Schedule

All workshops are scheduled for an hour.
Each speaker will have a presentation and there will be 5-10 minutes left for questions.

SATURDAY, APRIL 6

Chennault

1:00 PM: Heather Fork
2:00 PM: Lynn Marie Morski and Mike Woo-Ming
3:00 PM: Leslie Bohl
4:00 PM: Rich Berning*

Longhorn

1:00 PM: Swati Shah*
2:00 PM: Jay Dave* and John Jurica*
3:00 PM: Heather Fork
4:00 PM: Swarna Balasubramaniam

Wildflower

1:00 PM: Matt McGuire
2:00 PM: Marshall Kuremsky
3:00 PM: Brian Young*
4:00 PM: Natasha Nurse

*Indicates Founding Member of Physicians Helping Physicians Non-Clinical Conference

All workshops are scheduled for an hour.
Each speaker will have a presentation and there will be 5-10 minutes left for questions.

Sunday, April 7

Chennault

8:30 AM: John Jurica* and Jesse Lopez*
9:30 AM: Jim Kopp*
10:30 AM: Natasha Nurse
11:30 AM: Brian Young*

Longhorn

8:30 AM: Jay Dave*
9:30 AM: Mike Woo Ming and Jon Larson
10:30 AM: Jesse Lopez*
11:30 AM: Thomas Miller* and Dara Lifschutz*

Wildflower

8:30 AM: Lyne Marie Morski
9:30 AM: Brian Young* and Christopher Leonard*
10:30 AM: John Jurica*
11:30 AM: Leslie Bohl

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Soul-Searching: Is this my mid-life crisis? - SwatiJ Shah, MD, MPH, FACOG; Saturday, 1 PM - Longhorn

Workshop Description: Since quitting her practice in 2009, Swati has held a variety of different clinical positions including practicing as a locum tenens physician in Hawaii, St. Croix, Maine, Kansas, the Navajo reservation and more. Other positions have included ob hospitalist work and consulting free-lance jobs. Now working in the pharmaceutical industry, she plans to share her journey of her transition and work with you to translate your skills and passions into something more fulfilling. Please bring your laptop/ipad/tablet/notepad and be ready to work on your resume and/or LinkedIn profile.

Pursuing a Non-Clinical Career in Hospital Management - John Jurica, MD, MPH, CPE; Sunday, 10:30 AM - Wildflower

Workshop Description: A career as a hospital or health system executive is one of the most fulfilling and highly compensated careers available to physicians. This workshop will help you identify entry-level hospital management jobs. We'll discuss tactics to accelerate your job search. And, I'll provide a list of top physician executive recruiting firms. We'll compare the pros and cons of obtaining a business degree, and to becoming a certified physician executive (CPE). You'll learn the five areas of expertise employers seek in a physician executive, and the best ways to acquire those management and leadership skills. Finally, we'll begin to develop a written plan for each participant to follow that can be completed back home following the conference.

No residency or board certification? No problem! - John Jurica, MD, MPH, CPE and Jay Dave, MD; Saturday, 2 PM - Longhorn

Workshop Description: Have you decided not to do a residency or pursue board certification but still want to use your medical degree? During this workshop, you will learn about different options for a non-clinical career that don't require residency or board certification. You'll hear about roles in pharma, biotech, IT, consulting and more.

How to get into and succeed in podcasting - John Jurica, MD, MPH, CPE and Jesse Lopez, MD; Sunday, 8:30 AM - Chennault

Workshop Description: Have you always wondered how to get into podcasting? Or do you already have a podcast and want to grow or monetize it? During this workshop, you'll learn about different tools, creating content and getting your podcast up or growing it.

Physician Entrepreneurship 101 – The Missing Course In Medical School - Mike Woo-Ming, MD, MPH and Jonathan Larson, MD, MBA; Sunday, 9:30 AM - Longhorn

Have you ever thought about starting your own business? With the ever-changing medical landscape upon us, many physicians are looking to become their own boss. Seasoned entrepreneurs Jonathan and Mike will discuss what it takes to grow and scale your ideas into a thriving venture. Drawing from diverse startup experiences, you will receive practical advice from overcoming challenges of raising capital, to managing a team, all while juggling the duties of a doctor. Yet despite these obstacles, you will learn why physician-run businesses may be the best avenue for true financial independence.

So you want to be a medical director - Rich Berning, MD; Saturday, 4 PM - Chennault

Workshop description: In this workshop, you will learn about what life is like as a medical director for an insurance company. Hear about the journey from practicing full time clinical medicine to becoming a full-time medical director. If you want to get into this kind of career, you'll want to hear all the tips and tricks to getting in and understand what life is like once you get the job.

Becoming a Health Care Entrepreneur & Investor. - Matt McGuire; Saturday, 1 PM - Wildflower

Workshop description: Want to learn how to start a company, from the very basics to advanced concepts? Curious about investing? Come to Matt McGuire's high-energy presentation, which distills five years experience in entrepreneurship and large swaths of the Wharton MBA program into a 40 minute presentation, with a particular focus on the things entrepreneurs tend to neglect. From pricing to pitching, marketing to making investments, so much is covered here--if you are an aspiring founder or investor, do not miss out!