



Swati J Shah, MD, MPH, FACOG is a board-certified clinically retired obstetrician/gynecologist who now works in the pharmaceutical industry as a medical science liaison. Between the 2 careers she has held a variety of clinical and public health positions, including ob hospitalist, locum tenens, public health consulting and peer chart review.

Soul-Searching: Is this my mid-life crisis?

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.



John V. Jurica, MD, MPH, CPE is a board-certified family physician who began doing nonclinical side jobs early in his career as UM physician advisor and occupational medicine medical director. With the additional experience of serving on several nonprofit boards, he transitioned to hospital administration, first as VP for medical affairs, and then as chief medical officer. With a life-long interest in writing, John began a blog called Vital Physician Executive in 2016, and in 2017, he started producing the Physician Nonclinical Careers Podcast.

Pursuing a Non-Clinical Career in Hospital Management

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.

Co-presenter session (with Dr. Dave)

No residency or board certification? No problem!

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.

Co-presenter session (with Dr. Lopez)

How to get into and succeed in podcasting

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.



Leslie Bohl of Leslie Bohl Media, LLC is a dynamic communicator who specializes in media & public speaking coaching, storyteller marketing, social media influencing and voice overs. Through her blog, "Living Your Best Life with Leslie" on LeslieBohl.net, Leslie shares news, insights and information that inspire, empower and uplift. Leslie is a former veteran and awarded television news anchor, reporter, public speaker and lifestyle show host.

How To Get You Or Your Message On Television

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!



Natasha Nurse, JD is a New Yorker, born and raised. A licensed attorney by trade, Natasha held various stints in the corporate world prior to making a foray into fashion, coaching, media, and writing. Natasha started Dressing Room 8 to provide a web-based resource where women can gain personal and professional empowerment through her fashion and lifestyle focused blog, consultation and coaching services. Natasha focuses her coaching services on learning how to use media, the power of networking and social media to build a personal and professional brand.

How to Use Media to Build Your Brand

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.



Brian Young, MD, MBA, MSPA stepped away from clinical practice in 2001 and began his non-clinical transition-quest in 2009— amid foggy cluelessness, vanishing hope, and despair. Scroll forward to present and you'll find Dr. Young thrivin' and survivin' in his current role as enterprise physician informaticist on the Medical Informatics and Data Science team for the newly formed CommonSpirit Health (formerly Dignity Health and CHI)—by revenue, the largest non-profit health system in the US. He functions as physician lead on enterprise projects spanning maternal child health, whole person palliative care, service line supply cost (SSRM), and pharmacy drug stewardship programs.

In Pursuit of IT

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

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.

Co-presenter session (with Dr. Leonard)

Health IT: A snapshot and where you fit in the picture

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?



Christopher Leonard, DO is a CIO at a physician management company where he leads the team that designs and develops a proprietary EHR. After transitioning from general surgery to health informatics, he is helping to raise care quality by bringing data analytics and machine learning to Post-Acute care. Christopher is a graduate of the University of Georgia, Kansas City School of Osteopathic Medicine, Medical College of Georgia and Northwestern University.

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Lynn Marie Morski, MD, Esq is a Quitting Evangelist. She helps people quit anything that's no longer serving them, like jobs, relationships, or mindsets, through her book, *Quitting by Design*, and her podcast, *Quit Happens*, along with speaking and coaching. She is also a board-certified physician in family medicine and sports medicine, currently working at the Veterans Administration and she serves as Chief Medical Editor for PRIME, the largest peak performance, optimization, and longevity marketplace in the country. In addition, she is an attorney and former adjunct law professor.

The Doctor is OUT: How quitting part or all of your practice can be good medicine

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.

Co-presenter session (with Dr. Woo-Ming)

Finding Your Best Self Through Entrepreneurship

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.



Mike Woo-Ming MD MPH is a physician entrepreneur, in-demand speaker, influencer & medical marketing strategist, overseeing the development and growth of several multi-million dollar online companies. He has co-founded, and later sold, two small business lead generation software companies which did nearly \$8 million in sales in the span of a few years. He has spearheaded the development of EMerit, one of the largest reputation management services for physicians for Medical Justice, Inc. Dr. Woo-Ming holds a master's degree in public health at the University of Michigan and a Doctor of Medicine from Wayne State University. He has lectured at workshops and conferences on both B2B and B2C digital marketing to startups and established small businesses in the US, Australia, Asia, and Europe.

He is currently the CEO of Executive Medical, which specializes in age management, medical weight loss and aesthetics in suburban San Diego, and is the co-owner of many more cash-based practices including weight loss, regenerative medicine, & med spa services in the Southern California region. Currently his goal is to help 1000 doctors live life on their own terms. He has the founder of BootstrapMD, which has provided career consulting and mentoring for physician entrepreneurs for over a decade, and Paradise Paradise, a practice growth firm, that helps doctors launch, grow and scale their own cash-based practice.

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Co-presenter session (with Dr. Larson)

Physician Entrepreneurship 101 – The Missing Course In Medical School

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.



Jonathan Larson, MD, MBA - West Point graduate who became a board certified Emergency Medicine physician after his service as an Army officer. He then went back to business school to get a MBA and learned the business of healthcare as a medical director at Aetna. Jon then left it all to devote all his time and resources to MedSpoke.

Co-presenter session (with Dr. Woo-Ming)

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Heather Fork MD, CPCC is a certified coach who partners with physicians seeking greater career fulfillment. She has helped hundreds of physicians find their ideal professional direction, whether through a nonclinical career, improved clinical practice, or a customized blend of clinical and nonclinical pursuits. Some of the areas she has helped physicians transition into include, pharma, health insurance, IRO's, medical writing, physician advising, coaching, entrepreneurship, and the FDA. Prior to her coaching career, she ran her own successful dermatology practice for 9 years.

Power-Up Your Career Transition - Top Insider Tips for Resumes, Interviewing, and LinkedIn

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 is an orthopedic surgeon, now clinically retired. He performed Worker's Comp IME's and now is performing medical/legal and insurance Independent medical examinations. He is a certified physician coach, with career alternative experience in providing expert medical opinions. He is pursuing an MBA to better be able to help those retiring surgeons he coaches. Additionally, construction of office space for a medically supervised weight loss clinic is currently underway. He has completed training in Emotional Intelligence.

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



Marshall Kuremsky, MD is an orthopedic surgeon in Raleigh, North Carolina specializing in sports medicine and hand surgery. While in Raleigh, he has broadened his pursuits to include real estate investing, day trading, developing a small healthcare consulting firm, blogging, and a multimedia social platform promoting news and information about injuries in baseball. He is currently the team physician for the Houston Astros Minor League (A) team, the Buies Creek Astros, and was given a World Series Championship ring by the Astros for their win in 2017!

Living in the “Triangle” area of North Carolina, he regularly has patients with diverse and accomplished business interests that he connects with to further develop the business ideas and projects

Workshop Description: TBA



Swarna Balasubramaniam, MD, FACS, is a board-certified colon and rectal surgeon who after 20 years of practice had inspiration for a medical device. She studied at the Mayo Clinic, Rochester MN and at the University of Southern California. She had run her own practice outside Houston, for the past 12 years. Prior to that she worked at Kaiser Permanente, and other academic and group practice settings. She is the Founder and CEO of Noleus Technologies, Inc, a medical device company working towards a solution for post-operative ileus.

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.



Dara C Lifschutz, MD, is a Board-certified Radiologist specializing in Breast Imaging and Intervention. She is also taking the long, winding and adventurous road to career transition, balancing pursuits in acting, screenwriting, and audiobook narration with locum tenens work. With a passion for mind/body medicine, she is also a certified Whole Health Medicine Institute practitioner and a certified Level 3 Comfort Talk trainer.



Thomas W. Miller, MD, FHM is a Board-certified Internal Medicine physician (initially Boarded in Family Medicine as well) who in 2019 is celebrating 20 years as a hospitalist. Following the longer road of career transition, he spent 11 of those years as medical director and then regional director of large hospitalist groups. Now continuing that evolution, Dr. Miller still enjoys working part-time clinically as a locum tenens while applying his experience to new career paths as physician career coach, hospitalist consultant, CME speaker, expert witness and more.

Co-presenter workshop (Dr. Miller and Dr. Lifschutz)

Does Locum Tenens work fit into your plan?

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.



Jay Dave, MD comes from a very diverse background having now lived and worked in over four continents. His initial study focus was radiotherapy and oncology at City University London followed by completion of a joint pre-med/biomedical sciences program. After receiving his medical degree, he went onto clinical training in London. He continues to be involved clinically in global health initiatives in Nairobi, Peru, and various parts of India. Jay is now an MSL for Alimera sciences and covers the Northeast region, within his first year he was nominated for rookie of the year and now has coached a number of other Physicians transition into an MSL career at various companies across the US.

Co-presenter workshop (with Dr. Jurica)

No residency or board certification? No problem!

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Getting into pharma or device as medical science liaison (MSL)

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.



Rich Berning, MD is a full-time medical director. He worked for Anthem in Albany, NY for over 5 years and recently accepted a promotion with another insurance company, Highmark in Pittsburg, PA. Prior to transitioning, Dr. Berning practiced pediatric cardiology clinically for 20 years.

So you want to be a medical director

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.



Jesse Lopez, MD is a part-time physician, blogger, podcaster and career coach. After spending several years in leadership roles in his organization he is now dedicating a majority of his time to helping young and mid-career health care professionals attain work-life bliss through coaching, blogging, and podcasts about Financial Independence and Negotiation Strategies.

Creating your own path in a non-clinical career – and making money

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).

Co-presenter session (with Dr. Jurica)

How to get into and succeed in podcasting

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