



## Non-Clinical Careers for Physicians

### Non-Clinical Careers for Physicians

October 4-5, 2008

Falmouth, MA

Sea Crest Oceanfront Resort

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- \*NEW Mentors\*
- Registration Form
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- FAQ's
- Full Schedule
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- Physicians Personal Career Inventory Article

### 2009 Conference Information

#### Non-Clinical Careers for Physicians

Chicago, IL

September 12-13, 2009

### Preconference Workshops

September 10-11, 2009

## Conference Program: Day One: Saturday, October 4, 2008

**7:00-7:50 Registration and Continental Breakfast – Networking Opportunity**

**7:50-8:00 Introductory Remarks and Introduction of Mentors**

**8:00-9:00 Keys to Success: The Habits of Highly Successful Physicians**

**By: Ogan Gurel, MD**

Dr. Gurel will explain the many opportunities and challenges for physicians to apply their medical training to non-clinical settings. He will emphasize the importance of understanding both the strengths and limitations of being medically trained - how to leverage the advantages and how to overcome the limitations. Dr. Gurel will review the importance of networking and will outline some successful approaches to building and sustaining a strong professional network. He will discuss the importance of thought leadership as well as working with technology to advance thought leadership. Dr. Gurel, based on his personal experience, will offer the habits of highly successful physicians working in non-clinical settings. Questions & Answers.

**Ogan Gurel** is chairman of the Aesis Research Group LLC (Chicago), a firm that provides strategic and international marketing, market forecasting, technology assessment, and investment research services to companies and investment firms in the life sciences and healthcare sectors. Gurel also serves on the board of FireFly Medical, a company that designs and develops next-generation healthcare equipment, and he is also an adjunct associate professor of bioengineering at the University of Illinois-Chicago.

Gurel was previously chief executive officer at Duravest Inc., a publicly traded holding company with a specialty in convergent medical technologies. Prior to that he was vice president and medical director at Sg2 LLC, a leading healthcare intelligence think-tank and consultancy serving hospitals and health systems. Gurel's business background also includes management consulting at Booz, Allen & Hamilton, and as an independent consultant to several medical device firms.

Dr. Gurel also has extensive experience in the basic biomedical sciences. He earned a BA cum laude in biochemical sciences from Harvard University, and afterward served as a visiting researcher at the Institut Laue-Langevin (Grenoble, France). During that time he conducted nuclear magnetic resonance structural studies of DNA and neutron diffraction analyses of membrane protein structure. He also holds an MPhil degree in biochemistry and molecular biophysics from Columbia University, where his research involved x-ray crystallographic structural studies of cytokines. His work has been published in the peer-reviewed scientific literature, including the *European Molecular Biology Organization (EMBO) Journal* and the *Journal of Molecular Biology*. He has also conducted research in computer science, winning third place in the national Westinghouse (now Intel) Science Talent Search. Dr. Gurel has taught a number of subjects—cellular and molecular biology, neuroanatomy, bioinformatics, and mathematical modeling—at several universities, including Columbia, Harvard, and Roosevelt universities.

On the clinical side, Gurel received his MD with honors (Alpha Omega Alpha) from the Columbia University College of Physicians and Surgeons. He completed a surgical internship at Massachusetts General Hospital with a joint appointment as clinical fellow in surgery at the Harvard Medical School. Dr. Gurel is also experienced in international medical relief work, having served during both the NATO military campaign in Kosovo as well as in Turkey after the massive 1999 earthquake. With extensive experience in international settings, he is fluent in French, Turkish, and German, and has conversational ability in Russian.

As a healthcare technology expert and futurist, Dr. Gurel is a frequent conference speaker worldwide, addressing the issue of emerging technologies and their impact on the future of healthcare. He has focused in particular on convergent medical technologies, including medical nanotechnology. He is a regular online columnist for Midwestbusiness.com, the Wisconsin Technology Network, and the Redington Life Sciences Newsletter. Additionally, his commentaries have been published in prominent print publications, including the *Wall Street Journal*.

**9:00-9:50 Career Shifting for Physicians: How to Ease the Transition**

**By: Philippa Kennealy, MD, MPH, CPCC, PCC**

Dr. Kennealy will assist physicians in identifying their motivations and rationale for change and developing a plan to achieve their goals. She will discuss and explain how to: understand what is most precious, seek your "sweet spot", uncover your passions and interests, evaluate your talents, skills and abilities, discover whether the

market place will pay you to do what you love and intend to be good at, develop strategies for researching opportunities, loosen your identity, craft a declaration of intent, build a knockout network, and find your sustaining support system. Dr. Kennealy will offer practical suggestions for developing and implementing your transition plan. Questions & Answers.

**Philippa Kennealy** is President and founder of The Entrepreneurial MD. She is a business advisor, coach and teacher to physicians grappling with the challenges of launching, building or growing their own successful practices or businesses. She is a board-certified Family Physician who left her own private practice in 1996 to embark on an administrative career as first Medical Director and then CEO of UCLA-Santa Monica Medical Center. Subsequently, she served as Executive VP in two internet start-up companies, before launching her first coaching and speaking business, Oya Consulting.

#### **9:50-10:00 Break and Networking Opportunity**

#### **10:00-11:00 Finding Your Passion: Enjoying Life While Doing Well and Some Good**

##### **By: Neil Shulman, MD**

Dr. Shulman will explain how to find your true passion in life. With the use of humor and personal examples, he will help attendees to start to again enjoy the dash of life and at the same time do well while doing some good. Dr. Shulman will use examples relating to his ventures in writing scripts and books, performing, movie-making, developing internet-based consumer health education resources, developing US and overseas volunteer health programs, medical research initiatives, and interfacing with the corporate world (biotech, pharmaceutical companies) as well as state health departments and the National Institutes of Health. Questions & Answers.

**Neil Shulman, MD** is Associate Professor in the Dept of Medicine at Emory University Medical School. His career has covered a wide spectrum of activities, including conducting clinical research in hypertension funded at a level of about \$8 million for the National Institutes of Health and publishing in this discipline. He also co-founded the International Society of Hypertension in Blacks and helped launch the journal *Ethnicity & Disease* and the Heart to Heart Program which brought children from developing countries to the United States for life-saving heart surgery. Dr. Shulman has numerous movie credits including *Doc Hollywood*, TV credits, fiction and non-fiction credits, plays, acting credits, and stand-up comedy. Dr. Shulman is a humanitarian and is actively involved in numerous charitable pursuits.

#### **11:00-12:00 Career Diagnosis and Treatment: How to Figure Out What You Would Like to Do and Achieve It**

##### **By: Anna Navarro**

Ms. Navarro will provide an overview of the steps involved in career diagnosis and treatment. She will discuss what you need to do to improve your career health and how to decide whether minor changes can get you where you want to go, or you need a major career overhaul. Ms. Navarro will explain strategies for career change, job hunting, re-shaping your job, acquiring new skills, and overcoming emotional obstacles. Ms. Navarro will offer practical advice on how to figure out what you want to do and achieve it. Questions & Answers.

**Anna Navarro** was following her heart when she opened Work Transitions more than 20 years ago. Work Transitions is a nationwide organization that works one-on-one with people to help them make career choices that will bring greater pleasure and fulfillment into their lives. As a career strategist, Anna works with a wide range of clients – doctors, lawyers, chief executives, teachers and business people at all levels -- who share the desire to develop a satisfying career that is compatible with their other life priorities. Anna is a commentator for National Public Radio's "Morning Edition" in St. Louis. She also writes a career column for the St. Louis Business Journal. Anna was one of the first women to graduate from Princeton University where she earned a master's degree in public affairs from the Woodrow Wilson School of Public Affairs in 1969.

#### **12:00-1:00 NETWORKING LUNCH PROVIDED WITH FACULTY & MENTORS**

#### **1:00-2:00 BREAKOUT SESSION CHOOSE ONE:**

##### **Career Opportunities for Physicians in the Government and Non-Profits: What Jobs are Available and How to Obtain Them**

##### **By: Joyce M. Johnson, DO, MA**

Dr. Johnson will review the federal government career opportunities in DHHS, CDC, NIH, FDA, and other federal departments and agencies for physicians. She will discuss state and local opportunities and what credentials are helpful. Dr. Johnson will explain how physicians are hired and the pay scales, including bonuses that are available to physicians. She will discuss the types of non-profits, types of jobs available for physicians, and their salary structures. Dr. Johnson will offer practical advice on how to locate and obtain positions in the government and non-profits. Questions & Answers.

**Dr. Joyce Johnson** is Vice President, Health Sciences and the Chief Medical Officer in Battelle's Health and Life Sciences Global Business (HLSGB) located in Arlington, VA. Dr. Johnson joined Battelle in December 2003 upon her retirement from the U.S. Public Health Service (Rear Admiral, Upper Half). She had been assigned to the U.S. Coast Guard, Department of Homeland Security, and functioned as the Coast Guard's surgeon general. Her other government assignments included senior scientific and management positions with the Food and Drug Administration and the Substance Abuse and Mental Health Services Administration. She has held clinical positions at the National Institute of Mental Health and the Veterans Administration. At the Centers for Disease Control and Prevention, she was an Epidemiologic Intelligence Service (EIS) Officer and staff epidemiologist in the Center for Infectious Disease. Dr. Johnson is a physician board certified in three specialties – Public Health and Preventive Medicine, Clinical Pharmacology and Psychiatry. In addition to her medical degree, she earned a master's degree in Hospital and Health Administration.

#### **OR**

##### **Physician Careers within the Pharmaceutical Industry: Industry Perspectives on Physician Candidates**

##### **By: Steven P. James, MD**

This presentation will address the following areas that will inform the physician in practice about industry careers for physicians:

- The organization of medical departments within the pharmaceutical and device industry.  
What is the difference between Clinical Development and Medical Affairs?

- The future growth within industry of physician roles.  
What will the industry look like in 2018 for physicians?
- The growing role of compliance in the regulatory environment and potential pitfalls to the clinician.  
Where is the doctor?
- Preceptorships and Consultant agreements.
- Understanding the physician role in Medical Education.
- How to interview when seeking an internal position.
- Internal and external positions. The advantages and disadvantages of career paths.

Questions & Answers.

**Steven P. James, MD** is Vice President, Global Medical Affairs, Allergan, Inc. In this role, Dr. James is responsible for the world-wide medical support and post-marketing research of products in Neuroscience, Ophthalmology, Dermatology, Aesthetic Medicine, and Obesity. Products within the Allergan portfolio include Botox for cervical dystonia and facial lines, Lumigan for glaucoma, and Lap-Band for the treatment of obesity. He completed residency training in psychiatry at New York Hospital. In 1995 Dr. James joined Eli Lilly and Company where he held various positions including Global CNS Medical Director and Vice President, PCS, Clinical Management. In 2000 Dr. James became chief medical officer at Acurian, a start up medical information company providing services to pharmaceutical companies for new drug development. Prior to joining Allergan, Dr. James served as Sr. Medical Director for Elan Pharmaceuticals.

#### 2:00-2:10 Break and Networking Opportunity

#### 2:10-3:10 BREAKOUT SESSION CHOOSE ONE:

##### **Spotting and Growing Non-Clinical Entrepreneurial Career Opportunities by Leveraging Your Medical Domain Knowledge**

**By: Keith F. Batchelder, MD**

Dr. Batchelder will discuss identifying what's next in healthcare and how physicians can get paid to create it. He will explain how to assess your entrepreneurial abilities and interests. Dr. Batchelder will demonstrate how to distinguish between a viable trend and a short-term bubble. Dr. Batchelder will offer practical advice on how to maintain control and equity and get started on your entrepreneurial career. Questions & Answers.

**Keith Batchelder** is the founder and CEO of Genomic Healthcare Strategies, a company focused on the changes in healthcare resulting from advances in molecular medicine. GHS provides strategy and implementation services for companies looking to enter the new markets emerging as result of predictive diagnostics and preventive medicine. His area of expertise is in the analysis of new markets, channels, partners, and the new science supporting the rapidly evolving practice of medicine and wellness. During a career that has spanned medical research, clinical practice, and management in start-ups and large organizations, Dr. Batchelder has served as chief technical officer of WorldCare International Clinical Trials, where he used biomarkers as surrogate endpoints for successful FDA approvals; as CIO of Harvard Salud Integral, where he helped to raise funding and grow a start-up HMO in Mexico City; as a principal of AMICAS Corp, where he took a web-based radiology system from concept to a venture funded and profitable software company; and at Massachusetts General Hospital for eight years, where he conducted research in drug discovery and published in peer reviewed journals.

**OR**

##### **Managed Care & Health Insurance: The Opportunities Available & How to Obtain Them**

**By: Douglas R. Woll, MD, FACP**

Dr. Woll will review the nature of the managed care and health insurance fields and how they present several potential opportunities available to physicians. He will discuss how physicians can make a significant difference in the lives of patients and the community when entering these fields and how physicians can prepare themselves for entry. Dr. Woll will offer practical advice on how physicians can locate, obtain and succeed in positions in the managed care and health insurance fields. Questions & Answers.

**Douglas R. Woll, MD, FACP** is Senior Vice President and Chief Medical Officer for Blue Care Network of Michigan, the HMO subsidiary of Blue Cross Blue Shield of Michigan and one of the largest HMOs in the country. Prior to joining the Blues in 1998, Woll spent almost a decade at SelectCare, where he served as Senior Vice President and Chief Medical Officer. He served as a Senior Staff Physician at Henry Ford Hospital from 1980 through 1989. Woll is certified by the American Board of Internal Medicine, and was elected a Fellow of the American College of Physicians in 1998.

#### 3:10-3:20 Break and Networking Opportunity

#### 3:20-4:20 BREAKOUT SESSION CHOOSE ONE:

##### **Online Networking & Beyond: Techniques and Strategies for Physicians That Work**

**By: Diane K. Danielson**

Ms. Danielson will explain Clicks and Mix Networking for physicians and how technology has changed networking, including: what's in and what's out for networking; online etiquette; using social networks, blogs, and e-mail to expand your contacts; and how to develop and use online contacts in your career transition. She will explain: how to write a "cold" email that avoids spam filters and delete buttons, how to do online introductions for yourself and others, why you need to stand out on the web, how to avoid confusion with online twins, and will provide tips for boosting your online portfolio and search rankings. Ms. Danielson will review why you might want to consider running a blog and how to make contacts through blog comments and message boards. Ms. Danielson will offer practical advice on how to overcome your networking shyness and turn your online networking efforts into career transition results. Questions & Answers.

Diane K. Danielson is the CEO and founder of [DowntownWomensClub.com](http://DowntownWomensClub.com), a career website and professional network for business women. She is the co-author of Table Talk: The Savvy Girl's Alternative to Networking (2003); and The Savvy Gal's Guide to Online Networking (or What Would Jane Austen Do?) (2007). In addition, she blogs for [www.womensDISH.com](http://www.womensDISH.com), Entrepreneur magazine, and the Boston Globe. Ms. Danielson is also a contributing writer for PINK, a national women's business magazine and has had articles appear on Forbes.com. She is a former vice president of business development for Spaulding & Slye Colliers, a vice president of marketing for Meredith & Grew, Inc./ONCOR International, and an environmental attorney.

**OR**

**By: Michael E. Trigg, MD**

Dr. Trigg will discuss the medical and scientific affairs positions in the pharmaceutical industry. In particular, he will explain:

- What the duties and responsibilities are of physicians in these positions;
- The qualifications and attributes for which industry recruiters are looking when filling these positions;
- The range of salaries and benefits that one can expect for these positions, particularly dependent on specialty and on experience in the pharmaceutical industry; and
- The strategies for obtaining such positions, applying for such positions and excelling in these positions.

Questions & Answers.

**Michael E. Trigg, MD** is an executive medical director at Merck & Co., Inc. Dr. Trigg joined Merck in September 2005. He completed his pediatric oncology fellowship at the National Cancer Institute in Bethesda and has held tenured faculty positions at the University of Wisconsin in Madison Wisconsin and The University of Iowa in Iowa City before joining the faculty of Thomas Jefferson University-Jefferson Medical College and the staff at the duPont Hospital for Children in Wilmington Delaware in 1997. It was at the duPont Hospital for Children that he set up his third marrow transplant program for children and adolescents and the accompanying stem cell processing laboratory. He left the duPont Hospital in August 2005 after a distinguished 25 year career in pediatric oncology and stem cell transplantation as a clinician, clinical investigator and entrepreneur. He has begun a number of businesses over the years including a company building "spec" homes and a full service cytogenetics company that primarily provided pre-natal genetics services and *in vitro* fertilization related services.

**4:20-6:00 Networking Reception With Faculty and Mentors**

**Conference Program: Day Two: Sunday, October 5, 2008**

**7:00-8:00 Continental Breakfast – Networking Opportunity**

**8:00-9:00 BREAKOUT SESSION CHOOSE ONE:**

**Careers for Physicians in the Media: What Positions are Available and How to Obtain Them**

**By: Maria Simbra, MD**

Dr. Simbra will discuss what medical journalism is, who are the medical journalists, and career pathways for medical journalists. She will explain what makes medical news and why there is an antagonistic symbiosis between medicine and the media. Dr. Simbra will review what to expect when you work in TV, including your schedule, wages, and co-workers. She will discuss other media, including newspapers, magazines, and the internet. Dr. Simbra will offer practical advice on traits, skills, and a plan for success for physician-journalists, and tips for handling media interviews. Questions & Answers.

**Dr. Maria Simbra** is an award-winning, Emmy-nominated medical correspondent for KDKA-TV, a CBS owned and operated station in Pittsburgh. She has been reporting for KDKA since 2002. She is also an assistant professor of neurology at the University of Pittsburgh Medical Center. Prior to joining UPMC, while in private practice, she earned a master's degree in journalism and mass communications from Point Park University in 2003. In 2006, she made Pittsburgh Magazine's "40 under 40" list, honoring the city's influential young people. She was presented with the 2006 National Association of Medical Communicators Award of Excellence, and was nominated for a National Academy Television Arts and Sciences Mid-Atlantic Emmy Award in 2006 and 2007.

**OR**

**Pharmacovigilance: Opportunities Available to Physicians and How to Obtain Them**

**By: Stanley B. Garbus, MD, MPH**

Dr. Garbus will review the critical role that physicians play in pharmacovigilance in assessing the clinical significance of potential safety issues and developing a resume and career transition to the 'pharma' industry. Dr. Garbus will discuss the positions available to physicians and the types of physicians, specialties, qualifications, and expertise most in demand. Dr. Garbus will offer practical advice based on his 20 years of experience on how to locate and obtain positions in pharmacovigilance. Questions & Answers.

**Dr. Stanley Garbus** has extensive pharmaceutical industry experience across all phases of clinical research and pharmacovigilance, including development and implementation of pharmacovigilance/safety systems. He is co-founder and Chief Medical Officer of Sentrx, a company that supports the pharmaceutical industry in monitoring clinical and postmarketing adverse events, improving drug safety and assisting with risk management. Previously, as Assistant Professor of Medicine and Pharmacology, Dr. Garbus taught and directed clinical research at LSU School of Medicine in New Orleans, where he was head of the kidney transplantation program. Subsequently he joined the pharmaceutical industry where he held senior clinical research management positions in several international pharmaceutical companies and Contract Research Organizations.

**9:00-9:10 Break and Networking Opportunity**

**9:10-10:10 BREAKOUT SESSION CHOOSE ONE:**

**Careers for Physicians in Continuing Medical Education: How to Break Into the Field**

**By: Timothy J. Hayes, MD, PhD**

Dr. Hayes will discuss the many activity formats that make up continuing medical education, including: meetings, symposia, monographs, enduring materials, online medical education, and multimedia. He will explain how physicians entering continuing medical education can make a positive impact on the healthcare and treatment received by patients. Dr. Hayes will review the types of positions available in continuing medical education, their pay scales, and how to transition to and obtain these positions. He will also discuss the future directions of the continuing medical education field and how the current state of government regulation will affect the physician's role in medical education. Questions & Answers

**Timothy J. Hayes, MD, PhD** is vice president, office of medical affairs of Vindico Medical Education company located in Thorofare, NJ. Dr. Hayes has had 25 years experience in medical writing, research, editing, and 19 years experience teaching the writing and presentation of continuing medical education. Dr. Hayes is a professor at the graduate school of medical writers at the University of the Sciences in Philadelphia.

OR

### Getting My Life Back: Balancing Family and Career in Non-Clinical Medicine

**By: Laurie Frueh, MD**

Dr. Frueh will discuss how, as a primary care physician in the Navy, she sought a change in routine and wanted to find a challenging position with more variety. She will explain how she desired a more flexible schedule so she could balance being a single parent, while still utilizing her medical degree and remaining local to family in Annapolis, MD. Dr. Frueh will share with the attendees how she was able to locate an interesting medical science liaison/medical writer position splitting work between home and a small office setting. Dr. Frueh will offer practical suggestions on how physicians can get their life back, balancing family and career in non-clinical medicine. Questions & Answers.

**Laurie Frueh, MD** is a Medical Science Liaison (MSL) with Rockpointe Corporation, a medical communications company based out of Columbia, MD. In this role, Laurie is closely involved in new business development, and provides scientific and clinical expertise on medical education programs. Dr. Frueh served for 5 years as a medical officer in the United States Navy where she worked as both a battalion surgeon with the United States Marine Corps and as the department head of a primary care clinic at a Naval Air Station. Dr. Frueh was a recipient of the Navy and Marine Corps Achievement and Commendation Medals. Today, Dr. Frueh lives in Annapolis, Maryland and enjoys spending time with her daughter, running, singing, cooking, and golfing.

**10:10-10:20 Break and Networking Opportunity**

**10:20-11:20 BREAKOUT SESSION CHOOSE ONE:**

### Medical Administration: Opportunities Available, What They Consist of and How to Obtain Them

**By: Ron J. Anderson, MD**

Dr. Anderson will discuss his motivation for going into hospital and health system's administration after turning the job down 3 times. He will review the opportunities available in medical administration, what they consist of, and how to obtain them. He will candidly discuss why he continued to see patients, teach and do research for most of his administrative career. His 25 year journey will be encapsulated with emphasis on some important learned lessons. While he "trained OJT", he has some strong views of why MBA/MPH and MHA degrees are helpful to physicians interested in medical administration. He is a strong proponent of servant leadership and mentoring. Questions & Answers.

**Ron J. Anderson, MD** is President and Chief Executive Officer of Parkland Health & Hospital System, the general public hospital for Dallas County, Texas and the primary teaching hospital for the University of Texas Southwestern Medical Center at Dallas. Dr. Anderson became Chief Executive Officer of Parkland in 1982. He previously served as Parkland's Medical Director for Ambulatory Care and Emergency Services. Dr. Anderson has remained on the faculty of the Medical School as Professor of Internal Medicine. Dr. Anderson was recently named one of the 100 Most Influencing People in Healthcare 2007. This is the fourth time he has been ranked on the list.

OR

### Starting a New Venture: Practical Tips for Raising Capital and Getting Up & Running

**By: William Edward Burak Jr., MD, FACS**

Dr. Burak will discuss choosing the right business entity for your company and putting together a "team", including: management and an advisory board. He will explain why your business plan is more important than you think, and financing: debt vs. equity. Dr. Burak will provide an overview of sources of capital, including: stages of funding (self-funding, friends and family, angel investors, and venture capital). Dr. Burak will offer practical advice based on his experience on creating a "pitch" for investor, identifying and targeting your potential investors, floating the deal, structuring an investment offering (securities regulations and terms), the tug-of-war over terms, and keeping your investors engaged in your business. Questions & Answers.

**William Edward Burak Jr., MD, FACS** is president and co-founder of Ergo-Asyst Technology LLC, a medical device company that designs and develops products to enhance patient handling and mobility. Dr. Burak has successfully started his medical device company and has gone through the trials and tribulations of raising the capital for his new venture.

**11:20-12:20 NETWORKING BRUNCH PROVIDED WITH FACULTY**

**12:20-1:20 BREAKOUT SESSION CHOOSE ONE:**

### Health Care Consulting Opportunities

**By: Brent R. Gibson, MD, MPH**

Dr. Gibson will identify and discuss the numerous health care consulting opportunities available to physicians, including: analytic and strategic services to the life sciences and investment communities, investment support and due diligence, healthcare economics and health services research, and management consulting. Dr. Gibson will explain what the positions entail, what they pay, and how to obtain positions & succeed in health care consulting. Questions & Answers.

**Dr. Brent Gibson** is a board certified occupational medicine physician with clinical, administrative, and academic interest and experience. His professional experience includes serving as the chief medical officer for the Pine Bluff Arsenal, an instructor at the Academy of Health Sciences at the United States Army Medical Department Center and School, and the interim chief of the occupational medicine service at the Brooke Army Medical Center. He is also a teaching fellow at the Uniformed Services University of the Health Sciences. After seven years of military service, Dr. Gibson recently joined the St. John's Health System in Springfield, Missouri. St. John's is consistently ranked by Verispan as a top Integrated Healthcare Network.

OR

**By: Tonya Hongsermeier, MD, MBA**

There are a myriad of opportunities in the fields of clinical and bioinformatics that leverage a physician's training and experience. These include content management, software design, research systems design, data analysis, organizational development, change management, as well as sales and marketing support. As the market forces of pay-for-performance, genomics, personalized medicine, the aging population, and consumer empowerment dominate the coming decades, the demand for expertise that bridges medicine, management and information technology will grow exponentially. In this session, Dr. Hongsermeier will review the clinical informatics career landscape, approaches for developing your technical and management domain knowledge, and a variety of strategies for making the transition into an informatics-based career. Questions & Answers.

**Dr. Hongsermeier** practiced Internal Medicine for five years. She has held several positions in industry leading a variety of informatics efforts. Prior to joining Partners in 2003, she was VP for Knowledge Management Solutions and Patient Safety at CERNER Corp. Currently, Dr. Hongsermeier manages an enterprise clinical knowledge management team that develops and maintains content management systems and computerized knowledge bases to extend expert systems and decision support capabilities across Partners Healthcare System for improved quality, safety, consumer empowerment, clinical research, and personalized medicine. She also currently serves as co-chair for the Healthcare and Lifesciences Semantic Web Interest Group at the World Wide Web consortium and recently was a co-author in an article about the Semantic Web in December, 2007's edition of Scientific American.

**1:20-1:30 Break and Networking Opportunity**

**1:30-2:30 BREAKOUT SESSION CHOOSE ONE:**

**Opportunities for Physicians in the Financial Industry and How to Obtain Them**

**By: Robert Levin, CFP®, MD**

Dr. Levin will discuss the positions of financial advisors in the personal financial services industry, institutional health care analysts, and investment bankers in the health care sector. He will define what the jobs are, what they pay, why doctors may be well qualified to get these positions, strategies for obtaining these jobs, and the keys to becoming successful in the positions. Questions & Answers.

Robert Levin is a Vice President and Wealth Management Advisor at Merrill Lynch and CFP® certificant. He is a former Wall Street pharmaceuticals analyst and board-certified physician. He directs a wealth management practice that primarily serves physicians, health care executives, and women with complex financial needs. Each client relies on him as a concierge; to navigate and to serve as their primary resource through the complexities of the financial world. He completed a residency in pediatrics at the Childrens Hospital Los Angeles in 1988 and worked as a pediatrician from 1988 until 2000. He then attended Johns Hopkins business school for one year and was a medical consultant to a venture capital fund. In 2001-2002 he worked as a pharmaceutical analyst at JP Morgan Chase in New York City before joining the Global Private Client Group at Merrill Lynch in Beverly Hills, CA in June 2003. In June 2006 he was awarded the CFP® certification by the Certified Financial Planner Board of Standards, Inc.

**OR**

**Medical Science Liaison & Medical Education: Opportunities Available for Physicians**

**By: David Best, MD, MBA**

Dr. Best will review the history of Medical Science Liaisons and the current role and function of the MSL. He will explain how to become an MSL, the opportunities available for physicians as Medical Science Liaisons, and how to obtain them. Dr. Best will discuss the role and functions for physicians in medical education and advertising. He will offer practical advice on transitioning into a career in medical education and medical advertising and how to obtain jobs in these areas. Questions & Answers

**Dr. Best** entered the world of pharmaceuticals in 1982 with Klemtnner Advertising, a division of Saatchi and Saatchi, where he served as medical director and Senior Vice President Account Supervisor. Subsequently, he was Medical Services Director for Bristol-Myers Squibb and on July 10, 1989, started the first scientifically credentialed Medical Science Liaison group. He went on to create Colleague Medical, a peer-to-peer dinner meeting company for Excerpta Medica and Reed Elsevier. In 1995, he returned to the Saatchi organization and started BESTMED, a medical education company with the slogan, "the most creative med ed company in the world." Dr. Best is currently President of MDea, a medical education company in New York which recently launched [www.thedoctorschannel.com](http://www.thedoctorschannel.com) hailed by CNBC's Power Lunch as an "educational You Tube for doctors". Dr. Best trained as a surgeon at Lenox Hill Hospital.

**2:30-2:40 Break and Networking Opportunity**

**2:40-3:40 BREAKOUT SESSION CHOOSE ONE:**

**Careers in the Disability Insurance Field**

**By: Edward C. Alvino, MD**

Dr. Alvino will discuss the opportunities available for physicians in the insurance industry and how to obtain them. He will share his personal experience in transitioning from clinical practice to a medical director for a disability company. Dr. Alvino will explain what it takes to be a successful medical consultant/medical director for a disability insurance company and a day in the life of a medical consultant/medical director in a disability insurance setting. Dr. Alvino will use a case study to demonstrate how disability insurance work can be interesting, thought provoking, and professionally challenging. Questions & Answers.

**Edward C. Alvino, MD** is Vice President and Lead Medical Director for Unum in Worcester, Massachusetts. Dr. Alvino is board certified in internal medicine. He was in the private practice of internal medicine and geriatrics prior to joining Unum. Dr. Alvino is a part-time faculty/lecturer at Assumption College in Worcester, MA on the "Medical Aspects of Disability" and "Medical Rehabilitation".

**OR**

**Getting Your MBA: Is it Worth it for Physicians?**

**By: Brian Jacobs, MD, MBA**

Dr. Jacobs will discuss why physicians want to consider getting an MBA, what an MBA is and what it is not, and how an MBA can help your practice. He will review how an MBA can: open doors to "traditional" non-clinical jobs, yield, "outside the box" opportunities, and help you outside your career. Dr. Jacobs will offer practical advice on where you should get your MBA, the timing of an MBA (macro and micro), opportunity costs, and if an MBA is right for you. Questions & Answers.

**Brian Jacobs, MD, MBA** is currently the managing partner of his internal medicine practice, Advanced Primary Care Associates. He is also the founder and chairman of HealthMatch, a company in the healthcare finance space and a leader in consumer-driven healthcare. Dr. Jacobs has been published in Medical Economics and is on the Kitchen Cabinet for the same publication.

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