

10<sup>th</sup> ANNUAL

# Non-Clinical Careers for Physicians

**Your Action Plan for the Future**

**October 19–20, 2013, Chicago, IL**

**Featuring Mentoring,  
Recruiters, and Employers**

## Faculty



**David Albert, MD**  
AllieCor  
(Oklahoma City, OK)



**Steven Babitsky, Esq.**  
SEAK, Inc.  
(Falmouth, MA)



**Joe Bormel, MD, MPH**  
(Reston, VA)



**David Best, MD, MBA**  
MDes, Inc.  
(New York, NY)



**Daniel Carlat, MD**  
Pew Charitable Trusts  
(Washington, DC)



**Bart Covert, MD**  
FACP, FRAC, BCMD  
Associates, LLC  
(Chapel Hill, NC)



**Sima Dahl**  
(Chicago, IL)



**Ayman El-Mohandes, MBBCh, MD, MPH**  
University of Nebraska  
Medical Center  
(Omaha, NE)



**Kevin Fickenscher, MD**  
CPE, FRACP, RAAP  
American Medical  
Informatics Association  
(Bethesda, MD)



**Heather Fork, MD, CPCC**  
Doctors Crossing  
(Austin, TX)



**John F. Goldener, MD, MMM**  
Goldener Executive Search  
Associates  
(Bryn Mawr, PA)



**Barbara Golder, MD, JD**  
Unum  
(Lookout Mountain, TN)



**Marlene Haffner, MD, MPH**  
Haffner Associates, LLC  
(Rockville, MD)



**Kathleen Jennison  
Goonan, MD**  
Goonan Performance  
Strategies  
(Northborough, MA)



**Evonne Kaplan-Liss,  
MD, MPH**  
State University of  
New York at Stony Brook  
(Stony Brook, NY)



**Barsam Kasravi, MD,  
MPH, MBA**  
Anthem Blue Cross  
(Thousand Oaks, CA)



**Bharat Kohli, MD, MBA**  
AHRM, Inc.  
(Williamsville, NY)



**Kenneth M. Lankin, MD,  
MBA, MPH**  
(Annapolis, MD)



**James J. Mangraviti,  
Jr., Esq.**  
SEAK, Inc.  
(Falmouth, MA)



**Allen Mask, MD**  
WRAL TV  
(Raleigh, NC)



**Michael J. McLaughlin, MD**  
Peloton Advantage  
(Parsippany, NJ)



**Dev K. Mishra, M.D.**  
SV Life Sciences  
(Foster City, CA)



**Peter Moskowitz, MD**  
Center for Professional &  
Personal Renewal  
(Palo Alto, CA)



**Michelle Mudge-Riley, DO**  
Physicians Helping  
Physicians  
(Richmond, VA)



**W. Richey Neuman,  
MD, MPH**  
Pfizer Pharmaceuticals  
(Cary, NC)



**Julia Pewitt Kinder, DO**  
(Cape Girardeau, MO)



**Julie L. Phelan, MD, MBA**  
Biomedsys Inc.  
(Chicago, IL)



**Karl Sandin, MD, MPH**  
Sinal Health System  
(Wheaton, IL)



**Nicholas Squitieri, MD**  
Ogilvy & Mather  
(Little Falls, NJ)



**Howard Stein, DO**  
Centrastate Medical Center  
(Freehold, NJ)



**Charles Thompson, MD, FAAP**  
Pfizer  
(Stonington, CT)



**Ross M. Tonkens, MD**  
American Heart Association  
(Morrisville, NC)



**Charlotte Weeks**  
Weeks Career Services  
(Chicago, IL)



**Robin Winter-Sperry, MD**  
Scientific Advantage  
(Bernardsville, NJ)



**Andrew Ziskind, MD**  
Huron Healthcare  
(Chicago, IL)

## Preconferences

**Negotiating Skills for Physicians**

**How to Find & Land High Paying Non-Clinical Jobs**

[www.nonclinicalcareers.com](http://www.nonclinicalcareers.com)

## Non-Clinical Careers For Physicians Registration Information

**LOCATION/HOTEL ACCOMMODATIONS:** Non-Clinical Careers for Physicians will be held at the Crowne Plaza Chicago O'Hare Hotel & Conference Center in the Village of Rosemont, IL. This full service "fly in fly out" property is easily accessible to Chicago's O'Hare airport and provides complimentary 24 hour shuttle service to and from O'Hare Airport. SEAK has secured a special group rate of \$132/night for single occupancy. Rooms are limited and this rate expires on September 26, 2013. To make your reservations, please call 877-337-5793 and refer to the SEAK Group rate.

**INCLUDED IN YOUR MAIN CONFERENCE REGISTRATION:**

- All main conference sessions with your choice of breakout sessions.
- Networking at provided breakfast, lunch, and breaks each day as well as the Saturday evening reception.
- The opportunity to meet one-on-one with employers, mentors, and recruiters.
- A detailed and informative course book.
- A free copy of the book *Do You Feel Like You Wasted All That Training?: Questions from Doctors Considering a Career Change*, by Michael J. McLaughlin, MD.

**CANCELLATIONS:** Conference cancellations received in writing prior to October 1, 2013 will receive a full tuition refund. Persons cancelling on or after October 1, 2013 will receive a full tuition credit.

**MAIL to: SEAK, Inc., P.O. Box 729, Falmouth, MA 02541 FAX to: 508.540.8304**

**CALL: 508.457.1111 or REGISTER ONLINE: www.seak.com**

### Please register me for the following preconferences:

- Negotiating Skills for Physicians Thursday, October 17, 2013 (\$495)**
- How to Find and Land High Paying Non-Clinical Jobs Friday, October 18, 2013 (\$495)**

### Please register me for the main conference:

- 2013 10th Annual Non-Clinical Careers for Physicians, Saturday-Sunday October 19-20, 2013 (\$1,295)**

**Also Available on DVD:** (MA residents add 6.25% sales tax)

- Negotiating Skills for Physicians (\$495)**

Please print or type all items to assure accuracy.

**Priority Code: NCCFEB2013**

All confirmations will be sent to the individual indicated.

<input type="checkbox"/> Check here if you require special accommodations to fully participate.		
First Name (as it will appear on name badge):		
Last Name:		
Title:		
Specialty:		
Company/Organization:		
Mailing Address:		
City:	State:	Zip:
Phone:	Fax:	
E-Mail: (Please print neatly - confirmations and other information will be sent via email)		
<input type="checkbox"/> I've enclosed a check payable to: SEAK, Inc., P.O. Box 729 Falmouth, MA 02541		
<b>OR</b> I'm Paying by Credit Card (please circle card type) MC / Visa / Amex / Discover		
Card Number:	Exp. Date:	
Name as it appears on the card:	Security Code:	
Signature:		

# 10th Annual Non-Clinical Careers for Physicians Conference: Your Action Plan for the Future

***If you are a physician who would like to explore the numerous non-clinical opportunities open to you, this is the conference for you.***

#### **This course is designed for physicians who:**

- Don't enjoy going to work every day
- Are interested in making more money than clinical medicine provides
- Are ready for new challenges
- Want to explore their options
- Are frustrated and dissatisfied with their current career
- Want to learn how to locate and land lucrative non-clinical positions
- Are in or near retirement and are looking for additional income/challenges
- Would like to eliminate the stress and time commitments of their current career and spend more time with their families
- Are looking to jump start their career transition
- Are deciding whether to change careers
- Need a jumping off point on their career transition

#### **Benefits of SEAK's Non-Clinical Careers Conference:**

- Find out what's out there, how to get it and how much it pays
- One-on-one mentoring
- Meet with employers and recruiters
- See with your own eyes that switching to a non-clinical career has more financial potential than clinical medicine and is in fact a step forward, not a step backwards.
- Learn from numerous doctors who have successfully made the switch and hear how it is done
- Become empowered by knowing you are far from alone in your desire for change
- Network with faculty, mentors, recruiters and fellow attendees
- Get your process of career change moving into high gear
- Form a customized action plan to position yourself for and successfully make your career transition

**SEAK, Inc.** ([www.seak.com](http://www.seak.com)), founded in 1980, is an ACCME accredited continuing education and publishing firm. We have trained thousands of physicians across the United States. We pride ourselves on the quality of our educational programs and encourage attendees to talk to other physicians who have taken SEAK courses in the past. Please see the extensive list of testimonials available at [www.nonclinicalcareers.com](http://www.nonclinicalcareers.com).



**Employers and Recruiters Introduce Themselves**



**Mentoring**



**Networking Lunch**



**Interviewing with Employer**



**Networking With Faculty**



**Breakout Session**



**Keynote**



**Networking with Recruiters**

## Here's What Past Attendees Have to Say:

*"I want to thank you for your courses and contacts. I am now closing my practice of neurology and have been offered a wonderful non-clinical job with [a company recruiting at your Conference], a neuromonitoring company I met at your non-clinical course. I dragged my husband Gary (an ER doc) to the course also, and he is starting next week with [other company name], whom he met at your course. We are SOOO happy. Again, thank you. We are now able to have the mobility we have always wanted, while still doing medicine, without the hassles of clinical work."*

*"I have accepted a part time position with [one of the companies recruiting at your Conference]. I should be out of clinical medicine [within the next four months]. Your meeting was extremely helpful."*

*"I just wanted to drop you a line with an update. A few weeks ago I accepted a position with [a company who was recruiting at the SEAK Conference], and I've resigned from my practice as of January. This was the first goal in my action plan, so I'm very excited both about this new position and about pursuing the rest of my goals! Thanks very much for your assistance ... the SEAK conference was definitely a major source of inspiration and resources for me."*

*"Thank you for the Non-Clinical Careers for Physicians course. It was wonderfully informative and a great experience! The networking opportunity alone was worth more than the price of the course! Will keep you posted on my career transition. Thanks again!"*

*"I wanted to take a minute to thank you. Don't know if you'll recall but I took your non clinical careers course a couple years ago in Chicago and we talked during the course and on the phone after that. I also wrote a review for the second edition of your book on negotiating. At any rate about 4 months ago I took a job as Medical Director in the Johnson and Johnson system and today I got a significant promotion (announcement below is marked confidential but cleared for general distribution). I am appreciative of the time you took with me and the advice you gave me which I think has gone a long way toward making my transition go smoothly. I think outcomes like this speak very highly of your approach to helping physicians obtain a successful non clinical career."*

*"I cannot thank you enough for organizing SEAK. I had gotten progressively disillusioned and discouraged with practicing medicine over the past several years and finding SEAK was truly an answer to my prayers. I attended the SEAK conference in Chicago Fall 2011 and through direct interactions with several of the mentors who participated in the conference I successfully connected with an outstanding recruiter. She was instrumental in not only landing me several job interviews, but she provided invaluable advice regarding the transition process that complemented the knowledge (and courage) that I had gained through SEAK conference attendance and participation. I am happy to say that by Jan 2012 I had 2 attractive employment offers and I subsequently accepted a medical director position. The financial benefits are substantial and most importantly I feel like I have gotten my life back."*

## Preconferences, October 17–18, 2013

**Negotiating Skills for Physicians**  
Thursday, October 17, 2013

**How to Find and Land High Paying Non-Clinical Jobs**  
Friday, October 18, 2013

## Main Conference

## Saturday, October 19, 2013

7:00–8:00 **Registration and Continental Breakfast with Faculty, Mentors, Employers and Recruiters**

8:00–9:00 **How to Start Transitioning to Your Dream Career, Right Now**  
 *Julia Pewitt Kinder, DO*  
(Cape Girardeau, MO)

9:00–9:50 **Introduction of the Mentors, Employers and Recruiters**

9:50–10:00 **Break and Networking Opportunity**

10:00–11:00 **Superior Communication Skills to Facilitate Your Career Transition**  
 *Evonne Kaplan-Liss MD, MPH*  
*State University of New York at Stony Brook*  
(Stony Brook, NY)

11:00–12:00 **The Keys to a Successful Non-Clinical Career Transition: Advice from a Physician Recruiter**  
 *John F. Goldener, MD, MMM*  
*Goldener Executive Search Associates*  
(Bryn Mawr, PA)

12:00–1:00 **LUNCH (Provided with Faculty, Mentors, Employers and Recruiters)**

1:00–2:00 **BREAKOUT SESSION (Choose One)**  
**A. Using LinkedIn to Facilitate Your Career Transition**  
 *Sima Dahl*  
(Chicago, IL)

**B. The Numerous and Varied Opportunities for Physicians in Pharma**  
 *Charles Thompson, MD, FAAP*  
*Pfizer*  
(Stonington, CT)

2:00–2:10 **Break and Networking Opportunity**

2:10–3:10 **BREAKOUT SESSION (Choose One)**  
**A. Opportunities Available to Physicians in Medical Informatics and Population Health**  
 *Kevin Fickenscher, MD, CPE, FACPE, FAAP*  
*American Medical Informatics Association*  
(Bethesda, MD)

**B. Non-Clinical Opportunities with the Federal Government**  
 *Marlene Haffner, MD, MPH*  
*Haffner Associates, LLC*  
(Rockville, MD)

3:10–3:20 **Break and Networking Opportunity**

3:20–4:20 **BREAKOUT SESSION (Choose One)**  
**A. Opportunities for Physicians in Venture Capital**  
 *Dev K. Mishra, M.D.*  
*SV Life Sciences*  
(Foster City, CA)

**B. Opportunities Available in Medical Communication and Advertising**  
 *Nicholas Squitieri, MD*  
*Ogilvy & Mather*  
(Little Falls, NJ)

4:20–6:00 **Networking Reception with Colleagues, Faculty, Mentors, Recruiters and Employers**

## Sunday, October 20, 2013

7:00–7:30 **Continental Breakfast with Faculty, Mentors, Employers and Recruiters**

7:30–8:30 **BREAKOUT SESSION (Choose One)**  
**A. Opportunities for Physicians in the Health Insurance Industry**  
 *Barsam Kasravi, MD, MPH, MBA*  
*Anthem Blue Cross*  
(Thousand Oaks, CA)

**B. Physician Inventor: Saving Lives One Invention at a Time**  
 *David Albert, MD*  
*AliveCor*  
(Oklahoma City, OK)

8:30–8:40 **Break and Networking Opportunity**

8:40–9:40 **BREAKOUT SESSION (Choose One)**  
**A. Opportunities Available for Physicians with Consulting Firms: What is Available and How to Obtain Them**  
 *Andrew Ziskind, MD*  
*Huron Healthcare*  
(Chicago, IL)

**B. Opportunities for Physicians in Television Journalism**  
 *Allen Mask, MD*  
*WRAL TV*  
(Raleigh, NC)

9:40–9:50 **Break and Networking Opportunity**

9:50–10:50 **BREAKOUT SESSION (Choose One)**  
**A. Medical Administration: Opportunities for Physicians**  
 *Sydney Ross-Davis, MD*  
*Blue Cross and Blue Shield of Illinois*  
(Chicago, IL)

**B. Non-Clinical Opportunities for Physicians at Non-Profits**  
 *Daniel Carlat, MD*  
*Pew Charitable Trusts*  
(Washington, DC)

10:50–11:00 **Break and Networking Opportunity**

11:00–12:00 **BREAKOUT SESSION (Choose One)**  
**A. Opportunities for Physicians in Public Health: Saving Lives**  
 *Ayman El-Mohandes MBBCh, MD, MPH*  
*University of Nebraska Medical Center*  
(Omaha, NE)

**B. Medical Writing Opportunities for Physicians**  
 *Julie L. Phelan, MD, MBA*  
*Biomedisys Inc.*  
(Chicago, IL)

12:00–1:00 **LUNCH (Provided with Faculty, Mentors, Employers and Recruiters)**

1:00–2:00 **BREAKOUT SESSION (Choose One)**  
**A. The Opportunities Available to Physicians as Physician Advisors**  
 *Howard Stein, DO*  
*Centrstate Medical Center*  
(Freehold, NJ)

**B. Opportunities for Physicians as Medical Science Liaisons**  
 *Robin Winter-Sperry, MD*  
*Scientific Advantage*  
(Bernardsville, NJ)

2:00–2:10 **Break and Networking Opportunity**

2:10–3:10 **BREAKOUT SESSION (Choose One)**  
**A. Consulting Opportunities for Physicians: How to Build a Successful Practice**  
 *Kathleen Jennison Goonan, MD*  
*Goonan Performance Strategies*  
(Northborough, MA)

**B. Disability Insurance and the Opportunities Available to Physicians**  
 *Barbara Golder, MD, JD*  
*Unum*  
(Lookout Mountain, TN)

# RECRUITERS & EMPLOYERS

We will once again be inviting recruiters and employers to interview at the conference. Our recruiters and employers traditionally conduct many hundreds of interviews onsite and hire many of our physician attendees. Recruiters and employers looking to attend should contact Alex Babitsky at (508) 457-5150 or by email at alex@seak.com

# MENTORS

You will find our faculty very giving of their time and very willing to answer your individual questions after their presentations, at the networking functions and when not presenting. To increase your networking experience and increase one-on-one attention, we have also assembled a team of mentors to be available to talk one-on-one with the attendees (at no additional charge).



## Joe Bormel, MD, MPH (Reston, VA)

Joe Bormel, MD, MPH was formerly chief medical officer and VP for clinical product strategy for QuadraMed Corporation, a Reston, VA publicly traded healthcare technology company with annual revenues in excess of \$100 million. Dr. Bormel is board certified in internal medicine and received his BS from Johns Hopkins University, his MD from the University of Maryland, and his MPH from Harvard School of Public Health. Dr. Bormel previously worked for Cerner Corporation, MGH, UCLA, York Health System, and Hewlett-Packard Company. Joe writes and lectures extensively on healthcare informatics.



## David Best, MD, MBA MDea, Inc. (New York, NY)

David Best, MD, MBA entered the world of pharmaceuticals in 1982 with Klemtner 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 medical company in the world." Dr. Best is currently President of MDea, a medical education company in New York which recently launched 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.



## Bart Cobert, MD, FACP, FAGC, BLCMD Associates, LLC (Chapel Hill, NC)

Barton Lewis Cobert, MD, FACP, FAGC, FFPMA has had a long, distinguished career in pharmacovigilance, drug safety and risk management. He was senior director pharmacovigilance for Schering-Plough Research Institute and held similar positions for Novartis Consumer Health Inc. and Medidata Solutions. He has represented his company and Pharma at many international meetings and organizations including the International Conference on Harmonization (ICH). Dr. Cobert received his BA from New York University and his MD from New York University School of Medicine. He is board certified in Internal Medicine and Gastroenterology. He has written and lectured extensively both nationally and internationally on pharmacovigilance. He has written three books on drug safety including the Manual of Drug Safety and Pharmacovigilance which is used as a textbook in courses on drug safety. Dr. Cobert is president of BLCMD Associated LLC, a drug safety and pharmacovigilance consulting company in Chapel, NC.



## Heather Fork, MD, CPCC, Doctor's Crossing (Austin, TX)

Heather Fork, MD, CPCC is owner and founder of the Doctor's Crossing. As an ICF certified coach, she works with physicians who are seeking to renew and reinvigorate their careers and avoid burnout. Dr. Fork is board certified in dermatology and managed her own practice for over 9 years. Having gone through a career transition, she is able to integrate her experience, training, and abiding interest in her work to help other physicians find happiness, success and fulfillment in their own lives and careers. She is a speaker and educational team member for the Texas Medical Association's Committee on Physician Health and Rehabilitation. Her training in professional coaching was completed through the internationally recognized, ICF accredited, Coaches Training Institute. She received the designation, Certified Professional Co-Active Coach (CPCC), and attended the SEAK Non-Clinical Careers for Physicians Conference.



## Barbara Jean Harty-Golder, MD, JD, Unum (Lookout Mountain, TN)

Barbara Jean Harty-Golder, MD, JD is Director of Medical Quality Assurance at UNUM. She received her BS from the University of Arizona, her MD from the University of Florida College of Medicine and her JD from Stetson University College of Law. Dr. Harty-Golder is a diplomat of the American Board of Pathology is a former president of the Sarasota County Medical Society.



## Bharat Kohli, MD, MBA, AHRM, Inc. (Williamsville, NY)

Bharat Kohli, MD, MBA is Chief Medical Officer for AHRM Inc. a boutique Contract Research Organization. Dr. Kohli has diverse non-clinical experience. His past employment includes being Corporate Director, Healthcare R&D at the Fortune 300 Company Praxair, Associate Medical Director at Kaleida Health, a non-profit hospital system with over 2,000 beds and 11,000 employees, and Senior Assistant Medical Director with Johnson and Johnson. He received his MD from the University of Toronto and his Executive MBA from the State University of New York at Buffalo.


**Kenneth M. Lankin, MD, MBA, MPH, (Annapolis, MD)**

Kenneth M. Lankin, MD, MBA, MPH is a former Occupational Medicine Physician and Public Health Emergency Officer for the Naval Health Clinic in Annapolis, MD; home of the US Naval Academy. He also served as an advisor to Navy Medicine's Clinical Informatics Advisory Board and was an appointed Human Resources Selection Officer. Dr. Lankin is a clinical instructor for Occupational Medicine and holds a faculty appointment in the Department of Preventive Medicine at the Uniformed Services University. Dr. Lankin is currently the Associate Corporate Medical Director at JP Morgan Chase & Co.


**Peter Moskowitz MD, Center for Professional & Personal Renewal (Palo Alto, CA)**

Peter S. Moskowitz, MD, Founder and Executive Director of the Center for Professional & Personal Renewal, and Clinical Professor of Radiology at Stanford University School of Medicine, is widely recognized as a leader in the field of physician career and life management, wellness education, and career transition planning. A skilled career and life coach trained and certified at the prestigious Hudson Institute of Santa Barbara, he has coached several hundred physicians and other healthcare professionals since 1996.


**Michelle Mudge-Riley DO, Physicians Helping Physicians (Richmond, VA)**

Michelle Mudge-Riley DO, MHA successfully transitioned into a non-clinical career as a consultant and now helps other physicians with their transition. She has spent the past 9 years mentoring and coaching other doctors in their career strategy and helping physicians with all aspects of a non-clinical transition. Dr. Mudge-Riley received her medical degree from Des Moines University Osteopathic Medical School and her Masters Degree in Health Administration from Virginia Commonwealth University. The doctors she works with are all interested in long-term career strategy, exploring a non-clinical career, moving from their current situation into a more optimal career situation and rediscovering meaning and purpose in their work. Dr. Mudge-Riley was recently called the "Doctor's Doctor" in a 2010 book because of her success in working with other doctors.


**W. Richey Neuman, MD, MPH, Pfizer Pharmaceuticals (Cary, NC)**

W. Richey Neuman, MD, MPH, is Vice President and Therapeutic Area Head for Vaccines at Pfizer Pharmaceuticals. Dr. Neuman is in the leadership group in charge of Pfizer's global vaccine strategy, which includes activities pertaining to Prevenar 13 pediatric and adult pneumococcal conjugate vaccines, as well as activities for pipeline vaccines including Meningitis B and S. Aureus vaccines. Dr. Neuman joined Wyeth (now Pfizer) in 2005 after a career in academic internal medicine at the University of Pennsylvania School of Medicine, and has held several roles in Global Medical Affairs during his pharmaceutical career.


**Julia Pewitt Kinder, DO, (Cape Girardeau, MO)**

Julia Pewitt Kinder, D.O., is a practicing physician, busy mom of three (Ella has Down syndrome), fitness instructor, author, and national speaker. She is Board Certified in Family Practice and maintains a part-time private practice in Jackson, Missouri in addition to serving as staff physician for Tri-County Hospice. Dr. Kinder has established herself as an authority on a variety of topics including corporate and employee wellness, motivation, fitness, early childhood education, and Down syndrome. She combines her medical background and passion for health and living Right Now to create powerful presentations. Since 2007, she has lectured to over 40 audiences across the country. With an on-line presence through her website ([www.juliakinder.com](http://www.juliakinder.com)), blog, and social media, Dr. Kinder understands the power of these avenues in promoting a non-clinical career. Through Twitter alone, she has created partnerships with two national companies. Dr. Kinder has also developed fitness and early childhood education products and is currently writing a resource book for parents of children with special needs.


**Karl Sandin, MD, MPH, Sinai Health System (Wheaton, IL)**

Karl Sandin, MD is the Senior Vice President and Chief Medical Officer of Sinai Health System. He also serves as the Chair, Physical Medicine and Rehabilitation for Schwab Rehabilitation Hospital. Formerly, Dr. Sandin was a Vice-President at Allina Health, Chairman of AXIS Health, and a Co-Principal Investigator for Quality of Medical Care in Workers' Compensation at RAND/UCLA. Dr. Sandin is a Past Chairman, Quality Practice and Policy for the American Academy of Physical Medicine and Rehabilitation. He received his BS from Wheaton College, his MD from Northwestern University, and his MPH from UCLA.


**Ross M. Tonkens, MD, American Heart Association (Morrisville, NC)**

Ross M. Tonkens, MD heads up the American Heart Association's (AHA) Science and Technology Accelerator, a venture capital program funded by private donations. In this role he is charged with identifying and funding the most game changing, "disruptive" innovations and technologies in advancement of the AHA's mission: "to build healthier lives, free of cardiovascular disease and stroke." Dr. Tonkens received both his BA and MD degrees from Yale University, and has served on the teaching faculties of both UCLA and the University of Nevada. In his free time Dr. Tonkens delivers motivational speeches to physician groups around the country, sharing with them an effective process of defining their dreams and then realizing them.


**Charlotte Weeks, Weeks Career Services (Chicago, IL)**

Charlotte Weeks is an executive career coach and professional resume writer. She is the CEO of Weeks Career Services and the Past President of the National Resume Writers' Association. Ms. Weeks is a Certified Career Management Coach, a Nationally Certified Resume Writer, and a Certified Professional Resume Writer. Prior to starting her own firm, Ms. Weeks worked in Human Resources at the American Medical Association. She is the author of the books, *I Want to Work in an Association – Now What??? And 101 Ways to Enhance Your Career*, has contributed to the books *Resumes That Pop*, *Step-by-Step Cover Letters*, and *The Twitter Job Search Guide*, has been quoted in *The Wall Street Journal*, and has made numerous media appearances.

## Conference Program: Saturday, October 19, 2013

**7:00-8:00**      **Registration and Continental Breakfast with Faculty, Mentors and Recruiters**

**8:00-9:00**      **How to Start Transitioning to Your Dream Career, *Right Now***

**Julia Pewitt Kinder, DO**



Two of the greatest challenges to a successful physician career transition are inertia and anxiety. Dr. Kinder will demonstrate how to overcome each of these powerful challenges. She will explain how to start your transition by discovering your options. Dr. Kinder will help you understand what may be holding you back, and will provide practical tips to help you successfully transition to your dream career and move forward *Right Now*.

**Questions and Answers.**

**Julia Pewitt Kinder, DO** is a busy mom of three (Ella has Down syndrome), author, national speaker, and career consultant/coach. Dr. Kinder has established herself as an authority on a variety of topics including corporate and employee wellness, motivation, fitness, early childhood education, non-clinical careers, and Down syndrome. She combines her medical background and passion for health and living *Right Now* to create powerful presentations. Since 2007, she has lectured to over 40 audiences across the country. With an on-line presence through her website ([www.juliakinder.com](http://www.juliakinder.com)), blog, and social media, Dr. Kinder understands the power of these avenues in promoting a non-clinical career. Through Twitter alone, she has created partnerships with two national companies. Dr. Kinder is Board Certified in Family Practice and maintains a part time private practice in Jackson, Missouri in addition to serving as staff physician for Tri-County Hospice.

**9:00-9:50**      **Introduction of the Mentors, Employers and the Recruiters**

The conference mentors, employers and recruiters will be introduced and will briefly describe their background and areas of interest.

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

**10:00-11:00**      **Superior Communication Skills to Facilitate Your Career Transition**

**Evonne Kaplan-Liss, MD, MPH**



Dr. Kaplan-Liss will explain and demonstrate how well-developed communication skills can be used to facilitate a career transition. She will discuss how to distill your message, engage the listener, tell a story, and the effective use of examples, analogies, and anecdotes. Dr. Kaplan-Liss will offer practical suggestions for creating vivid images and impact by speaking clearly, vividly, and with passion about their work, skills, and abilities. **Questions and Answers.**

**Dr. Evonne Kaplan-Liss** is a physician and a journalist. She is an Assistant Professor of preventive medicine and pediatrics at Stony Brook Medicine and the School of Journalism at the State University of New York at Stony Brook. Dr. Kaplan-Liss is core faculty in Stony Brook's Graduate Program in Public Health, where her main initiative is as Director of the Advanced Graduate Certificate in Health Communications; a collaboration between the University's Graduate Program in Public Health and School of Journalism, teaching members of the public health workforce, healthcare professionals, professionals in media (journalism, marketing, public relations and communication) and masters/doctoral candidates how to be effective health communicators, bridging the gap between medicine and public health and the world-at-large. With a focus on advanced graduate training, it is designed to provide the necessary skills to communicate health related issues to the public directly or through the press. Dr. Kaplan-Liss is also a member of the steering committee for the Center for Communicating Science and speaks nationally on their behalf.

**11:00-12:00**      **The Keys to a Successful Non-Clinical Career Transition: Advice from a Physician Recruiter**

**John F. Goldener, MD, MMM**



Dr. Goldener will explain and describe the biggest differences between the skills and attributes required for success in clinical positions as opposed to non-clinical positions. He will provide a list of the key attributes, such as the ability to work collaboratively, that employers in matrixed environments seek and provide suggestions for how to develop and then demonstrate these attributes on a resume and in a job interview. In addition, Dr. Goldener will explain the supreme importance of networking and provide practical advice on how to effectively network. Finally, Dr. Goldener will provide suggestions and advice for how to make a positive impression on a recruiter, will describe his own career transition and will explain what his job is like and the opportunities for physicians in recruiting. **Questions and Answers.**

**John F. Goldener, MD, MMM** is the Founder and President of Goldener Executive Search Associates, which is focused on placing candidates in the pharmaceutical industry. He is a graduate of Georgetown University Medical School, and did his residency in Pediatrics at The Children's Hospital of Philadelphia. Dr. Goldener obtained his Masters in Medical Management from Tulane University, after 20+ years as a practicing pediatrician, clinical investigator and department chair. Dr. Goldener began working in the executive search industry in 2000 and established Goldener Executive Search Associates in 2003. His unique background in medicine, business, and most importantly, communication with others, gives Dr. Goldener a significant advantage in finding the right candidate for a given position. He prides himself in recognizing the importance of matching both skills and personalities to particular workplace responsibilities and cultures.

**12:00-1:00**      **LUNCH (Provided with Faculty, Mentors and Recruiters)**

**1:00-2:00**      **BREAKOUT SESSION (Choose One)**

**A. Using LinkedIn to Facilitate Your Career Transition**

**Sima Dahl**



Ms. Dahl will discuss and demonstrate the power of LinkedIn in today's business environment. She will explain how to create an optimized LinkedIn profile to support your job search and attract professional opportunities. Ms. Dahl will offer practical suggestions for physicians to forge a strong personal brand and rich social network to facilitate career transition. **Questions and Answers.**

**Sima Dahl**, President of Parlay Communications, is a social media consultant, trainer, and speaker. When she's not advising businesses on social strategy, you'll find Sima speaking about Sway Factor™, her proven system for social networking success.

## Conference Program: Saturday, October 19, 2013

Through her keynotes and training, she has taught hundreds of professionals, business owners, and sales staff how to forge a strong personal brand and generate referrals on popular sites such as LinkedIn and even Facebook. Sima is a bylined columnist for *Marketing News* and *Social Media Marketing* magazines; on the faculty at Lake Forest Graduate School of Management and DePaul University; and a published author. She earned a B.A. from the University of Illinois and an MBA with distinction from DePaul University.

### B. The Numerous and Varied Opportunities for Physicians in Pharma

#### **Charles Thompson, MD, FAAP**

Dr. Thompson will provide an overview of the numerous and varied roles available to physicians in the pharmaceutical industry, including clinical safety and risk management, medical affairs, and research and development. Topics for discussion will include the day-to-day-life of a pharmaceutical physician, salary expectations, travel, benefits, downsides, satisfaction and career transitions. **Questions and Answers.**



**Charles Thompson, MD, FAAP** has had over 15 years' experience in drug development, clinical safety and risk management, medical affairs and field based medicine at Pfizer Inc. He is currently in medical affairs at Pfizer and is a board-certified practicing pediatrician on the medical staff at Connecticut Children's Medical Center. Dr. Thompson designed, implemented, and leads the Pfizer Pediatric Center of Excellence, coordinating pediatric efforts across the company and serving as an internal and external face of pediatrics at Pfizer. He received his BA from Wesleyan University, his MD from the University of Connecticut School of Medicine, and is on the board of directors of Make-a-Wish Foundation of Connecticut.

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

### 2:10-3:10 BREAKOUT SESSION (Choose One)

#### A. Opportunities Available to Physicians in Medical Informatics and Population Health

##### **Kevin Fickenscher, MD, CPE, FACPE, FAAFP**

Dr. Fickenscher will provide an overview of the growing field of medical informatics and population health. He will review the opportunities for physicians who desire a move toward involvement in healthcare by working in these non-clinical areas. He will describe the expectations of physicians who are working in this space including technical expertise and experience, charge management knowledge, EHR implementation experience, training requirements, and compensation expectations. Dr. Fickenscher will provide an overview of the requisite training and background which is required for consideration by organizations seeking physician leaders in these fields. Dr. Fickenscher will offer practical suggestions for how to prepare yourself for breaking into medical informatics or population health and how to land your first position. **Questions and Answers.**



**Kevin Fickenscher, MD, CPE, FACPE, FAAFP** is the president and CEO of the American Medical Informatics Association (AMIA). Prior to joining AMIA in 2012, he served in a variety of domestic and international positions for Dell Healthcare Services, primarily through the company's acquisition of Perot Systems where Dr. Fickenscher served as the Chief Medical Officer and leader of the health care information technology consulting practice. He led the organization's International Healthcare practice and extended operations into the Middle East, India, China and Latin America. He is an experienced public speaker with presentations to more than 750 regional, national and international entities. Dr. Fickenscher graduated from the University of North Dakota, School of Medicine and Health Sciences in 1978 and trained as a family physician. He obtained his Family Practice Board-Certification in 1982. He is a father of three, an avid gourmet cook and an enthusiastic golfer.

#### B. Non-Clinical Opportunities with the Federal Government

##### **Marlene Haffner, MD, MPH**

Dr. Haffner will provide an overview of the non-clinical opportunities available for physicians with the Federal Government. She will highlight the agencies such as CDC and FDA which hire the largest number of physicians in non-clinical roles and give examples of the wide ranging impact physicians working for the government can have. Dr. Haffner will explain the benefits (including developing highly valuable and marketable experience) and potential drawbacks of working for the government. Dr. Haffner will provide practical suggestions for how to position yourself for, find and land non-clinical positions with the Federal Government. **Questions and Answers.**



**Marlene Haffner, MD, MPH** was the Director of the Office of Orphan Products Development at the Food and Drug Administration (FDA) for over 20 years. She is a retired Rear Admiral in the United States Public Health Service. Her extensive speaking and writing brought the term "orphan products" to the mind of many in the pharmaceutical world. During her tenure at the FDA more than 300 products were brought to market. In addition to her work at FDA, Dr. Haffner was also employed for two years by Amgen, as Executive Director, Global Regulatory Intelligence and Policy. Trained as an internist and hematologist, Dr. Haffner graduated from the George Washington University School of Medicine and did further training at the Columbia University School of Medicine and the Albert Einstein College of Medicine, in New York City. She received her Masters of Public Health from the Johns Hopkins Bloomberg School of Public Health in Baltimore. Dr. Haffner currently serves as the President & CEO of Haffner Associates which is dedicated to facilitating the development of therapies for the diagnosis, treatment and prevention of rare and devastating diseases.

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

### 3:20-4:20 BREAKOUT SESSION (Choose One)

#### A. Opportunities for Physicians in Venture Capital

##### **Dev K. Mishra, M.D.**

Dr. Mishra will provide an overview of the venture capital industry (including its short term and longer term outlooks) and will survey the opportunities, including consulting, available to physicians supporting venture firms dealing in biotechnology, medical devices, and medical services. Dr. Mishra will describe what physicians working in venture capital do on a day-to-day basis and will provide insights on the types of skills and experience which



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venture firms are seeking. Dr. Mishra will provide practical advice on how to position yourself for work in venture capital and how to break into this field. **Questions & Answers.**

**Dev K. Mishra, M.D.** is a Venture Partner with SV Life Sciences. The SVLS team manages five private venture capital funds with approximately \$2.0 billion of capital under management. He is currently the Chief Medical Officer of AlterG, Inc., Medical Director of Cayenne Medical, Inc., and President of Sideline Sports Doc, LLC. Dr. Mishra is double board certified in orthopedic surgery and orthopedic sports medicine. He maintains a part-time clinical practice and is a team physician with the United States Soccer Federation National Teams as well as several San Francisco area high schools. Dr. Mishra has been an advisor to several venture capital firms, as well as Intersect Partners, LLC, providing clinical and strategic advisory to more than 100 companies over the past 16 years. Dr. Mishra also served as a medical officer at Oratec Interventions, Inc., MedModus, Inc., and as a Clinical Advisor to Stryker Endoscopy. Dr. Mishra has a B.A. in architecture from Yale University, a M.D. from the University of California, San Diego. He is fellowship trained in Orthopedic Research from the University of California, San Diego, and in Sports Medicine from the University of California, San Francisco.

### B. Opportunities Available in Medical Communication and Advertising

#### Nicholas Squitieri, MD

Dr. Squitieri will discuss the many and varied opportunities for physicians in communications and advertising. He will describe the positions available, what the day-to-day work consists of, dispel common myths and misconceptions, and compensation structure. Dr. Squitieri will offer practical suggestions for breaking into the industry, what these employers are looking for from physicians and how to land your first position in a medical communication/advertising firm. **Questions and Answers.**



**Nicholas Squitieri, MD** is VP, Management Supervisor at Ogilvy & Mather, an international advertising, marketing and public relations agency based in Manhattan, and is a WPP company. It operates 450 offices in 120 countries with approximately 18,000 employees. Dr. Squitieri previously works at Cardinal Health, Access Communications, and the Kairos Group. He received his education at Univerita degli Studi di Roma "La Sapienza." Dr. Squitieri's skills and expertise include medical education, medical communications, Pharma, healthcare, and publication planning.

4:20-6:00

**Networking Reception with Colleagues, Faculty, Mentors, Recruiters and Employers**

## Conference Program: Sunday, October 20, 2013

7:00-7:30

**Continental Breakfast with Faculty, Mentors, Employers and Recruiters**

7:30-8:30

**BREAKOUT SESSION (Choose One)**

### A. Opportunities for Physicians in the Health Insurance Industry

#### Barsam Kasravi, MD, MPH, MBA

Dr. Kasravi will review the health insurance field and the numerous and varied non-clinical opportunities for physicians. He will discuss how physicians can make a significant difference in the lives of patients and the community when entering this field and how physicians can prepare themselves for entry. Dr. Kasravi will recount his own career transition and offer practical advice as to how physicians can locate, obtain, and succeed in positions in the health insurance industry. **Questions and Answers.**

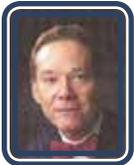


**Barsam Kasravi, MD, MPH, MBA** is Managing Medical Director, State Sponsored Programs at Anthem Blue Cross-Wellpoint in California. Dr. Kasravi received his BS from the University of California, his MD from the University of California Los Angeles School of Medicine, and his MPH from the Harvard School of Public Health. He received his MBA from the University of Massachusetts at Amherst. Dr. Kasravi is a former associate medical school director at BCBS of Massachusetts and provides guidance and coaching for physicians in non-clinical career transition.

### B. Physician Inventor: Saving Lives One Invention at a Time

#### David Albert, MD

Dr. Albert will discuss how and why he became a physician, inventor, and entrepreneur. He will explain how physicians can protect their ideas and turn their ideas and concepts into inventions that are profitable and can make a difference by helping millions of patients. **Questions and Answers.**



**David E. Albert, MD** is an Oklahoma native. He is a physician, inventor and serial entrepreneur who has developed medical and other life-saving technologies and products over the last 30 years, turning a number of those innovations into tech startups. Today, he is a founder of three tech companies, InnovAlarm, Lifetone Technology and AliveCor. His previous startups include Corazonix Corp (sold to Arrhythmia Research Technology) and Data Critical (sold to GE). Dr. Albert left GE in 2004 as Chief Scientist of GE Cardiology to disrupt several new markets. His latest invention, the iPhone ECG, became a global sensation via a 4-minute YouTube Video in January around the Consumer Electronics Show and was featured on local media, ABC, CBS, CNN and Fox News among many other media outlets. Dr Albert has 32 issued US patents, and a large number pending.

8:30-8:40

**Break and Networking Opportunity**

— See page 2 to register or visit [www.seak.com](http://www.seak.com) —

## Conference Program: Sunday, October 20, 2013

8:40-9:40

### BREAKOUT SESSION (Choose One)

#### A. Opportunities Available for Physicians with Consulting Firms: What is Available and How to Obtain Them

##### Andrew Ziskind, MD

Dr. Ziskind will discuss why physicians go to work for healthcare and national consulting companies. He will explain why physicians are hired, their career path, and what their work consists of. Dr. Ziskind will offer practical advice and suggestions for physicians considering consulting and will explain what makes physicians attractive to consulting companies. **Questions and Answers.**



**Andrew Ziskind, MD** is the Managing Director, Chicago, of the Huron Consulting Group. Dr. Ziskind has over 25 years of experience spanning clinical care; academic health system leadership for both the physician and hospital/health system side; development of innovative primary and specialty care delivery systems; leadership in accountable care and payment reform; and national and international consulting. He leads Huron Healthcare's Clinical solution and provides leadership to the Academic Medical Center team. Prior to joining Huron Healthcare, Dr. Ziskind was a partner in the Health and Public Services Group at Accenture where he provided leadership for the accountable care organization and academic health system practices. Prior to this role, Dr. Ziskind held positions at BJC HealthCare for more than five years, including Group President, President of Barnes-Jewish Hospital and Senior Vice President for Health Care Reform. Dr. Ziskind received his BA from Bowdoin College, his MD from the University of Pennsylvania and his MBA from Seller School of Business. He is board certified in internal medicine.

#### B. Opportunities for Physicians in Television Journalism

##### Allen Mask, MD

Dr. Mask will discuss what medical journalism is, who are the medical journalists, and career pathways for medical journalists. He will explain what makes medical news. Dr. Mask will review what to expect when you work in TV, including your schedule, wages, co-workers, and a typical day. Dr. Mask will offer practical advice for handling media interviews and for how to break into medical journalism. **Questions and Answers.**



**Allen Mask, MD** is the award-winning Health Team Physician with CBS affiliate WRAL in Raleigh, NC, where he reports five day a week. He has been serving as a medical reporter since 1993. Dr. Mask also maintains a clinical urgent care practice. Dr. Mask received his BA and MD from UNC, Chapel Hill and completed his internship and residency at Massachusetts General Hospital and Harvard Medical School.

9:40-9:50

### Break and Networking Opportunity

9:50-10:50

### BREAKOUT SESSION (Choose One)

#### A. Medical Administration: Opportunities for Physicians

##### Sydney Ross-Davis, MD

Dr. Ross-Davis will discuss the many and varied management and administrative non-clinical opportunities available to physicians. She will explain what administrators do and how to best prepare and position yourself for transitioning into this career. Dr. Ross-Davis will offer practical suggestions for excelling at your medical administration interview and career. **Questions and Answers.**

**Sydney Ross-Davis, MD** joined BCBSIL as the Medical Director of Special Investigations. Dr. Ross-Davis, a graduate of University of Chicago Undergraduate College and Northwestern University Medical School, is a Board Certified Internist with over 20 years of clinical experience. She is section chairperson of medical administration at the National Medical Association. Her role as Medical Director of Special Investigations has allowed her to develop new Health Care Management policies and procedures for the clinical approach to Medical Fraud and Abuse. Also, she helped create and currently serves as the Medical Director for the Post Service Review Unit which looks for Medical Abuse in the post-service environment before, and after, payment has been rendered.

#### B. Non-Clinical Opportunities for Physicians at Non-Profits

##### Daniel Carlat, MD

Dr. Carlat will provide an overview of the opportunities available for physicians working for non-profits. He will explain how non-profits operate, what a physician working for a non-profit may do on a typical day, and how physicians working at non-profits are often able to help large numbers of people. Dr. Carlat will recount how he transitioned from clinical practice to working at one of the world's largest charitable foundations and will provide tips for how physicians can position themselves for, identify and obtain positions at non-profits. **Questions and Answers.**



**Daniel Carlat, MD** oversees The Pew Prescription Project, which seeks to ensure transparency in physician-industry relationships and promotes policies to reduce or manage conflicts of interest that could affect patient care. Before joining The Pew Charitable Trusts, Dr. Carlat was a practicing psychiatrist and was president and CEO of Carlat Publishing LLC, which publishes non-industry supported continuing medical education newsletters for psychiatrists and other mental health practitioners. Dr. Carlat is the author of numerous peer-reviewed articles and professional books in psychiatry, most notably *The Psychiatric Interview: A Practical Guide*, currently in its third edition and translated into several languages. In addition to his professional writing, Dr. Carlat has written about conflicts of interest for the *New York Times*, the *New York Times Magazine*, and *Wired*. His article for *The New York Times Magazine*, "Dr. Drug Rep", was selected for Harper Perennial's Best Science Writing 2008 anthology. In 2010, he published his first book for a general audience, *Unhinged: A Doctor's Alarming Revelations about a Profession in Crisis*. The book, which proposes solutions for reforming the mental health care system in the U.S., has garnered significant media attention, including a July 2010 interview on NPR's Fresh Air. Dr. Carlat received his M.D. at the University of California, San Francisco, and completed his psychiatric residency at Massachusetts General Hospital in Boston. He is Associate Clinical Professor of psychiatry at Tufts School of Medicine.

## Conference Program: Sunday, October 20, 2013

**10:50-11:00 Break and Networking Opportunity**

**11:00-12:00 BREAKOUT SESSION (Choose One)**

### A. Opportunities for Physicians in Public Health: Saving Lives

#### Ayman El-Mohandes, MBBCh, MD, MPH

Dr. El-Mohandes will discuss how physicians moving into non-clinical public health positions can help prevent serious health threats through disease prevention and health promotion. He will explain the numerous opportunities for physicians in state, regional, and global health programs and positions. Dr. El-Mohandes will offer practical suggestions for physicians who desire to transition to public health positions in obtaining and excelling at their interviews and landing their first public health position. **Questions and Answers.**



**Ayman El-Mohandes, MBBCh, MD, MPH**, is Dean of the College of Public Health at the University of Nebraska Medical Center (UNMC). He is a Board-certified pediatrician and neonatologist and a perinatal epidemiologist,

with a career combining clinical and public health expertise in maternal-neonatal health and elimination of health disparities. Dr. El-Mohandes was a Principal Investigator for 17 years on the NIH-DC Initiative to Reduce Infant Mortality in Minority Populations. Dr. El-Mohandes has published over 100 articles and abstracts and has been an invited speaker to more than 100 international, national, and regional conferences.

### B. Medical Writing Opportunities for Physicians

#### Julie L. Phelan, MD, MBA

Dr. Phelan will discuss her journey from medical school to medical advisor, biotechnology analyst, and medical writing consultant. She will describe the numerous freelance, part-time and full-time medical writing opportunities for physicians. Dr. Phelan will also explain the types of assignments available; the compensation structure; and how to obtain a steady stream of work and possibly start up your practice. Furthermore, Dr. Phelan will provide an overview of the medical communications field, including potential in-house opportunities, and will discuss how freelance writing could be used to transition to a full-time position within industry or in the medical communications field. **Questions and Answers.**



**Julie L. Phelan, MD, MBA** is the President of Biomedisys, Inc., a biomedical communications and strategy consulting boutique in Chicago, IL. Dr. Phelan writes and edits biomedical communications materials for many different audiences, ranging from patients to physicians, in a variety of formats, including abstracts, articles, manuscripts for peer-reviewed journals, scripts for presentations and multimedia, slide decks, training modules, web content, and white papers. Dr. Phelan earned a BA from Northwestern University, a MD from the Chicago Medical School, and a MBA from the University of Chicago Booth School of Business.

**12:00-1:00 LUNCH (Provided with Faculty, Mentors, Employers and Recruiters)**

**1:00-2:00 BREAKOUT SESSION (Choose One)**

### A. The Opportunities Available to Physicians as Physician Advisors

#### Howard Stein, DO

Dr. Stein will discuss the fast growing field of physician advisors. He will explain the role and responsibilities of a physician advisor and the many issues they deal with, including: medical necessity, denial management, utilization review, RAC audits, and appeals for nonpayment. Dr. Stein will discuss how physician advisors help generate revenue, salary expectations, and training. Dr. Stein will offer practical suggestions for physicians to land an interview and get their first physician advisor position. **Questions and Answers.**



**Howard Stein, DO** is a Clinical Assistant Professor, department of family medicine, Robert Wood Johnson School of Medicine, and is an Assistant Director of Medical Affairs at CentraState Medical Center. Dr. Stein is board certified in family practice and is a fellow of the American Board of Quality Assurance and Utilization Review Physicians. Dr. Stein is a physician advisor and lectures on Optimizing the Role of the Physician Advisor.

### B. Opportunities for Physicians as Medical Science Liaisons

#### Robin Winter-Sperry, MD

Dr. Winter-Sperry will discuss the opportunities available for physicians in the field of Medical Science Liaisons (MSL). She will explain how to get your foot in the door, what employers are looking for, compensation, and career development. Dr. Winter-Sperry will explain why physicians moving into Medical Science Liaison positions love them and make a difference in the lives of patients. **Questions and Answers.**



**Dr. Robin Winter-Sperry** serves as the President and CEO of Scientific Advantage, LLC. Dr. Winter-Sperry has held a number of senior management and Medical Affairs positions at leading pharmaceutical companies. She created Novartis' MSL department of Scientific Operations and Sanofi-Synthelabo's Medical Therapeutic Liaison division.

She has pioneered the recognition of MSLs as a specialty in the biopharmaceutical and device industry and is responsible for creating and developing many of the industry's leading medical affairs and medical liaison teams. Dr. Winter-Sperry holds an assistant professorship in Dermatology at Mt. Sinai in Manhattan and holds an adjunct professorship at the Rutgers School of Pharmacy. She was named in August 2005 by PharmaVoice to be one of the industry's 100 most inspiring people. She's served on the global board of the Healthcare Women's Association (HBA) and was the recipient of the "Tribute to Women" award by the Boy Scouts in 2010.

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

## Conference Program: Sunday, October 20, 2013

2:10-3:10

### BREAKOUT SESSION (Choose One)

#### A. Consulting Opportunities for Physicians: How to Build a Successful Practice

**Kathleen Jennison Goonan, MD**

Dr. Goonan will discuss the varied and numerous opportunities available to physicians in and outside of medicine who want to act as independent consultants. She will explain the advantages and disadvantages of consulting and the skill set most desired by clients. Dr. Goonan will offer practical suggestions for physicians for starting and succeeding as an independent physician consultant. **Questions and Answers.**



**Kathleen Jennison Goonan, MD** is the Founder and President of Goonan Performance Strategies, a national health care consulting company and co-author of the book, *Journey to Excellence: How Baldrige Health Care Leaders Succeed*. Kate has twenty years of experience as a physician executive and ten years of clinical practice

experience as a board-certified internist. She has worked as a senior executive with diverse delivery and managed care organizations throughout Massachusetts. She served as Senior Vice President of the Institute for Healthcare Improvement and has consulted for the Juran Institute and independently throughout the United States since 1988, supporting health care leaders building high-performance organizations. She speaks nationally on topics related to high-performance organizations, leadership and strategic planning, and organizational culture change.

#### B. Disability Insurance and the Opportunities Available to Physicians

**Barbara Golder, MD, JD**

Dr. Golder will discuss the many and varied part-time and full-time opportunities available to physicians in this growing field. She will explain what disability insurers are looking for in physicians, the claim process, and how physicians can use all of their skills, experience, and training when doing this work. Dr. Golder will offer practical suggestions for obtaining an interview, excelling at the interview, and landing your first position in the disability insurance field. **Questions and Answers.**



**Barbara Golder, MD, JD** graduated from the University of Florida College of Medicine and Stetson College of Law. As a pathologist, she has worked as a medical examiner, hospital pathologist, and director of free-standing clinical laboratories. Her law practice involved medical malpractice defense, employment law, health care risk management, and license defense. She served as Treasurer for the Florida Medical Association and has served on the governing boards of several health related companies, including FLAMEDCO and Bexar Credentialing. A widely published author, she has written on a variety of health law subjects in such publications as AMNews, MLObserver and Medical Economics. She currently serves as Director of Medical Quality Assurance for Unum and resides in Chattanooga, TN.

**Registration is limited. Please see page 2  
to register or visit [www.seak.com](http://www.seak.com)**

***“The conference last weekend far exceeded my expectations. The speakers were excellent, and the information and personal experiences were amazing. I can’t imagine embarking on this journey without such insight. You and your staff did a wonderful job. This program is first class. Thank you.”***

***“The conference was fabulous and so informative. It left me feeling very hopeful that there were so many other options utilizing my degree.”***

***“I have referred a couple of other people to your conference because I think it is a fabulous conference.”***

***“Thank you for the Non-Clinical Careers for Physicians course. It was wonderfully informative and a great experience! The networking opportunity alone was worth more than the price of the course!”***



**ALSO AVAILABLE ON DVD**  
see page 2 to order or visit [seak.com](http://seak.com)

## Preconference Workshop: Negotiating Skills for Physicians

Thursday, October 17, 2013

Crowne Plaza Chicago O'Hare Hotel & Conference Center, Rosemont, IL

### Executive Summary

**When switching careers or starting a new business you unfortunately are not compensated on what you know or deserve. You are compensated on how well you negotiate.** *Negotiating Skills For Physicians* will provide you with the negotiation skills you need and give you an opportunity to practice these skills through a variety of challenging negotiation exercises. The didactic portion of the course is lively and interactive. The case examples involve negotiations with new employers and prospective business partners/vendors. Each negotiation exercise is discussed in detail after its conclusion. Physicians will have ample opportunity to ask questions and have them answered by the expert faculty. Physicians completing this course will be better negotiators.

#### In this intensive workshop you will learn how to:

- Prepare and succeed when negotiating employment arrangements and business deals
- Excel at telephone, email and in person negotiations
- Avoid and break deadlock
- Determine the amount of "flexibility" available
- Negotiate without destroying ongoing relationships
- Win in "win-win" situations
- Understand, utilize and defend against negotiation tactics

### Faculty



**Steven Babitsky, Esq.**, is a former trial lawyer who has over 35 years of experience as a professional negotiator. Attorney Babitsky is the co-author of the best-selling books *The Successful Physician Negotiator: How To Get What You Deserve*, *The Physician's Comprehensive Guide to Negotiating* as well as *Never Lose Again: Become a Top Negotiator by Asking the Right Questions* and numerous other publications. He is a lively and entertaining trainer who has trained thousands of physicians over the past 30 years. He has negotiated hundreds of deals and acts as a negotiation consultant.

### Here's What Past Attendees Have To Say About This Program:

**"Great speaker and educator! Holds audience for the ENTIRE time - very unusual"**

**"Excellent"**

**"Informative and helpful, well met my objectives"**

**"Steve is a world-class character"**

**"Very informative"**

**"Great job! Very dynamic, appreciate benefiting from his personal experience"**

**"Very good program"**

### Registration Information:

The \$495 tuition includes a valuable seminar reference manual, continental breakfast and lunch with faculty, coffee breaks, and a dynamic learning experience. To register, please see page 2.

# Preconference Workshop: Negotiating Skills for Physicians

Thursday, October 17, 2013

Crowne Plaza Chicago O'Hare Hotel & Conference Center, Rosemont, IL

## 7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

### 8:00–8:45 Introduction

An opening negotiation exercise will demonstrate the importance of negotiating skills. The faculty will explain why physicians don't negotiate, demonstrate the enormous sums physicians negotiate for and give an example of a \$12,000 an hour negotiation. **Questions and Answers/Negotiation Exercise.**

### 8:45–9:00 Competitive vs. Cooperative Negotiations

Attendees will learn how to differentiate between competitive and cooperative negotiations, and most importantly, how to transform a competitive negotiation into a cooperative negotiation. **Questions and Answers.**

### 9:00–9:15 Asking and Answering Questions

Attendees will learn the crucial skills associated with asking and answering powerful questions including asking questions early and in writing, asking open ended questions, phrasing questions correctly and how to tactfully avoid directly answering a question. **Questions and Answers.**

### 9:15–9:30 Needs, Interests, and Desires

Attendees will learn how to find out an opponent's X factor and turn a potential adversary into an ally. **Questions and Answers.**

### 9:30–9:45 Deadlines

Attendees will learn how to use deadlines effectively and use accelerated deadlines. **Questions and Answers.**

## 9:45–10:00 BREAK AND NETWORKING OPPORTUNITY

### 10:00–10:45 Power and How to Develop It

Attendees will learn the all-important skills for how to develop and use power in a negotiation. Included will be an explanation of how to capitalize on your opponent's verbal leaks, developing a "BATNA," and using your opponents "investment" against him. **Questions and Answers.**

### 10:45–12:00 Negotiating Employment Terms, Conditions and Contracts

Attendees will learn specific techniques for negotiating employment terms, conditions and contracts and will practice these techniques with a detailed negotiation exercise. **Questions and Answers/Negotiation Exercise.**

## 12:00–1:00 LUNCH PROVIDED (WITH FACULTY)

### 1:00–1:15 Preparation and Aspiration Levels

Attendees will learn how to reduce their opponent's aspiration levels, how to make sure they do not sell themselves short, and how to go about information gathering prior to a negotiation. **Questions and Answers.**

### 1:15–1:30 Silence is Golden

Attendees will learn why loose lips sink ships and how to use silence as an effective negotiating tactic. **Questions and Answers.**

### 1:30–2:00 Concessions

Attendees will learn how and when to make concessions and how to get the most for every concession made. **Questions and Answers.**

### 2:00–2:15 Deadlock

Attendees will learn how to use the fear of deadlock to their advantage. **Questions and Answers.**

### 2:15–3:15 Negotiating Business Deals

Attendees looking to move into a non-clinical career or opting to run their own business must be proficient at negotiating business deals with other businesspersons, vendors and partners. This segment will teach the specific skills needed and give attendees an opportunity to practice these skills in a negotiation exercise. **Questions and Answers/Negotiation Exercise.**

## 3:15–3:30 BREAK AND NETWORKING OPPORTUNITY

### 3:30–4:30 Negotiation Tactics & Defenses

Attendees will learn how to employ and defend against common negotiating tactics and strategies such as split the difference, take it or leave it, ballpark price, uniqueness, brinkmanship, word games, anchoring, limited authority, belly up, limited time offer, you have to do better than that, etc. Learning these negotiation strategies is crucially important for all physicians moving to non-clinical positions. **Questions and Answers.**

### 4:30–4:45 Takeaways and Conclusions

The faculty will solicit from the audience a bullet-point list of techniques and strategies that they will now be employing to improve the results of their negotiations. **Questions and Answers.**

## Preconference Workshop: How to Find and Land High Paying Non-Clinical Jobs

Friday, October 18, 2013

Crowne Plaza Chicago O'Hare Hotel & Conference Center, Rosemont, IL

### Executive Summary

**This hands-on, intensive workshop will show physicians contemplating a career change how to locate and land lucrative non-clinical positions.** The focus is on finding and landing jobs paying as much or more than clinical medicine. The course will conclude with each physician drafting a customized action plan of how they will find and land their first non-clinical job.

### At the Completion of this Dynamic Interactive Workshop, You Will be Able to:

- Identify and persuasively articulate your strongest, most marketable skills.
- Determine what specific career options are available to physicians with your preferences, values, and skills.
- Learn what non-clinical careers are the best fit to your personality.
- Nail your job interviews.
- Understand what alternative and non-traditional careers pay.
- Build a constantly-expanding network.
- Form an action plan to start your new career.

### Faculty



**Steven Babitsky, Esq.** is a former trial lawyer who has trained thousands of physicians in the past 30 years. He has over 35 years of experience as a professional negotiator, has himself successfully made the switch from practicing law to a non-clinical career, and is an expert in networking, running a small business, medical-legal opportunities for physicians, responding to tough questions, persuasion skills, consulting, publishing, and turning ideas into money. He is the co-author of the book *Non-Clinical Careers for Physicians*. ([www.nonclinicalcareers.com](http://www.nonclinicalcareers.com))



**Michael J. McLaughlin, MD** is co-founder of Peloton Advantage, a medical communications company. He received degrees from Harvard College and Columbia University's College of Physicians and Surgeons. After four years as a plastic surgeon and hand specialist, he networked through a career change into medical communications. Along the way, he also founded Physician Renaissance Network ([www.PRNresource.com](http://www.PRNresource.com)), a free information and networking service for doctors with non-clinical careers and interests, and wrote the book *Do You Feel Like You Wasted All That Training? Questions from Doctors Considering a Career Change*. Most recently he helped launch Dr. Nick M. Caputo's intriguing compilation, *The Satin Strangler Blogs* ([www.TheSatinStranglerBlogs.com](http://www.TheSatinStranglerBlogs.com)).



**Charlotte Weeks** is an executive career coach and professional resume writer. She is the CEO of Weeks Career Services and the Past President of the National Resume Writers' Association. Ms. Weeks is a Certified Career Management Coach, a Nationally Certified Resume Writer, and a Certified Professional Resume Writer. Prior to starting her own firm, Ms. Weeks worked in Human Resources at the American Medical Association. She is the author of the books, *I Want to Work in an Association - Now What???* and *101 Ways to Enhance Your Career*, has contributed to the books *Resumes That Pop*, *Step-by-Step Cover Letters*, and *The Twitter Job Search Guide*, has been quoted in *The Wall Street Journal*, and has made numerous media appearances.



**James J. Mangraviti, Jr., Esq.** has trained thousands of physicians across the United States and Canada. He currently serves as Vice President and General Counsel of SEAK, Inc, a continuing education, training, consulting, and publishing firm. Jim is the co-founder and co-seminar leader of SEAK's annual Non-Clinical Careers for Physicians conference. He also serves as a non-clinical career consultant and mentor. He is the co-author of the book *Non-Clinical Careers for Physicians* ([www.nonclinicalcareers.com](http://www.nonclinicalcareers.com)) and the article *The Biggest Mistakes Physicians Make When Transitioning to a Non-Clinical Career*.

### Here's what Past Attendees Have to Say About this Program:

"Very informative"

"I was astounded by the huge number of young physicians looking to get out"

"Great, well organized, thought out, well presented, meeting participants with careers in flux is invaluable"

"What I needed at this point in the journey"

"An excellent starting point for determining my next step in planning for my transition"

"Thought provoking, self reflective"

"Very informative and supportive"

"Very inspiring, well focused, the specifics are very helpful"

"Very well organized and presented expertly"

"Excellent, well worth the money."

"I was pleasantly surprised at the number of people here and that the speakers were excellent"

"Lots of helpful information on where to start"

"Excellent, will really help me prioritize and determine how to make a transition out of my current situation"

"Inspirational, eye opening, wish I was here 20 years ago"

### Registration Information

The \$495 tuition includes a valuable seminar reference manual, continental breakfast and lunch with faculty, coffee breaks, and a dynamic learning experience.

To register please use the form on page 2 or visit [www.seak.com](http://www.seak.com).

# Preconference Workshop: How to Find and Land High Paying Non-Clinical Jobs

## Friday, October 18, 2013

Crowne Plaza Chicago O'Hare Hotel & Conference Center, Rosemont, IL

**8:00–8:30**      **Registration and Continental Breakfast**

**8:30–9:15**      **Available Jobs and Where to Find Them**

The faculty will review many of the financially and personally rewarding non-clinical career areas available to physicians including: consulting, education, management, biotechnology, public service, insurance, utilization review, forensic examinations and consultation, entrepreneur/business owner, media, writing, association and non-profit management, occupational health, and many more. The faculty will also disclose how to best find high paying non-clinical positions. Each field will be evaluated according to potential earnings, need to travel, location, whether work can be from home, and which physicians tend to be the best fit in the field. **Questions and Answers**

**9:15–10:15**      **Selling Yourself and Leveraging Your Medical Degree and Experience**

In this segment, the faculty will begin by utilizing a demonstration with a volunteer attendee to show the absolute importance of being able to sell yourself. Attendees will then learn specific techniques (with examples) on how to persuasively and confidently articulate how their skills, education, and experience as medical doctors should be characterized as talents that any employer would seek. Attendees will be provided with an extensive set of “talking points” that they can use to help articulate their transferable skills and why an employer should hire them. **Questions and Answers**

**10:15–10:30**      **BREAK AND NETWORKING OPPORTUNITY**

**10:30–11:15**      **The Truth About Non-Clinical Career Transition for Physicians**

Dr. McLaughlin will recount his path from a practicing surgeon to a non-clinical executive, to becoming the owner of his own highly successful medical communications company. He will explain his successful methodology for career transition and offer frank comments about the process of transition, the time it takes, what sacrifices need to be made, and common issues physicians run into during transition. **Questions and Answers**

**11:15–12:00**      **How You Can Transition and How Others Have Transitioned**

This segment will focus on identifying which careers you would most want, positioning yourself for the career and landing your first job. The faculty will utilize and open for discussion numerous concise case studies of physicians who have successfully made the switch to a high paying non-clinical career. Included in each case study is the personal and professional background of the physician, what they were looking for, how they found it, and most importantly, the valuable lessons which should be learned from the examples. **Questions and Answers**

**12:00–1:00**      **LUNCH WITH FACULTY PROVIDED**

**1:00–2:00**      **How to Define Your Personal Brand and Express it on Your Resume**

The faculty will explain what a personal brand is and how a personal brand should be used to distinguish yourself from the competition. The faculty will present a methodology for determining your personal brand and show attendees how to best express that brand on your resume. The faculty will provide practical, proven suggestions for drafting a more attractive resume. **Questions and Answers**

**2:00–2:30**      **Networking**

Faculty will discuss how to start networking, the process to utilize, getting people to talk to you and help you, the questions to ask during your call, and the methods to use for follow-up. **Questions and Answers**

**2:30–2:45**      **BREAK AND NETWORKING OPPORTUNITY**

**2:45–3:45**      **Excelling at Your Job Interview**

This segment will consist of numerous mock interviews with volunteer attendees. The aim is constructive critique to help dramatically improve performance. The faculty will review 12 rules for interviewing, such as 1) “Listen 80%/Talk 20%,” 2) “No negatives about anything,” and 3) “More good than bad.” Participants will learn to use “closing comments” to create lasting positive impressions. The group will review and learn to answer the 25 most difficult interview questions, including 1) “Why did you leave?” 2) “How are you different?” and 3) “What do you earn?” The faculty will discuss strategies for group interviews, and learn the full power of thank you notes. Attendees will be encouraged to “start the job before you are hired,” and learn when and how to use references. **Questions and Answers**

**3:45–4:30**      **Your Action Plan to Land Your First Non-Clinical Job**

An action plan is a one-page document detailing how you are going to find your new job. During this module the faculty will review sample action plans that can be used to find non-clinical careers. Attendees will be asked to draft their own action plans which will then be discussed and critiqued. **Questions and Answers**

## 10th Annual Non-Clinical Careers for Physicians Conference: Your Action Plan for the Future

### Frequently Asked Questions:

Q. Do other physicians feel the same way as me?

A. Yes. Over 1,500 of your colleagues have attended our non-clinical careers training programs. You are far from alone.

Q. What is the age of your typical attendee?

A. It runs the full range. Each year we have interns, residents and physicians in their 70s.

Q. I'm "just" a primary care physician, didn't go to an Ivy League College and don't have an MBA. What's out there for me?

A. A lot. One of the main things you will learn is how to not sell yourself short and how to leverage the tremendous skills, expertise and core competencies that you have.

Q. Do I need to be actively looking for a job to attend or benefit from this course?

A. No. Many, if not most, of the attendees at the conference are not actively looking for jobs, rather they just want to see the breadth of opportunities that are available to them.

Q. Do attendees find jobs at the conference?

A. We will once again be inviting recruiters and employers to the conference. Our recruiters and employers traditionally conduct hundreds of interviews onsite and hire many of our physician attendees.

Q. I am concerned about confidentiality, do you keep my name confidential?

A. Yes.

### HERE'S WHAT PAST ATTENDEES SAY ABOUT SEAK'S NON-CLINICAL CAREERS CONFERENCE:

*"Remarkable amount of information and expertise presented"*

*"Excellent conference, very informative, lots of meaningful suggestions and ideas to consider"*

*"Very inspiring and eye-opening. I wish I had known about all this many years ago"*

*"Excellent info, well organized, inspiring"*

*"Excellent speakers. Thorough handouts"*

*"Fantastic, lots of valuable info"*

*"Great information to get me started"*

*"Helpful and empowering"*

*"I'm very glad I came. It is a good start to the whole process of wanting to leave clinical medicine"*

*"[Full of] life transforming pragmatic things that one could take away and apply on the current job"*

*"Networking very helpful"*

*"Excellent exposure to opportunities"*

*"So glad I decided to attend"*

*"Very good. I have a lot of new ideas about my next career move. It could have only been better if you made the move for me"*

*"Very helpful, interesting to meet new creative people who are also looking for something new. Thorough, not pushy, honest representation"*

*"Excellent for networking"*

*"Very practical. I received more useful and practical information in two days than I found in 2 years of searching on my own"*

*"Mentors were an excellent aspect of the conference"*

*"Excellent diverse group of mentors who were friendly and willing to discuss any questions posed to them"*

*"The mentors with whom I interacted were very helpful & encouraging this is most appreciated"*

*"The mentors seem to have a genuine interest in helping us to find alternative careers"*

*"Wide variety of speakers & mentors"*