Non-Clinical Careers for Physicians

Your Action Plan for the Future

October 25–26, 2014, Chicago, IL

Featuring Mentoring, Recruiters, and Employers

Faculty


Kimberly Aikens, MD
The Aikens Approach
(Petoskey, MI)

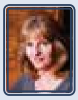

Rebekah Apple, MA
American College of Physician Executives
(Tampa, FL)


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


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


Joseph Bormel, MD, MPH
Office of the National Coordinator for Health Information Technology (ONC)
(Reston, VA)


Jonathan Burroughs, MD, MBA, FACHE, FACPE
The Burroughs Healthcare Consulting Network, Inc.
(Glen, NH)


Mary Chandler, MD
Bellevue Biomedical Consulting, LLC
(Bellevue, WA)


Barton Cobert, MD, FACP, FACG, BLCMD
BLCMD Associates, LLC
(Chapel Hill, NC)


Ken Cohn, MD
Healthcare Collaboration
(Amesbury, MA)

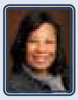

Cynthia Cuffie, MD
Aspire Educational Associates Corporation
(Far Hills,NJ)


Daniel Derksen, MD
University of Arizona's Mel and Enid Zuckerman College of Public Health
(Tucson, AZ)

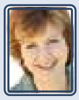

Samuel Dyer, PhD
Medical Science Liaison Society
(Miami/Fort Lauderdale, FL)


John Fisher, MD
Radiology Associates of Clearwater
(Belleair, FL)


Heather Fork, MD, CPCC
The Doctor's Crossing
(Spicewood, TX)


Stephanie Garrett, MD, CHPE, FACP
Morehouse School of Medicine
(Atlanta, GA)


Mamta Gautum, MD, FRCPC
Peak MD
(Ottawa, Canada)


Philippa Kennealy, MD, MPH, CPCC, PCC
The Entrepreneurial MD
(Los Angeles, CA)


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


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


Robert Mittendorff, MD
Northwest Venture Partners
(Palo Alto, CA)

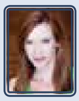

Peter Moskowitz, MD
Center for Professional & Personal Renewal
(Palo Alto, CA)


Michelle Mudge-Riley, DO
Physicians Helping Physicians
(Glen Allen, VA)


Thomas Osborne, MD
Virtual Radiologic
(San Diego, CA)


Richard Parker, MD
Beth Israel Deaconess Medical Center
(Boston, MA)


Connie Pate, Ed. D.
Strawn Arnold & Associates, Ltd.
(Austin, TX)


Julia Pewitt Kinder, DO
Physician Career Opportunities
(Franklin, TN)


John Piacentino, MD
NIOSH
(Washington, DC)


Phillip Polakoff, MD
FTI Consulting
(San Francisco, CA)


Teresa Ramos, MD
Humana Insurance Company
(Chicago, IL)


John Santoro, MD
Baystate Medical Practices
(Springfield, MA)


Donna Serdula
Vision Board Media
(Philadelphia, PA)


Ross Tonkens, MD
American Heart Association
(Morrisville, NC)


Steve Wall, MD, SM MSW
Saving Newborn Lives, Save the Children
(Washington, DC)


Charlotte Weeks
Weeks Career Services
(Chicago, IL)


Brian Zachariah, MD, MBA
Illinois Dept of Financial and Professional Regulation
(Chicago, IL)

Preconferences

How to Supplement Your Clinical Income with Lucrative Home-Based Work - NEW

How to Find & Land High Paying Non-Clinical Jobs

www.NonClinicalCareers.com

REGISTRATION INFORMATION

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 $135/night for single occupancy. Rooms are limited and this rate expires on October 12, 2014. To make your reservations, please call 877-337-5793 and refer to the SEAK Group rate or block code S63.

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, 2014 will receive a full tuition refund. Persons cancelling on or after October 1, 2014 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:

- ❑ **How to Supplement Your Clinical Income with Lucrative Home-Based Work** Thursday, October 23, 2014 ($495)
- ❑ **How to Find and Land High Paying Non-Clinical Jobs** Friday, October 24, 2014 ($495)

Please register me for the main conference:

- ❑ **2014 11th Annual Non-Clinical Careers for Physicians,** Saturday–Sunday October 25-26, 2014 ($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.
All confirmations will be sent to the individual indicated. **Priority Code: NCCSEPT14**

❑ 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)		
❑ I've enclosed a check payable to: SEAK, Inc., P.O. Box 729 Falmouth, MA 02541		
OR 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:		

11th 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), 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.


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 23–24, 2014

How to Supplement Your Clinical Income with Lucrative Home-Based Work
Thursday, October 23, 2014

How to Find & Land High Paying Non-Clinical Jobs
Friday, October 24, 2014

Main Conference

Saturday, October 25, 2014

7:00–8:00 Registration and Continental Breakfast

8:00–9:00 Craft Your Ideal Non-Clinical Future: Achieving the Results You Are Seeking

Philippa Kenneally, MD, MPH, CPCC, PCC
The Entrepreneurial MD
(Los Angeles,CA)

9:00–9:50 Introduction of the Mentors, Employers, and 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 How to Negotiate for a Better Salary and Lifestyle

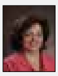
Steven Babitsky, Esq.
SEAK, Inc.
(Falmouth, MA)

11:00–12:00 Your Job Interview: How to Excel

Connie Pate, Ed.D.
Strawn Arnold Ashpitz Groover, Inc.
(Austin, TX)

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

1:00–2:00 BREAKOUT SESSION (Choose One)



A. Opportunities Available for Physicians in the Health Insurance Industry
Teresa Ramos, MD
Humana Insurance Company
(Chicago, IL)

B. The Physician Inventor: How to Enter the Field While Keeping Your Day Job
John Fisher, MD
Radiology Associates of Clearwater
(Belleair, FL)

2:00–2:10 Break and Networking Opportunity

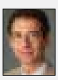
2:10–3:10 BREAKOUT SESSION (Choose One)

A. Opportunities for Physicians with Consulting Firms: What are the Opportunities, What are the Requirements, and How Do You Land a Position
Phillip Polakoff, MD, MPH
FTI Consulting
(San Francisco, CA)

B. Opportunities for Physicians at Non-Profits
Stephen Wall, MD, SM, MSW
Save the Children
(Washington, DC)

3:10–3:20 Break and Networking Opportunity

3:20–4:20 BREAKOUT SESSION (Choose One)



A. Opportunities for Physicians in Medical Administration
Richard Parker, MD
Beth Israel Deaconess Medical Center
(Boston, MA)

B. Non-Clinical Opportunities for Physicians with Medical Boards
Brian Zachariah, MD, MBA
Illinois Dept of Financial and Professional Regulation
(Chicago, IL)

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

Sunday, October 26, 2014

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

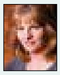
7:30–8:30 BREAKOUT SESSION (Choose One)

A. Opportunities in Pharma for Physicians
Cynthia Cuffie, MD
Aspire Educational Associates Corporation
(Far Hills, NJ)

B. Successfully Managing Your Career Transition
Mamta Gautam, MD, MBA, FRCPC
Peak MD
(Ottawa, Canada)

8:30–8:40 Break and Networking Opportunity

8:40–9:40 BREAKOUT SESSION (Choose One)



A. Medical Writing Opportunities for Physicians
Mary Chandler, MD
Bellevue Biomedical Consulting, LLC
(Bellevue, WA)

B. Opportunities for Physicians in Informatics
Thomas Osborne, MD
Virtual Radiologic
(San Diego, CA)

9:40–9:50 Break and Networking Opportunity

9:50–10:50 BREAKOUT SESSION (Choose One)

A. How To Leverage LinkedIn To Transform Your Career!
Donna Serdula
Vision Board Media
(Holland, PA)

B. Opportunities for Physicians in Venture Capital
Robert Mittendorff, MD
Northwest Venture Partners
(Palo Alto, CA)

10:50–11:00 Break and Networking Opportunity

11:00–12:00 BREAKOUT SESSION (Choose One)

A. How to Build a Successful Non-Clinical Consulting Practice—Risks and Success Factors
Jonathan Burroughs, MD, MBA, FACHE, FACPE
The Burroughs Healthcare Consulting Network, Inc.
(Glen, NH)

B. Non-Clinical Opportunities for Physicians in the Government
John Piacentino, MD, MPH
NIOSH
(Washington, DC)

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

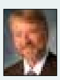
1:00–2:00 BREAKOUT SESSION (Choose One)

A. MBA: What They Do and Do Not Teach You in Business School
Kenneth Cohn, MD, MBA
Healthcare Collaboration
(Amesbury, MA)

B. What is a Medical Science Liaison and How to Become One: Opportunities for Physicians
Samuel Dyer, Ph.D.
Medical Science Liaison Society
(Miami/Fort Lauderdale, FL)

2:00–2:10 Break and Networking Opportunity

2:10–3:10 BREAKOUT SESSION (Choose One)



A. Opportunities for Physicians in Public Health: Impact of ACA
Daniel Derksen, MD
University of Arizona's Mel and Enid Zuckerman College of Public Health
(Tucson, AZ)

B. Opportunities for Physicians as a Clinical Investigator/Educator
Stephanie Garrett, MD, CHPE, FACP
Morehouse School of Medicine
(Atlanta, GA)

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

Networking with Recruiters

Interviewing with Employer

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).

Kimberly Aikens, MD is the founder of The Aikens Approach, LLC an internet delivered corporate wellness and leadership development program which is designed to help alleviate stress, improve health, and positively impact performance and leadership. Dr. Aikens is a board certified internist with extensive training in Integrative Medicine and Mindfulness Based Stress Reduction (MBSR).

Rebekah Apple, MA is manager of physician services and support for the American College of Physician Executives and advises physicians at all stages of their career cycle.

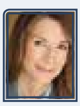
David Best, MD, MBA entered the world of pharmaceuticals in 1982 with Klemtner Advertising, a division of Saatchi and Saatchi, where he served as medical director and Senior Vice President Account Supervisor. Subsequently, he was Medical Services Director for Bristol-Myers Squibb and on July 10, 1989, started the first scientifically credentialed Medical Science Liaison group.

Joe Bormel, MD, MPH joined the Office of the National Coordinator for Health Information Technology (ONC) in 2013. He is the Director for Health Outcomes in the Office of the Chief Medical Officer (OCMO), contributing to development of strategies to understand and improve healthcare information technology usability, clinical decision support (CDS) and the relationship of CDS to electronic clinical quality measures. Joe's prior work, including participation in the Health eDecisions initiative prior to joining the ONC, commercial healthcare IT blogging, and broad experience in every facet of both hospital and vendor business practices brings a critical perspective to the ONC's coordination and convening work.

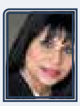
Barton Lewis Cobert, MD, FACP, FACG, FFPM has had a long, distinguished career in pharmacovigilance, drug safety and risk management. He was senior director pharmacovigilance for Schering-Plough Research Institute and held similar positions for Novartis Consumer Health Inc. and Medidata Solutions.

Kenneth Cohn, MD, MBA is a consultant in the area of physician-hospital relations. Dr. Cohn is an adjunct professor of management at New England College, CEO of HealthcareCollaboration.com, and a locum tenens general surgeon.

Cynthia Cuffie, MD is President of Aspire Educational Associates which focuses on career planning and development. She has wide experience in pharmaceutical clinical development.



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.



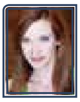
Mamta Gautum, MD, FRCPC is a physician, and President of PEAK MD, Inc., a company that specializes in leadership resiliency, and keeping well professionals well. Dr. Mamta Gautam is a pioneer in the field of Professional Health and Wellbeing.

Philippa Kennealy, MD, MPH, CPCC, PCC 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.

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.

Peter S. Moskowitz, MD is Founder and Executive Director of the Center for Professional & Personal Renewal, and Clinical Professor of Radiology at Stanford University School of Medicine. He is widely recognized as a leader in physician career and life management, wellness and career transition planning.

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.



Julia Pewitt Kinder, D.O. is a national speaker, best-selling author, career consultant, fitness instructor, and mom of three (Ella has Down syndrome and inspired Dr. Kinder's career transition). Dr. Kinder is Board Certified in Family Medicine, maintaining a part-time practice and serving as a hospice physician. With extensive knowledge of career development, Dr. Kinder teaches the exact steps to obtain an exciting career balancing work and family while providing flexibility and security. For more information: www.physiciancareeropportunities.com, www.juliakinder.com, and www.mybabywithdownsyndrome.com.

John Santoro, MD is an EMS director, assistant clinical professor, is a team physician, and has a rich history of non-clinical positions.

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."

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.

Brian Zachariah, MD, MBA is the Chief Medical Coordinator for the Illinois Department of Financial and Professional Regulation, the state agency which licenses and regulates over 45,000 physicians and Physician Assistants in Illinois. Prior to assuming that position in 2011, Dr. Zachariah spent over twenty years in the clinical and administrative practice of Emergency Medicine including at some of the nation's busiest and best known academic medical centers.

"Being able to talk to mentors was outstanding, this conference is what I needed to move on to a non-clinical career."

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

Day One, Conference Program: Saturday, October 25, 2014

7:00-8:00 **Registration and Continental Breakfast**

8:00-9:00 **Craft Your Ideal Non-Clinical Future: Achieving the Results You Are Seeking**

Philippa Kennealy, MD, MPH, CPCC, PCC

Dr. Kennealy will help physicians identify their motivation and rationale for change and assist with developing a plan to achieve their goals. She will explain how to: clarify what you value most, uncover your passions and interests, evaluate your talents, skills and abilities, determine your potential "sweet spot", and develop and implement the plan that will enable you to transition to your future non-clinical career.

Philippa Kennealy, MD, MPH, CPCC, PCC is President and founder of The Entrepreneurial MD. She is an ICF-certified business coach for physicians grappling with the challenges of changing careers, growing leadership skills or launching, building and growing their own successful practices or businesses. She is a family physician who left her own private practice in 1996 to embark initially 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 own business in 2002 as a coach and speaker.

9:00-9:50 **Introduction of the Mentors, Employers, and 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 **How to Negotiate for a Better Salary and Lifestyle**

Steven Babitsky, Esq.

Steven Babitsky will offer specific negotiation techniques and strategies for improving your compensation package and your lifestyle. He will show attendees how to achieve optimal results while maintaining their professionalism and long-term goals.

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. Steve is the trainer featured in the 4-DVD set *Negotiating Skills for Physicians*.

11:00-12:00 **Your Job Interview: How to Excel**

Connie Pate, Ed.D.

Ms. Pate will review the nine step interview process and the questions you want to ask about the position. She will explain why the first minute or two are the defining moments of most interviews. Ms. Pate will review the three types of questions you are likely to be asked and how best to respond to them. Ms. Pate will offer practical, concrete, specific advice on how to prepare for and excel at your non-clinical career interview.

Connie Pate, Ed.D. has over 20 years of experience in recruiting across the aerospace, financial services, management consulting and biotechnology industries. She has served as Senior Director of Workplace Planning and Staffing at Millennium Pharmaceuticals, National Director of Recruiting for Ernst & Young's Management Consulting Practice, National Director of Recruiting for KPMG, Manager of Staffing Services for Aetna, and Manager of College Relations for E-Systems, a division of Raytheon.

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

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

A. Opportunities Available for Physicians in the Health Insurance Industry

Teresa Ramos, MD

Dr. Ramos will discuss her successful career transition into the health insurance industry. She will review the types of health insurance products and the impact of the Affordable Care Act. Dr. Ramos will explain the types of positions available for physicians, opportunities for advancement, work style changes, what insurance companies are looking for in a physician, the CV application and interview process, and available compensation. Dr. Ramos will offer physicians practical information and insight into the many benefits of working in the health insurance industry.

Teresa Ramos, MD is lead medical director, northern division Medicare Operations, for Humana Insurance Company. She received her BS from the University of Michigan, and her MD from the University of Illinois College of Medicine. She is a 2010 alumna of the SEAK Non-Clinical Careers for Physicians Conference.

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

Day One, Conference Program: Saturday, October 25, 2014

B. The Physician Inventor: How to Enter the Field While Keeping Your Day Job

John Fisher, MD

Dr. Fisher will explain how to take your idea for a medical device or other invention and patent, raise funds, assemble the right team, test and develop, gain FDA clearance, market and sell directly to physician customers, and achieve an exit by selling out to a large device company. He will demonstrate how this can be achieved while still keeping your day job.

John Fisher, MD is an interventional radiologist in Clearwater, Florida. He is the CEO of Biopsy Sciences. After founding the company in 2001 Dr. Fisher has navigated the company to become a standalone, successful medical device company. With angel seed money of $500,000 and several NIH SBIR phase 1 and phase 2 grants Dr. Fisher and his team were able to develop, patent, file for regulatory clearance and ultimately sell the VMark breast biopsy site marker, Maxi-Cell biopsy needle and the Bio-SEAL lung biopsy site sealant to Angiotech for $19 million in 2007 while completing the SBIR CAP Larta program in California. Following that acquisition the company turned its focus to commercialize the HydroMARK breast biopsy site marker which is now sold in the U.S. and worldwide in over 30 countries through a network of distributors.

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

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

A. Opportunities for Physicians with Consulting Firms: What are the Opportunities, What are the Requirements, and How Do You Land a Position

Phillip Polakoff, MD, MPH

Dr. Polakoff will discuss the numerous and varied opportunities available to physicians with consulting firms. He will explain what physician consultants do, the hiring process, and the salary structure. Dr. Polakoff will offer insight into what consulting firms look for when hiring a physician.

Phillip Polakoff, MD, MPH is a Senior Managing Director and Chief Medical Executive in the Health Solutions practice of FTI Consulting. Dr. Polakoff is involved with clients (both providers and payers) in designing and implementing value based reimbursement initiatives, constructing clinical integration organizations, facilitating physician hospital alignment and structuring population health management programs. Dr. Polakoff's career in healthcare spans thirty-five years and includes product development, network development, care management, organizational and business development, policy formulation, communications and financing.

B. Opportunities for Physicians at Non-Profits

Stephen Wall, MD, SM, MSW

Dr. Wall will discuss the types of non-profits, positions available for physicians, their structures, and the compensation structure. He will explain how and why he transitioned to non-profit work and the opportunities for physicians to improve the lives of large numbers of people. Dr. Wall will offer practical suggestions for physicians on how to apply for, interview, and obtain a position at a non-profit organization.

Stephen Wall, MD, SM,MSW is a pediatrician and neonatologist who serves as Senior Director for Newborn Heath Program Research at Save the Children. For the past 10 years, he has served as a senior technical advisor to Save the Children's Saving Newborn Lives, a global initiative supported by the Bill & Melinda Gates Foundation. At Save the Children, he has overseen global and country-based efforts to improve newborn survival through research and innovation, program implementation, and technical assistance and advocacy for policy change. His work has primarily been focused in sub-Saharan Africa, and South and Southeast Asia. Prior to joining Save the Children, Dr. Wall pursued a career as a neonatologist and researcher at Northwestern University Medical School, and the University of Chicago Pritzker School of Medicine.

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

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

A. Opportunities for Physicians in Medical Administration

Richard Parker, MD

Dr. Parker will discuss the numerous and varied management and administrative non-clinical opportunities for physicians in medical administration. He will explain what physician administrators do, how they positively impact the lives of patients, physicians and personnel, and how to best position yourself for transitioning into this career. He will discuss how to excel at your interview and your new career in medical administration.

Richard Parker, MD is Chief Medical Officer at Beth Israel Deaconess Care Organization, one of the most successful Pioneer ACOs in the United States. He is board certified in internal medicine and is Assistant Professor of medicine at Harvard Medical School. Dr. Parker has extensive experience in medical administration and management for a physician organization with 2,400 physicians in both academic and private practices. He has significant experience in contracting with health plans, group process, negotiation of contracts, and health care economics. Dr. Parker is also a very experienced expert witness and has expertise in end of life care, medical malpractice, care of the mentally ill and electronic medical records.

"Very eye opening as to the number of opportunities available."

"Thank you for organizing this life changing experience."

Day One, Conference Program: Saturday, October 25, 2014

B. Non-Clinical Opportunities for Physicians with Medical Boards

Brian Zachariah, MD, MBA

Dr. Zachariah will explain why it is important to be open-minded in your career search. He will discuss the many non-clinical opportunities for physicians in medical regulation including with medical boards, the office of inspector general, and the attorney general, etc. These positions include: executive director, CMO/medical director, part-time positions, consultants, and ad hoc positions. Dr. Zachariah will discuss the pay structure, hiring process, degrees/credentials, how to land your first position, and the keys to success at your non-clinical position.

Brian Zachariah, MD, MBA is the Chief Medical Coordinator for the Illinois Department of Financial and Professional Regulation, the state agency which licenses and regulates over 45,000 physicians and Physician Assistants in Illinois. Prior to assuming that position in 2011, Dr. Zachariah spent over twenty years in the clinical and administrative practice of Emergency Medicine including at some of the nation's busiest and best known academic medical centers. He has authored over two dozen peer reviewed manuscripts and several book chapters and is a frequent speaker to both medical and lay audiences. Dr. Zachariah attended the 2009 SEAK Non-Clinical Careers for Physicians Conference.

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

Day 2: Conference Program: Sunday, October 26, 2014

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

7:30-8:30 **BREAKOUT SESSION (Choose One)**

A. Opportunities in Pharma for Physicians

Cynthia Cuffie, MD

Dr. Cuffie will provide an overview of the numerous roles and opportunities available for physicians in the pharmaceutical industry, including: clinical research, drug safety, medical and regulatory affairs, and safety boards. She will explain what physicians in each of these areas do on a day-by-day basis, as well as provide information on salary ranges, concentration of jobs, and travel. Dr. Cuffie will provide practical advice and suggestions for positioning yourself to successfully transition into pharma as well as how to land your first position in the field.

Cynthia Cuffie, MD, an endocrinologist, is President of Aspire Educational Associates Corporation, a company that focuses on individual and organizational leadership development, career planning and development, team effectiveness, conflict resolution, communication and work-life balance. Dr. Cuffie spent most of her professional life in pharmaceutical clinical development holding a variety of positions throughout her career, including Vice President of Global Clinical Development-Cardiovascular and Metabolic Diseases and Distinguished Clinical Research Physician of Cardiology, Endocrinology, Dermatology and Women's Health.

B. Successfully Managing Your Career Transition

Mamta Gautam, MD, MBA, FRCPC

Despite choosing a career transition, going through one is never easy. Dr. Gautam will discuss the myth of the "job for life," will explain the reasons to consider career transition, and will highlight potential barriers and enablers. She will address opportunities and options for change, timing of the change, and the psychological aspects of transition. Dr. Gautam will use vignettes and case studies and will offer tangible advice and practical steps for attendees to consider.

Mamta Gautam, MD, MBA, FRCPC is a physician, and President of PEAK MD, Inc., a company that specializes in leadership resiliency, and keeping well professionals well. Dr. Mamta Gautam is a pioneer in the field of Professional Health and Wellbeing. A clinical professor at the University Of Ottawa Faculty Of Medicine, she has also worked as a psychiatrist in Ottawa, Canada for over 20 years. Hailed as the "The Doctors' Doctor", physicians have made up her entire patient population. Dr. Gautam founded the University of Ottawa's Faculty of Medicine Wellness Program, which served as the template for Canadian Medical Association Center for Physician Health and Wellbeing. In 2008, she founded the International Alliance on Physician Health, bringing together experts worldwide to collaborate on work in this area. Dr. Gautam is also an executive career coach for physicians, assisting them with leadership development and career transitions.

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

8:40-9:40 **BREAKOUT SESSION (Choose One)**

A. Medical Writing Opportunities for Physicians

Mary Chandler, MD

Dr. Chandler will discuss the numerous part-time and full-time medical and scientific writing opportunities and other careers in the pharmaceutical industry available for physicians, including: medical writing, biostatistics, regulatory affairs, medical monitoring, and sales. She will describe her personal journey from clinical practice to full-time freelance medical writing and will discuss the required skills and the challenges physicians may face.

Mary Chandler, MD is the owner of Bellevue Biomedical Consulting, a medical and scientific writing company in Bellevue, Washington. She received her MD from Duke University School of Medicine and her MS in biostatistics from the University of Southern California. Dr. Chandler's experience includes ten years of medical writing, nine years in private medical practice, eight years as a biostatistician and project director for pharmaceutical and academic endeavors, independent management of numerous writing projects, and coaching for other writers.

— See page 2 to register or visit www.seak.com —

Day Two, Conference Program: Sunday, October 26, 2014

B. Opportunities for Physicians in Informatics

Thomas Osborne, MD

Dr. Osborne will explain the numerous opportunities for physicians in the rapidly growing field of medical informatics. He will discuss whether physicians need specialized training, expertise, and experience to break into the field. Dr. Osborne will discuss the varied duties of informatics physicians, compensation, and how these physicians are making a difference in the lives of patients. He will offer practical insight and suggestions for obtaining your first position.

Thomas Osborne, MD is director of medical informatics of Virtual Radiologic, the largest radiology practice in the world. He obtained his BA from the University of California Santa Barbara, and his MD from Dartmouth Medical School. Dr. Osborne is a subject matter expert for the US Department of Defense and Department of Veteran's Affairs.

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

9:50-10:50 **BREAKOUT SESSION (Choose One)**

A. How To Leverage LinkedIn To Transform Your Career!

Donna Serdula

Ms. Serdula will explain and demonstrate how physicians can use LinkedIn to build their career network and brand to assist with their career transition. She will show attendees how to optimize their LinkedIn profile to attract employers, recruiters, and other new professional career opportunities. Ms. Serdula will offer practical advice on how to use social media to help achieve your successful career transition.

Donna Serdula LOVES LinkedIn. She is the author of the popular book, *LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile*. It was back in 2009 she decided to break free from corporate America and set out on her own path. She started Vision Board Media with the goal to help business and individuals leverage the Internet in their quest to market themselves. Donna is the foremost expert in LinkedIn profile optimization. She founded LinkedIn-Makeover.com where she helps individuals from around the world brand themselves successfully using LinkedIn. Donna has appeared on Sirius XM Radio, NBC, and many other news outlets.

B. Opportunities for Physicians in Venture Capital

Robert Mittendorff, MD

Dr. Mittendorff will provide an overview of the venture capital industry and the role that physicians can and do play in it. He will explain the opportunities both full-time and as a part-time consultant that physicians can play for venture capital firms considering investments in healthcare, medical services, and devices. Dr. Mittendorff will discuss compensation and what physicians working at venture capital firms do on a daily basis. He will explain what venture capital firms look for when hiring physicians and offer advice on how to break into the industry.

Robert Mittendorff, MD is Vice President at Northwest Venture Partners where he focuses on investing capital in venture and growth opportunities in healthcare. At NVP, Robert has been involved in investments in the medical device (IntersectENT), diagnostics (iRhythm), healthcare services, consumer health (Misfit Wearables), and healthcare IT (Health Catalyst) sectors. Prior to NVP, Robert was the VP of Marketing and Business Development at Hansen Medical Inc. (Nasdaq: HNSN). During his tenure, he launched multiple products, including the Magellan and Sensei X robotic systems. As a corporate officer, Robert also led the Company's partnerships with GE, Siemens, Philips and St. Jude Medical and executed transactions totaling over $100M. Robert is also a board certified emergency physician who completed his residency training at Stanford. Robert received his M.D. from Harvard Medical School and his M.B.A. from Harvard Business School.

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

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

A. How to Build a Successful Non-Clinical Consulting Practice-Risks and Success Factors

Jonathan Burroughs, MD, MBA, FACHE, FACPE

Dr. Burroughs will discuss the numerous consulting opportunities available to physicians outside of clinical practice. He will explain the benefits and downsides of consulting internships and the skills and core competencies that successful physician consultants have in common. Dr. Burroughs will review the varied industries available to physician consultants and will offer practical advice on how to get started and obtain work as a successful physician consultant.

Jonathan Burroughs, MD, MBA, FACHE, FACPE is President and CEO of The Burroughs Healthcare Consulting Networking, Inc. and works with some of the nation's top healthcare consulting organizations to provide "best practice" solutions and training to healthcare organizations throughout the country in the areas of governance, physician-hospital alignment strategies, credentialing, privileging, peer review, and performance improvement/patient safety, medical staff development planning, strategic planning, and physician performance and behavior management. Dr. Burroughs is a former Senior Consultant and Director of Education Services for The Greeley Company where he was rated as one of their top healthcare consultants and educators over an 8 year period.

"Invaluable resource for me at this time of my life, has given me many of the tools I need to move my transition to non-clinical medicine."

Day Two, Conference Program: Sunday, October 26, 2014

B. Non-Clinical Opportunities for Physicians in the Government

John Piacentino, MD, MPH

Dr. Piacentino will review the career opportunities for physicians in the CDC, NIOSH, HHS, and other federal departments and agencies. He will discuss how physicians can make a difference when working in the government. Dr. Piacentino will offer practical suggestions for physicians desiring to obtain a position in the government.

John D. Piacentino, MD, MPH is the Associate Director for Science for the National Institute for Occupational Safety and Health (NIOSH), Centers for Disease Control and Prevention. His current focus is on advancing science excellence by promoting the health, integrity, and quality of science throughout the Institute. Dr. Piacentino also provides medical expertise and consultation to the NIOSH Director, Directors of the NIOSH Divisions, Laboratories and Offices, and others with an interest in the health and safety of workers. Prior to his employment at NIOSH, Dr. Piacentino worked for the United States Department of Labor, Occupational Safety and Health Administration. His activities included providing medical support for enforcement cases of national significance, working on Agency standards and providing medical expertise on emerging issues, such as nanotechnology and emergency preparedness. Dr. Piacentino received his Doctor of Medicine from Temple University, followed by the completion of an Internal Medicine residency at Temple University Hospital.

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

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

A. MBA: What They Do and Do Not Teach You in Business School

Kenneth Cohn, MD, MBA

Dr. Cohn will discuss the pros and cons of physicians transitioning out of clinical medicine obtaining their MBA. He will explain what you really learn in business school and how the utility of an MBA will be tied to your non-clinical career niche. Dr. Cohn will offer practical suggestions and advice to physicians considering obtaining an MBA.

Kenneth Cohn, MD, MBA is a consultant in the area of physician-hospital relations and co-instructor of the SEAK Physician Consulting Course. To the best of his knowledge, Dr. Cohn is the only practicing general surgeon/MBA in the US who speaks, consults, writes, and teaches about physician-hospital relations. Dr. Cohn is an adjunct professor of management at New England College and CEO of HealthcareCollaboration.com, which works with disgruntled doctors and hospital leaders to improve clinical and financial performance. Dr. Cohn received his BA from the University of Rochester, his MD from Columbia, and his MBA from the Amos Tuck School at Dartmouth. Dr. Cohn is the author of Better Communication for Better Care and Collaborate for Success! and the Editor of The Business of Healthcare and Getting It Done.

B. What is a Medical Science Liaison and How to Become One: Opportunities for Physicians

Samuel Dyer, Ph.D.

Dr. Dyer will define what is a Medical Science Liaison and share his global insights on what MSLs do including typical activities and responsibilities as well as how much they are paid. He will also share how to break into the role including interview tips. Dr. Dyer will offer practical suggestions and advice for physicians considering transitioning into a Medical Science Liaison position and what mistakes to avoid.

Dr. Samuel Dyer is the CEO and Chairman of the Board of the Medical Science Liaison Society and has over 13 years of international MSL experience. During his career, he has managed MSL teams and operations in over 60 countries across the United States, Canada, Europe, Africa, the Middle East, Australia, and New Zealand. He has facilitated the successful launch of pharmaceutical and medical device products for both Fortune 500 pharmaceutical companies and small biotechs. Dr. Dyer has coached, interviewed, and reviewed the CVs of countless MSL candidates. His insights and guidance have resulted in numerous physicians successfully breaking into their first MSL role. Dr. Dyer has written extensively on the Medical Science Liaison role, including numerous published articles, benchmark studies, and reports. He has also been a speaker at several global conferences presenting various MSL topics, including creating teams, management, global trends, and the metrics used to measure performance. Dr. Dyer has also been sought out as a consultant for a number of pharmaceutical and management consulting companies on MSL projects. He is also the author of the recently published book *Medical Science Liaison Career Guide: How to Break Into Your First Role*.

2:00-2:10 Break and Networking Opportunity

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

A. Opportunities for Physicians in Public Health: Impact of ACA

Daniel Derksen, MD

Dr. Derksen will discuss the numerous non-clinical opportunities for physicians in the fast growing field of public health. He will explain the interdisciplinary nature and politics of public health, whether physicians need additional degrees or training, and the compensation available to physicians. Dr. Derksen will explain the impact physicians can have in health policy and public health, and offer ideas about how to obtain your first position in public health.

Daniel Derksen, MD is the Walter H. Pearce Endowed Chair & Director of the Center for Rural Health (CRH), and Professor & Chair of the Public Health Policy and Management section at the University of Arizona's Mel and Enid Zuckerman College of Public Health. As CRH Director, he oversees the State Office of Rural Health, the Rural Hospital Flexibility Program, and the Small Rural Hospital Improvement Program. Dr. Derksen completed a Robert Wood Johnson Health Policy Fellowship in 2008 with U.S. Senator Jeff Bingaman. He researched and drafted federal legislative provisions to improve the nation's supply and distribution of the health workforce that were included in Title V of the "Patient Protection and Affordable Health Care Act." Dr. Derksen was president of the New Mexico Medical Society in 2009 and worked on medical homes legislation for the state's Medicaid programs, which was signed into law (HB 710).

Conference Program: Sunday, October 26, 2014

B. Opportunities for Physicians as a Clinical Investigator/Educator

Stephanie Garrett, MD, CHPE, FACP

Dr. Garrett will discuss the non-clinical opportunities for physicians available as a clinician investigator/educator. She will explain the day to day duties, the significance of research, and how physician clinician investigators/educators make a difference in the lives of patients and the public. Dr. Garrett will offer practical suggestions for interviewing potential mentors and obtaining your first grant funding to transition you toward becoming a clinician investigator/educator.

Stephanie Garrett, MD, CHPE, FACP is an associate professor in the department of family medicine, at Morehouse School of Medicine as well as clinician investigator/educator with an emphasis on research. She received her BA from Kenyon College, her MD from the Wright State University School of Medicine, and completed a Geriatric Medicine fellowship at the University of Chicago. She received additional training from the CDC and from the University of Louisville in biostatistics, research methods, and clinical epidemiology. Dr. Garrett performs peer reviews and mentors other physicians with their career development.

Registration is limited. Please see page 2 to register or visit 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!"

Preconference Workshop: How to Supplement Your Clinical Income with Lucrative Home-Based Work

NEW!

Thursday, October 23, 2014
Crowne Plaza Chicago O'Hare Hotel & Conference Center, Rosemont, IL

Executive Summary

There are numerous proven categories of home-based work that you can perform to significantly (and often dramatically) supplement your clinical income. This survey course provides an introduction to: niche consulting, writing/teaching, medical-legal consulting (expert witnessing and IMEs) and performing file reviews. For each of the above activities physicians will learn about the advantages and disadvantage of the work, what exactly physicians are expected to do, how much the work can pay, how to obtain the work, and how to excel at the work. In addition, for each of the above activities physicians will learn how to use their work to position themselves for high paying non-clinical jobs.

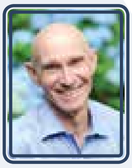
At the completion of this dynamic interactive workshop you will be able to:

- Identify the lucrative home-based supplemental income opportunities that are the best fit for your experience, knowledge and interests.
- List potential niches in which you could serve as a consultant.
- Explain ways to monetize your subject matter expertise through teaching and writing.
- Describe how and why physicians are called upon to perform file reviews and what is involved in doing this work.
- Explain the most common ways physicians can earn supplemental income through Medical-Legal Consulting
- Calculate your supplemental income potential from niche consulting, writing, teaching, file review consulting, and medical-legal consulting.
- Form and prepare an action plan to supplement your clinical income with lucrative home-based work.
- Explain how niche consulting, writing, teaching, file review consulting, and medical-legal consulting can position a physician for full time non-clinical employment.

Registration Information:

Tuition is $495. Tuition includes a valuable seminar manual, continental breakfast and lunch with faculty, coffee breaks, and a unique learning experience. To register, please use the form on page 2 or visit www.seak.com.

Faculty



Steven Babitsky, Esq., is a former trial lawyer who has trained thousands of physicians. He is an expert on consulting. Steve is the creator of and trainer for SEAK's highly acclaimed income supplementation training courses for physicians *How to Start, Build, and Run a Successful Consulting Practice* and *How to Start, Build, and Run a Successful Disability and File Review Practice*. Steve is himself a highly sought after consultant in the fields of negotiation, expert witness preparation and expert witness practice management and development. In addition, Steve is the co-creator of SEAK's National Directory of Medical File Review Consultants (www.filereviewconsultants.com) – which lists over 500 physicians who perform file reviews.

James J. Mangraviti, Jr., Esq. is the co-author of 27 non-fiction books whose cumulative sales have totaled several million dollars. Jim's books have been published by major publishers such as St. Martins, Aspen, Wiley, and Wolters Kluwer as well being self-published through SEAK, Inc. Jim is also a prolific teacher. He has designed and taught well over 150 continuing education courses for physicians, engineers, accountants, and other professionals. Jim is an expert on expert witnessing. He is a co-founder of SEAK's National Directory of Expert Witnesses (www.seakexperts.com) and has trained thousands of expert witnesses. Jim designed and teaches SEAK's highly acclaimed courses *How to Start, Build and Run a Successful Expert Witness Practice* and *How to Be an Effective Expert Witness*. Jim also maintains an active consulting practice where he works primarily with expert witnesses.

Here's what your colleagues who have attended SEAK's Income Supplementation Training have to say:

"Opened my eyes to entirely new avenue of possibilities."

"Just got another client. I am now having trouble keeping up with everything. If it continues this well I will quit clinic completely."

"Over the past few years since I started going to SEAK conferences, I have been doing about 12-16 cases a year, 50/50 plaintiff/defense, and earning 100K a year. With declining reimbursements, this has helped me immensely."

"I wish to thank you for your seminars. I have made wonderful (and profitable) business relationships with local attorneys after attending two SEAK seminars a few months ago."

How to Supplement Your Clinical Income with Lucrative Home-Based Work

NEW!

Thursday, October 23, 2014
Crowne Plaza Chicago O'Hare Hotel & Conference Center, Rosemont, IL

8:00–8:30 REGISTRATION & CONTINENTAL BREAKFAST

8:30–10:30 Niche Consulting

A proven way to either supplement your income or transition out of a clinical career is to serve as a consultant. Consulting can be highly lucrative, most of the work can usually be done from a home office and overhead, start-up costs and risks are small. Best of all, consulting can be used to test the waters and position yourself for a new career. In this segment, attendees will be given an overview of serving as a niche consultant. Topics addressed include identifying the best consulting niches, setting (and collecting) your fee, marketing, and pleasing the client. **Questions and Answers.**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY

10:45–12:00 Writing/Teaching

Writing and teaching can be personally, professionally, and financially rewarding. In this segment physicians will learn how monetize their subject matter expertise through teaching and writing. Topics covered include evaluating writing ideas, how to price and sell your work, how to obtain teaching assignments, how to produce the highest quality work, and how to market yourself. In addition, attendees will learn how to use their teaching and writing experience to position themselves for a high paying non-clinical job and/or land high-end consulting assignments. **Questions and Answers.**

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

1:00–2:30 File Review Consulting

Disability and file review consulting is a growing and lucrative field. In this segment the faculty will explain what file reviewers do and the specific types of matters physicians will typically be called to work on (e.g. disability reviews, utilization reviews, pre-authorizations, chart reviews, peer reviews, and medical necessity reviews). Physicians will be introduced to the marketplace for file reviews including who typically hires physicians, how to obtain this work, how much it pays, and how to excel at this work such that they can obtain repeat business. **Questions and Answers.**

2:30–2:45 BREAK AND NETWORKING OPPORTUNITY

2:45–4:30 Medical-Legal Consulting

In this segment the attendees will be introduced to the extremely lucrative opportunities available serving as an expert witness or independent medical examiner. Physicians who serve as expert witnesses typically bill themselves out at $500+ per hour. Successful expert witnesses and independent medical examiners can earn $100,000 per year extra by devoting a few hours per week to medical-legal consulting. In this segment attendees will learn what expert witnesses and IME examiners do, what they don't do, which clinicians are best positioned to perform this work, the drawbacks associated with this type of work, and what they would need to do to start serving as a medical-legal consultant. **Questions and Answers.**

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

Friday, October 24, 2014

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:

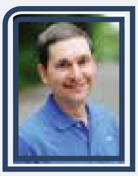
- Identify and persuasively articulate your strongest, most marketable skills.
- Determine what specific career options are available to physicians with your preferences, values, and skills.
- Learn what non-clinical careers are the best fit to your personality.
- Nail your job interviews.
- Understand 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)

Michael J. McLaughlin, MD is co-founder of Peloton Advantage, a medical communications company. He received degrees from Harvard College and Columbia University. 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 (PRNresource.com), a free resource 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.* He wrote the medical thriller, *Extinction*, and launched the free online version of Dr. N. Michael Caputo's innovative and controversial story, *The Satin Strangler Blogs* (TheSatinStranglerBlogs.blogspot.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) 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.

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

Friday, October 24, 2014
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**

11th 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 1,800 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"

How to Earn Money as a Physician Writer NEW!

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Saturday-Sunday, September 20-21, 2014

Executive Summary: Writing is an enjoyable and low stress way for physicians to supplement their income. Writing can be done from home at hours of your own choosing and what you learn while writing often makes you a better clinician. In this unique seminar SEAK will orient you to three different avenues to making money as a physician writer: Self-Publishing, Traditional Publishing, and Freelance Technical Writing. In addition, the faculty will show attendees how to leverage their writing to obtain lucrative lecturing and consulting assignments. All attendees will leave with an action plan on how they can start earning money as a physician writer. **This course will only be offered once in 2014.**

WHAT YOU WILL ACCOMPLISH BY ATTENDING

- Understand four viable avenues for supplementing or replacing your income through writing
- Get feedback from experts on your potential writing ideas
- Avoid common pitfalls and jumpstart your writing career
- Learn proven techniques for promoting yourself and your writing
- Appreciate what sells, what doesn't sell and why this occurs
- Learn how to get paid the maximum amount for your writing
- Develop a personalized action plan to get started

Continuing Education Information:
SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of *14 AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Registration Information:
To register, please use the form on page 35. The $1,295 tuition includes continental breakfast and lunch with faculty each day and a printed conference manual. All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Deposition: How To Be An Effective and Ethical Witness* (a $104 value).

Distinguished Faculty:

Sorche Elizabeth Fairbank established Fairbank Literary Representation in 2002. Since then, Ms. Fairbank has had the pleasure of working with a wide, dynamic list, representing multiple best-selling authors, Pulitzer Prize finalists and winners, Edgar recipients, award-winning journalists, and of course her favorite kind of client, the first-time author. Her author/ doctor in the spotlight is Dr. Raoul Wientzen and his debut novel *The Assembler of Parts*, a Kirkus Best Book of 2013. In addition to her agenting duties, Ms. Fairbank can be found teaching courses and giving seminars and lectures on the elusive art of the query letter and other such writing/publishing courses. Updated information on Fairbank Literary can be found at www.publishersmarketplace.com/members/SorcheFairbank/.

James J. Mangraviti, Jr., Esq. is the co-author of 27 books. He has had books published by Wolters Kluwer, Aspen, St. Martins, Wiley and Apress. In addition, he has self-published numerous books through his company, SEAK, Inc. Mr. Mangraviti's titles have generated sales of several million dollars and have helped him to launch, expand, and nurture a successful career in lecturing, customized training and consulting. One of his consulting specialties is showing physicians how to supplement their income. Mr. Mangraviti currently serves as Principal of SEAK, Inc. He received his JD *cum laude* from Boston College Law School and his BA *summa cum laude* from Boston College.

Lloyd Zimmerman, MD, MPH, received his MD from Ross University School of Medicine and his MPH from New York Medical College. As the head of Zimmerman Medical Communications (zimmermanmedicalcommunications.com), he has written extensively for both domestic and international clients on a variety of critical therapeutic health care disciplines, including cardiovascular medicine, gastroenterology, metabolic disease, neurology, obstetrics/gynecology, oncology, psychiatry, pulmonology, rheumatology, and urology. Currently, Dr. Zimmerman is an active member of several professional medical writer associations, including Science Writers in New York (SWINY) and the American Medical Writer Association (AMWA). Presently, he is the regional chapter Treasurer for the Empire State-Metropolitan New York Chapter of AMWA.

Registration is Limited. Register Today.

How to Earn Money as a Physician Writer NEW!

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Day One (Saturday, September 20, 2014)

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00–8:30 The faculty and attendees will introduce themselves.

PART I: SELF-PUBLISHING

8:30–9:15 Why Self-Publishing May Now Be Your Smartest Option
Self-publishing had traditionally been a poor option for authors who were looking to make money from their books, with many readers looking down on "vanity presses" and self-published books. Those days are now long gone. The internet, print on demand, modern word processors and graphic design software, the demise of many brick and mortar bookstores and the explosion of e-books have made self-publishing in many cases your best bet to maximize earnings from writing a book. In this segment the faculty will explain the advantages and disadvantages of self-publishing and will provide case studies of selected self-published authors. **Questions and Answers.**

9:15–10:30 How to Self-Evaluate Your Idea
Writing and publishing your book are ambitious undertakings. Before doing so, it is a best practice to take a hard look at what you are proposing. In this segment the faculty will provide a step-by-step protocol for critically evaluating your book idea including: feasibility of marketing, competition, delivering exceptional quality, pricing power, availability of distributors, follow-on revenue, and printing costs. Through interactive exercises the faculty will provide feedback on proposed book ideas from the attendees. **Questions and Answers.**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY

10:45–11:15 How to Make Your Book Look Professional – Editing, Layout, Cover Design
A professional final product is a must. In this segment the faculty will provide suggestions for getting the proper assistance for producing a book that reads well and looks professionally laid out. Different options for performing this work will be explored. **Questions and Answers.**

11:15–12:00 Printing Options: Traditional Printing, Print on Demand, & E-Books
The faculty will explain the advantages and disadvantages of three major options for producing your book – bulk printing, printing on demand, and e-books. The advantages and disadvantages of each will be explained. The authors will also provide practical suggestions for finding the best vendor for assisting with printing and negotiating the best price. Sample printing request for proposals, printing quotes, and contracts will be provided. **Questions and Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 Promoting Yourself and Your Book
If you want your self-published book to sell, you need to be able to promote it. In this segment the faculty will explain numerous strategies for selling your book including: distributors, publicity, generating positive word of mouth, pricing, building buzz, teaching, direct marketing, blogging, speaking, giving interviews, networking, choosing the correct title, and search engine optimization. The faculty will lead an interactive exercise in which attendees are asked to create and discuss marketing plans for their self-published books. **Questions and Answers.**

1:45–2:30 Leveraging Your Writing to Build or Expand a Consulting Practice and/or Your Clinical Practice
The real return on self-publishing is often not in the sales of the book itself. The benefits, in addition to the income from sales, often comes from the ancillary income possible from teaching, consulting or your clinical practice resulting from your having "wrote the book on a topic." The faculty will provide several examples of how authors have used their books to increase their clinical income or support their teaching and consulting practices. The faculty will conduct an interactive exercise where attendees will be asked how they intend to leverage their book ideas to produce significant ancillary income. **Questions and Answers.**

2:30–2:45 BREAK AND NETWORKING OPPORTUNITY

PART II: PUBLISHING WITH TRADITIONAL PUBLISHERS

2:45–3:45 What Publishers are Looking for – Book Ideas that Sell
Physicians commonly publish both non-fiction and fiction. The faculty will provide an overview and insights for what sells for each of the numerous popular types of fiction and non-fiction works including: trade, textbooks, self-help, thrillers, romance, sci-fi, and childrens. For each type of literature the faculty will explain what sells and what does not. The faculty will explain what now drives the publishing industry and what publishers are most interested in. The faculty will provide numerous examples of works of fiction and non-fiction authored by physicians and of successful physician authors.
Questions and Answers.

3:45–5:00 How to Find the Right Agent and Draft a Killer Query Letter
Success with traditional publishers is often heavily dependent on finding the right agent. In the segment the faculty will explain what a good agent does and does not do. Faculty will provide a step-by-step process that helps research, query, and land a motivated agent. The faculty will explain how to write an irresistible query letter. Sample query letters will be provided. The faculty will then conduct a group exercise where attendees will be asked to pitch their books in less than sixty seconds. Feedback will be provided to each attendee who makes a pitch. Finally, the faculty will give practical tips for how to be a good client and get the most out of your agent. **Questions and Answers.**

Registration is Limited. Register Today.

SEAK 2014 Physician Training

How to Earn Money as a Physician Writer NEW!

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day Two (Sunday, September 21, 2014)

6:30–7:00 CONTINENTAL BREAKFAST WITH FACULTY

7:00–8:00 How to Write Book Proposals That Sell

The faculty will explain in a step-by-step fashion how to write a marketable book proposal. Sample book proposals will be included. The faculty will also discuss the biggest mistakes authors make when writing book proposals and will explain how to avoid each of these. The faculty will conduct an interactive exercise where attendees will be asked to outline a book proposal and submit their proposal to the faculty and class for feedback. **Questions and Answers.**

8:00–9:00 The Business Side of Traditional Publishing - Contracts & Royalties

In this section the faculty will explain the issues a typical publishing contract will address including territory, term, royalties, advances, payment schedules, competing works, illustrations, warranties and representations, copyright, marketing, foreign rights, titles, and termination. Sample publishing contracts will be provided. **Questions and Answers.**

9:00–9:15 BREAK AND NETWORKING OPPORTUNITY

PART III: TECHNICAL WRITING

9:15–10:15 Freelance Technical Writing – Opportunities Available

The faculty will provide an overview of the many varied types of technical writing which physicians are called upon to perform including: abstracts, posters, marketing materials, editing, CME material, training material, presentations/slides, proposals, regulatory documents, scripts, web content, news articles, materials for the pharmaceutical industry, and white papers. For each of these areas the faculty will explain what the work consists of and who would typically hire the physician to perform the work. **Questions & Answers.**

10:15–10:45 What Clients are Looking for From Freelance Medical Writers and How You Can Deliver It

It is critical to understand what clients are looking for in freelance medical writers. In this segment, the faculty will provide numerous tips and suggestions for excelling at technical medical writing. The faculty will also provide tips for earning repeat and word of mouth business. **Questions & Answers.**

10:45–11:00 BREAK AND NETWORKING OPPORTUNITY

11:00–11:30 How to Gain Experience, Build Your Resume, and Make Yourself More Attractive to Potential Clients

The more attractive you are to potential clients, the easier it will be to obtain freelance work. In this segment the faculty will provide fifteen practical suggestions as well as numerous tips for gaining experience and making yourself attractive to potential clients. Case studies will be provided. **Questions & Answers.**

11:30–12:00 Using Your Subject Matter Expertise and Experience to Land Freelance Writing Assignments

Subject matter expertise can be used secure writing assignments and to win business over more experienced writers. In this segment the faculty will give examples of how and why subject matter expertise can be used to give you a competitive advantage. The faculty will lead an interactive discussion and give you practical suggestions for how attendees can develop and take advantage of niche subject matter expertise by targeting the appropriate referral sources.

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–2:00 The Business of Freelance Writing – Landing Your First Clients, Negotiating Your Rates, Collecting Fees, and Marketing Your Services

The faculty will provide numerous suggestions you can immediately use to break into this field. The faculty will also explain how to set and negotiate your rates, how and when to collect your fees, and how to market your services to both new and existing clients. **Questions & Answers.**

PART IV: MAKING IT HAPPEN

2:00–2:30 Conclusion – Your Action Plan to Start Earning Money as a Physician Writer

The attendees will work together with faculty to draft a concise action plan that they will now be doing to succeed as a physician writer. Volunteer attendees will share their plans with the faculty for feedback. **Questions & Answers.**

Registration is Limited. Register Today.

How to Become a Successful Physician Inventor: Bringing Your Ideas to Market

NEW!

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Thursday-Friday, September 18-19, 2014

Executive Summary: Physician inventors have improved the lives of patients, saved lives, and been handsomely rewarded for their efforts. Attendees will be taught how to supplement their clinical income by bringing one or more of their physician invention ideas to market. This hands-on intensive workshop will show physicians how to critically evaluate their invention ideas and take the steps necessary to bring one or more of them to market. Emphasis will be placed on the practical needs of the new physician inventor and getting them up to speed on what they need to know to proceed with their inventions. At the conclusion of the course each attendee will have a detailed protocol and plan to bring their idea to market. **This course will only be offered once in 2014.**

Learning Objectives

After attending this course you will be able to:

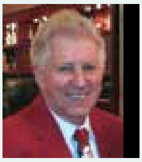
- List the steps required to turn your idea into an invention and bring it to market
- Develop a protocol for looking at problems you encounter at work and turning them into potential inventions
- Explain the 10 step process for determining if your idea is a good one for an invention
- Describe the new patent law and how you can use it to protect your idea/invention
- Explain how to deal with Non-Disclosure Agreements(NDA's) and how to use them to protect your idea
- Describe how and when you might need a prototype and how to obtain one
- Calculate how much money you can make licensing or selling your invention
- Describe the resources available to you and what assistance (e.g. patent lawyers, etc.) you want on your team
- Develop a 6 month action plan to successfully bring your idea/invention to market

Continuing Education Information: SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of *14 AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Registration Information:

To register, please use the form on page 35. The $1,295 tuition includes continental breakfast and lunch with faculty each day and a printed conference manual. All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Deposition: How To Be An Effective and Ethical Witness* (a $104 value).

Distinguished Faculty:



Peter J. Wilk, MD is a successful serial physician inventor. He received his BA from Yale University and his MD from New York Medical College. He is a board certified surgeon and a former assistant professor of surgery at Albert Einstein College of Medicine. He has founded and owned four patent development corporations and has over 150 medical patents and over 50 other patents. Some of his medical inventions which have been licensed include: self locking suture, endoscopic/laparoscopic stapler, endoscopic/laparoscopic suture, laparoscopic specimen retrieval device, laser plume suction devices, robotic laparoscopic surgery, laparoscopic abdominal wall lifting devices, endoscopic/laparoscopic cauterization snares with attached retrieval device, flexible laparoscopic instruments, laparoscopic retractors, dissolvable needles with dip, endovascular bypass graft with holes, and intrapericardial assist device, as well as many others. Dr. Wilk enjoys teaching physicians and others about inventing and patents.

Steven G. Saunders, Esq. is a partner at Sunstein and Vice Chair of the Patent Practice Group. With a particular focus on developing high value intellectual property portfolios, Steven's practice includes patent preparation and prosecution, product clearance, portfolio development and evaluation, intellectual property litigation, interpartes review, reexamination, and licensing. He also conducts extensive intellectual property due diligence analyses prior to mergers, acquisitions, or venture capital or angel investments. Steven also is an angel investor and active participant in the angel investor community. He hears dozens of presentations from early stage entrepreneurs each year and regularly conducts extensive due diligence on potential target companies, analyzing both their core businesses and their intellectual property issues. Steven has delivered numerous lectures on intellectual property and its impact on business at Massachusetts Institute of Technology, Boston University, Boston College, and Northeastern University. Steven also has served as an advisory board member for a number of innovative start-up companies, refining their business and management strategy, and helping them raise money from angel investors and venture capitalists.

Steven Babitsky, Esq., is the President and founder of SEAK, Inc., a continuing education, training, consulting, and publishing firm. He is the co-author of the book *Non-Clinical Careers for Physicians* (www.nonclinicalcareers.com) and has trained thousands of physicians over the past 30 years. Steve has served as a consultant for many years in the fields of marketing, business development, witness preparation, risk management, and negotiation. He is an expert on medical-legal consulting and has co-authored numerous books in this field and has worked one on one with numerous physicians to help them expand their consulting practices. He was a personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. Steve is the co-creator of How to Become a Successful Physician Inventor: How to Bring Your Ideas to Market.

How to Become a Successful Physician Inventor: Bringing Your Ideas to Market   NEW!

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day One (Thursday, September 18, 2014)

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00–8:30 Introduction to Physician Inventing
Attendees will be provided with an overview of physician inventing and what it will take to successfully bring your idea to market. The importance and need for patents will be introduced. **Questions and Answers**

8:30–9:00 How to Spot Opportunities for Inventions
Faculty will discuss and provide examples of how physicians have turned problems they have encountered in clinical practice into successful inventions. **Questions and Answers**

9:00–9:45 How to Tell if Your Invention Idea Is a Good One: The 10 Step Process
Faculty will discuss and explain with specific examples the 10 step process that all physicians should go through to analyze their idea. A discussion of viability, market size, competing products, potential profit, purchases, and cost-effectiveness will be presented. **Questions and Answers**

9:45–10:15 Does Someone Else Already Have a Patent?
Faculty will explain how physicians, before spending money on lawyers and patents, can perform a quick search to see if others have already patented their idea. Faculty will demonstrate the quick search process for attendees. **Questions and Answers**

10:15–10:30 BREAK AND NETWORKING OPPORTUNITY

10:30–11:00 Provisional Patents
Faculty will discuss the recent changes in the patent law and the pros and cons of filing a provisional patent to protect your idea. Faculty will demonstrate and explain what should and should not be included in your provisional patent. **Questions and Answers**

11:00–11:30 Non-Disclosure Agreements (NDAs)
This segment will focus on the use of non-disclosure agreements (NDAs) to protect yourself and your idea. Faculty will provide examples of NDAs and explain the traps for unwary. **Questions and Answers**

11:30–12:00 Do You Need a Prototype?
Faculty will discuss the advantages and disadvantages of creating a prototype of your invention. Attendees will learn how to obtain a prototype in an efficient, safe, and cost-effective manner. **Questions and Answers**

12:00–1:00 LUNCH PROVIDED WITH FACULTY

1:00–2:00 Case Studies of Physician Inventions
In this segment faculty will take the attendees through several successful physician inventions from idea formulation through product launch. **Questions and Answers**

2:00-3:00 The Biggest Mistakes Physician Inventors Make and How to Avoid Them
Faculty will utilize their many years of experience to point out the mistakes physician inventors typically make. Attendees will learn specific techniques and checklists to avoid these mistakes. **Questions and Answers**

3:00–5:00 Making Money from Your Invention
Faculty will discuss the various ways physicians can benefit financially from their inventions. The pros and cons of licensing, sale, and starting your own company will be explored in detail. Attendees will be presented with some of the more successful physician inventions and the amounts of money generated by their invention. **Questions and Answers**

Registration is limited. Register Today! To register, please see page 35.
Please see page 35 for Special Early Registration Bonus!

How to Become a Successful Physician Inventor: Bringing Your Ideas to Market

NEW!

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day Two (Friday, September 19, 2014)

6:30–7:00 CONTINENTAL BREAKFAST WITH FACULTY

7:00–7:30 Do You Have the Time?

Faculty will have a frank discussion with attendees about the time and effort they will have to devote to successfully bring their idea to market. A timeline for the invention cycle will be offered to attendees. **Questions and Answers.**

7:30–8:45 What Every Physician Inventor Needs to Know About Patent Law

Faculty will present an intensive tutorial on what every physician inventor needs to know about patent law. Faculty will emphasize the practical application of the law to the decision making process of the physician inventor. **Questions and Answers.**

8:45–9:00 BREAK AND NETWORKING OPPORTUNITY

9:00–10:00 Financing Your Invention

Faculty will present alternative methods for financing your invention, including: self-funding, investors, venture capital, etc. The issues of undercapitalization, maintaining control, and when and how to seek financial assistance will be addressed. **Questions & Answers.**

10:00–10:45 One Stop Shopping

Faculty will discuss the advantages and disadvantages of companies and incubators, both in the public and private sector, who can help bring your idea to market. Attendees will learn the red flags to look out for in these relationships. **Questions & Answers.**

10:45–11:00 BREAK AND NETWORKING OPPORTUNITY

11:00–12:00 Who are the Big Players and How Do They Operate?

Faculty will discuss the ten major licensors and purchases of physician inventions and will explain their corporate culture, use of NDAs, track records of success, and methods of operation. Key players and their roles will be explained. **Questions & Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:30 Finding the Right Lawyer

Faculty will explain the attributes physicians will want to look for in their patent lawyer. A questionnaire will be presented to attendees to help them successfully interview counsel. **Questions & Answers.**

1:30–1:45 Resources for Physician Inventors

Faculty will review the numerous resources available to physician inventors to assist them in bringing their idea to market. **Questions & Answers.**

1:45–2:30 Your Action Plan

Attendees with the assistance of the faculty will develop their personal action plan for 3 months, 6 months, and one year for bringing their idea/invention to market. **Questions & Answers.**

Registration is limited. Register Today! To register, please see page 35.
Please see page 35 for Special Early Registration Bonus!

SEAK Expert Witness Training

How to Be an Effective Expert Witness

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Thursday–Friday, September 18-19, 2014

Executive Summary: The #1 way to grow an expert witness practice is to build the reputation of being an effective witness. This is a small group, hands-on, fast-moving interactive workshop covering deposition,direct examination, and cross-examination skills. Attendees will learn how to become markedly more effective and significantly more valuable expert witnesses. Instruction will utilize four methods: lecture, questions & answers, videos of experts actually testifying in real cases, and mock trial demonstrations using student volunteers. The mock trial demonstrations are based upon a C.V. and sample report submitted in advance by each attendee. Attendees will have an opportunity to participate in demonstrations and to receive constructive feedback as to how to improve their performance. In addition, each attendee will be provided with a content rich seminar manual. **This program is only offered once in 2014.**

Learning Objectives: At the conclusion of this workshop, you should be able to:

- Discuss the strategies and goals of opposing counsel at deposition and during cross-examination
- Describe how to properly prepare for deposition and trial
- Discuss strategies that can be followed when giving an expert deposition and when testifying at trial
- Explain techniques for excelling at videotaped depositions
- Explain opposing counsel's deposition and cross examination tactics and how to defeat each tactic
- Describe techniques you can use when testifying at deposition and trial
- Discuss methods for responding to trick and difficult questions at deposition and trial
- List teaching methods that can be used to improve the persuasiveness of your expert testimony
- List techniques for developing powerful, memorable language and analogies
- Describe how to best insulate yourself from attacks by opposing counsel
- Discuss techniques to make a positive impression on the jury

Here's What Past Attendees Had To Say:

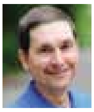
"High Quality"
"Outstanding Seminar"
"Superb"
"Good pace, key information"
"The personal attention was most useful"
"Loved the videos which demonstrated the points"
"Terrific"
"Faculty is excellent!"

Registration Information: To register, please use the form on page 35 or visit www.seak.com. The $1295 tuition includes continental breakfast and lunch with faculty each day and a detailed conference manual. All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Deposition: How To Be An Effective and Ethical Witness* (a $104 value). Group discounts are available. Please see page 35.

Continuing Education Credits: Note: If your specialty does not appear below and you desire credits, please contact Karen Cerbarano (781-826-4974 or Karen@seak.com). We can often obtain desired credits upon request, but unfortunately, obtaining some types of credits are not feasible. Please register early, as we can only apply for credits after your registration form has been received and it can take time to get the requested approvals back from the accrediting agencies.

Accident Reconstructionists: SEAK will apply for credits through ACTAR upon written request at the time of registration. **Accountants:** Earn 17.0 CPE credits in the field of study of Specialized Knowledge and Applications. SEAK, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org. For SEAK's complaint and program cancellation policies please call SEAK, Inc. at 508-457-1111. All attendees should have the education and experience that would qualify them as an expert witness. This is an intermediate group-live program. Advanced Preparation: None. This program was reviewed in 2013. To register, please follow the instructions on page 2. **Appraisers:** Credits from The American Society of Appraisers will be applied for on written request at the time of registration. **Arborists:** SEAK will apply for Continuing Education hours through The International Society of Arboriculture (ISA) on written request at time of registration. **Attorneys:** Credit varies by state. Continuing legal education credits for attorneys will be applied for if requested in writing at the time of registration. **Engineers:** 14 PDHs. The acceptance of this course is dependent upon your state(s) of registration. The vast majority of states do not require preapproval of either courses or course sponsors. **Life Care Planners:** SEAK will apply for credits through The Commission on Health Care Certification (CHCC) upon written request at the time of registration. **Physicians:** SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of *14 AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity **Psychologists:** 14 CE Credits. SEAK, Inc. is approved by the American Psychological Association to sponsor continuing education for psychologists. SEAK, Inc. maintains responsibility for this program and its content. This is an intermediate course. This course is for psychologists who are interested in expert witness work or who already serve as expert witnesses. For any additional information about this program please call 508-457-1111. To receive credit each psychologist must attend the entire program, sign in before the program, sign out after the program and return a completed evaluation form. PARTIAL CREDIT IS NOT PERMITTED
NOTE: SEAK does not accept commercial support for its programs and does not use faculty members with conflicts of interest.

Distinguished Faculty: The Honorable David Lawson is a United States District Court Judge for the Eastern District of Michigan. He was formerly a member of the Detroit law firm of Clark Hill, PLC (Birmingham office). He received his BA degree *magna cum laude* from the University of Notre Dame, and his JD *magna cum laude* from Wayne State University. Judge Lawson is a former Special Assistant Attorney General and Special Prosecutor, and is currently on the faculty of the Michigan Judicial Institute. Prior to taking the bench his practice included both civil and criminal trial litigation, and he was actively involved in the trial of medical malpractice, negligence, and product liability cases. Judge Lawson has written and lectured extensively on scientific evidence and trial techniques.



James J. Mangraviti, Jr., Esq., has trained thousands of expert witnesses. He is a former litigator with experience in defense and plaintiff personal injury law and insurance law. He currently serves as Vice President and General Counsel of SEAK, Inc. Mr. Mangraviti received his BA degree in mathematics *summa cum laude* from Boston College and his JD degree *cum laude* from Boston College Law School. His publications include the texts *The Biggest Mistakes Expert Witnesses Make: And How to Avoid Them, Depositions: The Comprehensive Guide for Expert Witnesses, The A-Z Guide to Expert Witnessing, Cross-Examination: The Comprehensive Guide for Experts, National Guide to Expert Witness Fees and Billing Procedures, Writing and Defending Your IME Report, How to Excel During Depositions: Techniques for Experts That Work, How to Write an Expert Witness Report, and How to Become a Dangerous Expert Witness: Advanced Techniques and Strategies.*

Registration is Limited. Register Today.

How to Be an Effective Expert Witness

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day One (Thursday, September 18, 2014)

SECTION 1: DEPOSITION SKILLS

7:30-8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00–8:30 Deposition Law and Procedure
You will learn what counsel can and can not ask, the extent of privilege protections, what objections may and may not be made, how to recognize and deal with abusive attorney behavior and whether you should read and sign the deposition transcript. **Questions & Answers**

8:30–9:00 Understanding the Strategies and Goals of Opposing Counsel
You will learn the general and specific goals of deposing counsel and how counsel will prepare to depose you. **Questions & Answers**

9:00–9:30 Preparing for your Deposition
You will learn how to prepare for your deposition, both alone and with retaining counsel. You will be provided with a detailed list of the likely areas of inquiry in an expert deposition. **Questions & Answers**

9:30–10:15 Deposition Strategies for Experts
You will learn a 4 step methodology for answering deposition questions. In addition, you will learn numerous strategies to truthfully and artfully answer deposition questions. **Questions & Answers**

10:15–10:30 BREAK AND NETWORKING OPPORTUNITY

10:30–11:00 Understanding and Defeating Counsel's Deposition Tactics
You will learn over two dozen tactics that are likely to be used against you and will be provided with strategies to defeat each of these tactics. **Questions & Answers**

11:00–11:15 Videotape Depositions: Special Techniques
You will learn special techniques which are applicable when your deposition is being videotaped. **Questions & Answers**

11:15–12:00 Advanced Deposition Tactics for Experts
You will learn numerous techniques that will help you to excel during your expert deposition. **Questions & Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:30 Pulling it all Together: Truthfully and Artfully Answering Trick and Difficult Questions at Deposition
The faculty will go around the room and ask difficult deposition questions. The attendees' responses will be critiqued.

SECTION 2: DIRECT EXAMINATION AND PERSUASION SKILLS

1:30–2:00 Introduction and Executive Summary of Persuasion Techniques for Expert Witnesses
You will learn the twelve key techniques to utilize in order to be a more effective expert witness during direct examination. **Questions & Answers**

2:00–2:30 Preparation
You will learn 15 techniques for how to best prepare to give persuasive expert testimony during direct examination. **Questions & Answers**

2:30–3:00 How to Best Put Forth your Qualifications
You will learn 14 techniques to more persuasively explain your credentials and to put your credentials in context. **Questions & Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–3:30 Commenting on the Opposing Expert and His Opinion
You will learn the special techniques to utilize when you are asked to comment on the opposing expert's opinion. **Questions & Answers**

3:30–4:00 Developing a Harmonious Interaction with Retaining Counsel
You will learn how to make your testimony easy to understand and interesting to follow. You will also learn how to avoid making your testimony appear to be rehearsed and how to present non-traditional, "soft challenge" direct testimony. **Questions & Answers**

4:00–4:30 Creating and Using Powerful, Memorable Language and Analogies
You will learn 12 techniques for using more powerful, memorable and understandable language. **Questions & Answers**

4:30–5:00 Optimizing Your "Teaching" Skills
You will learn numerous techniques to more effectively "teach" the jury. **Questions & Answers**

Registration is Limited. Register Today.

SEAK Expert Witness Training

How to Be an Effective Expert Witness

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Day Two (Friday, September 19, 2014)

6:30-7:00 CONTINENTAL BREAKFAST

7:00–7:30 Reading and Bonding with the Jury
You will learn 17 techniques to read and more effectively bond with the jury. **Questions and Answers**

7:30–8:00 Dealing with Problem Areas and Weaknesses
You will learn advanced ways to deal with problem areas during your direct examination. **Questions & Answers**

8:00-8:30 The Biggest Mistakes Experts Can Make that Can Turn Off Judge and Jury
You will learn how to avoid the 37 biggest mistakes that can turn off the judge and jury. **Questions & Answers**

SECTION 3: CROSS-EXAMINATION SKILLS

8:30–9:15 Protecting Yourself from Attacks on your Credibility and Credentials
You will learn 8 techniques for protecting yourself from attacks on your credibility and credentials. **Questions & Answers**

9:15-9:30 BREAK AND NETWORKING OPPORTUNITY

9:30–10:15 Forming Airtight Opinions
You will learn 24 methods to make your opinions resistant to effective cross-examination. **Questions & Answers**

10:15–10:30 How Trial Attorneys Prepare for Cross-Examination of an Expert
You will learn how an attorney investigates an expert and his opinions and how an attorney maps out the questions that he will ask during cross. **Questions & Answers**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY

10:45–12:00 Advanced Cross-Examination Techniques
You will learn over 40 techniques to be a more effective expert witness during cross-examination. **Questions & Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:15 Staying One Step Ahead of Counsel During Cross-Examination
You will learn 34 tactics that attorneys will use during cross-examination and how to defeat each of these tactics. **Questions & Answers**

1:15–1:45 Going on Offense During Cross-Examination
You will learn numerous techniques for how to turn the tables on opposing counsel. **Questions & Answers**

1:45–2:30 How To Skillfully Answer Trick And Difficult Questions
The faculty will go around the room and ask difficult cross-examination questions. The attendees' responses will be critiqued. **Questions & Answers**

Registration is limited. Register Today! To register, please see page 35.
Please see page 35 for Special Early Registration Bonus!

How to Market and Grow Your Expert Witness Practice: *With Personal Attention*

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Saturday–Sunday, September 20-21, 2014

Executive Summary: This is the nation's most advanced program on expert witness business development. At the conclusion of this small group, limited attendance program, **each attendee will leave with a personalized action plan** containing numerous concrete, cost-effective action steps to further develop their expert witness practice. **Each attendee will also receive individualized written feedback** from the faculty regarding their niches, retention agreement, past and current marketing activities, case histories, communication and response policies, testimonial history, billing practices, expert witness website, a print or online ad or listing, letterhead/business card, and their curriculum vitae. **This program is only offered once per year.**

Pre-work: Each attendee will be asked to submit for review and written critique the following:

- Detailed Attendee Questionnaire – past clients, forensic case history, areas of expertise, niches, fees, retention agreement, past and current marketing efforts, communication and response policies, qualifications, testimonial history, billing practices, and client valuation.
- Expert Witness Website.
- The copy from your online or print ads/listings.
- Fee Schedule/Agreement.
- Business Card.
- Letterhead.
- CV.

What you will learn:
- How to identify and position yourself in a lucrative niche.
- Easy ways to make yourself more attractive to potential clients.
- What you can and should do to maximize repeat and word of mouth referrals.
- The unique dynamics of marketing an expert witness practice.
- Bullseye expert witness marketing – how to target the subset of attorneys most likely to hire you.
- How to avoid backlashes from inappropriate business development activities.
- How to build a platinum brand for your services.
- Where and how to speak and write to generate cases.
- The best and worst places to advertise and how to draft an ad most likely to produce results.
- The pros and cons of expert witness brokers and referral agencies.
- How to draft your personalized action plan which you will leave the training session with.
- Advanced, but easily implementable networking techniques to develop your expert witness business.
- How to properly track your referrals and how to properly value a new client.
- Much, much more.

Registration Information: Tuition is $1,295 and includes two days of unique and practical instruction, individualized feedback, a detailed printed course manual not available anywhere else, and continental breakfast and lunch with faculty each day. All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Deposition: How To Be An Effective and Ethical Witness* (a $104 value). To register, please use the form on page 35 or visit www.seak.com. Group discounts are available. See page 35.

Continuing Education Information: There are no continuing education credits available for this program.

Faculty: Steven Babitsky, Esq., is the President of SEAK, Inc. Mr. Babitsky trains hundreds of experts every year through SEAK's scheduled programs for expert witnesses, invited presentations, and customized expert witness training programs presented to corporations, associations, and governmental agencies. He also serves as a one-on-one consultant to expert witnesses who desire to improve their expert witness practices. He is the creator and co-seminar leader for the Annual National Expert Witness Conference and numerous one and two day training seminars. Attorney Babitsky is the co-author of numerous texts including *How to Market Your Expert Witness Practice: Evidence-Based Best Practices, The A-Z Guide to Expert Witnessing, How to Become a Dangerous Expert Witness, How to Write an Expert Witness Report* and *Never Lose Again: Become a Top Negotiator by Asking the Right Questions.*

Nadine Nasser Donovan, Esq., is a former trial lawyer with extensive litigation experience. Ms. Donovan is a SEAK consultant, providing one-on-one training for expert witnesses in the areas of report writing, and preparation for deposition and trial testimony. She is currently a partner in the Boston-based firm of Mulvey, Ennis, Keefe, and Donovan, LLC. In addition, Ms. Donovan is a Legal Writing Instructor at Boston University School of Law, and an Adjunct Professor at New England School of Law, Boston, where she teaches a course in Medical Malpractice. She previously practiced litigation in New York City, first as a prosecutor in Queens, and then as counsel for the City of New York. Ms. Donovan received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature.

How to Market and Grow Your Expert Witness Practice: *With Personal Attention*

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Saturday, September 20, 2014

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00–8:30 The Six Guiding Principles of Expert Witness Business Development
Faculty will discuss and explain the six guiding principles of expert witness marketing: the art of business development is an art – why there is no magic formula that will work for everyone and what to do about it, how to experiment with various techniques, how to better track your results, be patient and persistent, and finding modifications that work. **Questions & Answers.**

8:30–9:00 Understanding How Much Each New Client is Worth
No marketing technique can be properly evaluated until an expert understands how to calculate how much each new client is worth. In this segment the faculty will explain the numerous factors that must be accounted for in order to determine the true value of a new client. **Questions & Answers.**

9:00–10:00 The Special Dynamics of Marketing an Expert Witness Practice
Marketing an expert witness practice presents unique challenges. In this segment the faculty will discuss the three principles of marketing and how to account for and minimize any potential backlash from poorly conceived or worded marketing materials. **Questions & Answers.**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY

10:15–11:15 The 24/7/365 Approach to Expert Witness Business Development
A critical concept of expert witness business development is that everything an expert or his staff does can influence how much work the expert is able to obtain. The faculty will detail best practices that will help increase any expert's case referrals, including telephone intake procedures, gatekeeper assignment, training and protocol, client and lead communication protocol, contact information availability and dissemination, how to excel during the first call from a prospective client, making yourself and your CV as attractive as possible, rate setting, engagement terms, and billing procedures. Examples from the attendees will be critiqued, analyzed, and discussed. **Questions & Answers.**

11:15–12:00 Best Practices in Evaluating and Tracking Business Development Efforts
Any proper evaluation of a business development strategy must accurately account for the direct and indirect revenue generated by the strategy as well as the out of pocket and hidden costs associated with the strategy. In this segment the faculty will explain how to properly account for cost and revenue from an expert witness marketing strategy. Also discussed and explained will be specific methodologies for tracking the success of your business development techniques. **Questions & Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 Positioning Yourself in the Best Possible Light
Expert witnesses who are more attractive to potential clients will get more business. In this segment the faculty will explain how to make yourself as attractive as possible to potential clients. Specifically, the faculty will explain in detail how to project a positive and professional image (and the biggest mistakes experts make in this area), how case selection influences your image, which cases/law firms to seek out and which cases/law firms to avoid, demonstrably effective communication skills, filling in gaps and building your CV, keeping a low profile, and gaining the hands-on and relevant testifying experience that attorneys want to see. **Questions & Answers.**

1:45–2:45 Maximizing Repeat and Word of Mouth Business: Evidence Based Best Practices
By far the most valuable and cost effective business development technique for expert witnesses is generating positive word of mouth. In this section the faculty will discuss the results of their proprietary research about action steps to take and what specifically will make attorneys want to hire an expert again or recommend that expert to a colleague, including: accessibility, exceeding expectations (and how to do this), communication skills, credibility, meeting deadlines, cross-examination performance, a personality that is likeable, fees and billings, work ethic, preparation, strength of opinions, and effectiveness on the witness stand. **Questions & Answers.**

2:45–3:00 BREAK AND NETWORKING OPPORTUNITY

3:00–4:00 Finding your Niche
One of the most common and serious business development mistakes expert witnesses make is holding oneself out as an expert in numerous and broad areas. This is usually done to maximize potential business, but almost always has the opposite result. In this section the faculty will detail the substantial advantages which can flow from positioning yourself in the best narrow and lucrative niche including branding, vastly more efficient target marketing, decreased competition, increased subject matter knowledge, and making yourself far more attractive to potential clients. **Questions & Answers.**

4:00–5:00 Identifying your Target Market
Business development can be greatly facilitated when an expert witness is able to identify and reach the precise subset of lawyers most likely to hire that expert. In this section the faculty will explain the benefits of finely targeted lead identification and will provide specific strategies for doing so including bar association membership and practice sub groups, online directories, CLE attendees and faculty, stand alone bar associations, networking, and leveraging your research. The faculty will use volunteer attendees as examples and discuss and explain how these volunteers can identify and reach their target market. **Questions & Answers.**

How to Market and Grow Your Expert Witness Practice: *With Personal Attention*

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Sunday, September 21, 2014

6:30–7:00 CONTINENTAL BREAKFAST

7:00–8:00 How and Where to Advertise: Evidence Based Best Practices

Many experts shy away from advertising. Most shouldn't. Research and evidence suggests both that advertising can be remarkably cost effective and that, for most experts, there is little if any backlash from tasteful, factual ads. In this section the faculty will discuss and explain SEAK's detailed research on expert witness advertising including the best and worst-rated places to advertise. The faculty will also specifically explain what should and should not be in expert witness advertisements, how specifically to maximize the effectiveness of your ads, and how and where to test advertising. **Exercise:** Example ads from the attendees will be critiqued, analyzed, and discussed. **Questions & Answers.**

8:00–9:00 Advanced Networking Techniques

Networking has consistently been shown to be one of the most cost effective methods for developing an expert's practice. In this segment the faculty will explain six specific techniques for staying in front of clients and how specifically to implement each. The faculty will further describe methods for networking with one's colleagues and how this can lead to case referrals. Also covered will be which professional organizations to join, how to leverage your personal relationships, why you should serve as a mentor, which conferences you should attend, and how to use online networking through LinkedIn to boost your expert witness practice. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement to improve their networking. **Questions & Answers.**

9:00–9:15 BREAK AND NETWORKING OPPORTUNITY

9:15–10:00 Speaking

Speaking can be very good for business. In this segment the faculty will explain the subtle nuances that need to be navigated to get the most out of one's speaking engagement. The faculty will explain where to talk, how to get invited, when the best time to talk is, and how to get invited back. The benefits and drawbacks of each category of venues will be candidly described. The faculty will also describe how to calculate the true cost of your speaking engagements. In addition, the faculty will offer advice on risk management so that the expert's presentation does not come back to haunt the expert. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement to obtain helpful speaking opportunities. **Questions & Answers.**

10:00–10:45 Writing

Publishing can also be quite helpful to an expert's practice development. In this segment the faculty will explain how to choose the correct topic to write on, the various types of writing that experts can do (white papers, articles, peer review articles, books, etc.), how to calculate the cost of writing, risk management considerations influencing your title, content, and where to publish. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement to utilize writing to promote their expert witness practices. **Questions & Answers.**

10:45–11:00 BREAK AND NETWORKING OPPORTUNITY

11:00–12:00 Your Expert Witness Web Site

Some experts have found having a dedicated website to be helpful to business development. Others have not. In this section the faculty will discuss their research as to how trial attorneys view expert web sites and give candid advice as to whether experts should develop one. The faculty will explain low and no cost ways to develop and optimize a web presence without creating a web site from scratch. The faculty will also explain the most common ways to create your web site and how experts should and should not optimize these. Also discussed will be what should and should not be on an expert's web site. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement regarding a web presence to support practice development. **Questions & Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:15 Expert Witness Brokers and Referral Services: The Good, The Bad, and The Ugly

Numerous third party "matchmakers" such as brokers and referral services can be utilized to facilitate case referrals. The faculty will provide a frank description of the results of their research on how satisfied other experts have been with these services. Included will be a discussion of which services are most highly rated by your colleagues and what experts should know before deciding whether to work with matchmakers including, experiences of your colleagues, contracting, common issues, the types of cases you are likely to get, fee collection, tire kickers, restrictive covenants and other issues. **Questions & Answers.**

1:15–2:15 Personalized Marketing Plans

Attendees will work with faculty to pull together a personalized marketing plan to greatly expand their practices. **Questions & Answers.**

2:15–2:30 Conclusion

The faculty will answer any final questions.

Medical Malpractice Survival Training for Physicians

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Thursday–Friday, September 18-19, 2014

Executive Summary: **Malpractice Survival Training for Physicians** is essential training for any physician who is currently being sued or is at risk for being sued over the course of his or her career. We will teach you how to give yourself the best chance of successfully defending an accusation of medical malpractice. We utilize interactive testifying skills exercises to show you how to be a more effective witness in your own defense. In addition, we teach you what you can and should do to assist in your own defense including making sure the insurance company hires the right lawyer, assisting in case preparation and expert selection, and making a favorable impression upon the jury. We also flag common and avoidable mistakes that can destroy an otherwise defensible case. **This course will only be offered once in 2014.**

Learning Objectives: You will learn:

- How to be a more effective witness in your own defense at deposition and trial
- How to make sure you are represented by the right lawyer and that that lawyer hires the best expert witnesses
- How to best work with and assist your defense counsel
- What makes plaintiffs angry enough to sue and how to avoid getting sued
- How to make a favorable impression on the jury
- How to understand and enforce your rights under liability insurance policies
- Factors to consider in order to decide whether or not to settle a case and if so, how much to settle for
- How to avoid common mistakes that can sink your case
- How to avoid or minimize damage to your reputation

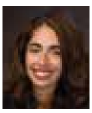
Here's What Past Attendees Had To Say:

"High Quality"
"Outstanding Seminar"
"Superb"
"Good pace, key information"
"The personal attention was most useful"
"Loved the videos which demonstrated the points"
"Terrific"
"Faculty is excellent!"

Registration Information: To register, please use the form on page 35. The $1,295 tuition includes continental breakfast and lunch with faculty each day and a printed conference manual. All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Deposition: How To Be An Effective and Ethical Witness* (a $104 value).

Continuing Education Credits: SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of *14 AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Distinguished Faculty:



Nadine Nasser Donovan, Esq., is a former trial lawyer with extensive litigation experience. She is a SEAK trainer and consultant, having been on the SEAK Faculty since 2002 and having trained hundreds of experts via SEAK's scheduled courses, customized on site expert witness training programs, and one-on-one consulting for physicians and other disciplines. She is licensed to practice law in New York, Massachusetts, and Rhode Island.

In addition to her work consulting and teaching for SEAK, Ms. Donovan is a partner in the Boston-based firm of Mulvey, Ennis, Keefe, and Donovan, LLC. Her practice area includes the defense of medical professionals in medical malpractice actions and before medical licensing boards. In addition, Ms. Donovan is a Legal Writing Instructor at Boston University School of Law, and an Adjunct Professor at New England School of Law, Boston, where she teaches a course in Medical Malpractice. Ms. Donovan also serves as a Dispute Resolution Arbitrator for the Financial Industry Regulatory Authority.

Ms. Donovan previously practiced litigation in New York City, first as a prosecutor in Queens, and then as counsel for the City of New York. Ms. Donovan received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature. She can be reached at nadine@seak.com.

Registration is limited. Register Today! To register, please see page 35.
Please see page 35 for Special Early Registration Bonus!

Medical Malpractice Survival Training for Physicians

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day One (Thursday, September 18, 2014)

7:30-8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00–8:30 What To Do After an Adverse Event
This section will introduce the principles of medical malpractice law and the types of real world circumstances that typically lead to such claims. You will be provided with a to-do checklist for when you are first apprised of an adverse medical event. We will also discuss how to best deal with the stress of being sued. **Questions & Answers**

8:30–9:15 What the Plaintiff Needs to Prove
You will learn the essential elements of a medical malpractice claim so that you can understand what the plaintiff needs to prove and why. **Questions & Answers**

9:15–9:45 How to Assist in Disproving That You Breached the Standard of Care
The faculty will demystify the legal definition of the standard of care in a medical malpractice case and explain how you can help your lawyer to disprove breach of this critical element, including the use of medical literature, standards, evidence-based medicine, and learned treatises. **Questions & Answers**

9:45–10:15 How to Help Make Sure Your Lawyers Hire the Best Experts
On both sides of the case, the medical experts play a critical role in evaluating, proving, and disproving medical malpractice allegations. This section will discuss the factors that counsel takes into account in selecting these witnesses, and how you can help ensure that counsel retains the most effective expert witness on your behalf. **Questions & Answers**

10:15–10:30 BREAK AND NETWORKING OPPORTUNITY

10:30–11:15 How to Make a Favorable Impression on The Jury
The ultimate decision maker in a medical malpractice case is the jury of lay people. In this segment, you will learn what jurors find persuasive from defendant physicians, what they do not find persuasive, what defense and plaintiff 's counsel will do to make the best impression in front of the jury, and most importantly, what you can do to help. **Questions & Answers**

11:15–12:00 Understanding and Enforcing Your Rights Under Your Liability Insurance Policy
We will teach you to understand your rights and responsibilities stemming from your liability insurance, including your rights regarding the selection of defense counsel and the implication of settlement clauses and indemnity and expense limits. We will also focus on what can and should be done should you face personal exposure beyond available policy limits. **Questions & Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:30 When Should I Settle?
This section will discuss what kinds of events might spark settlement, as well as other factors that should affect your decision in this regard. We will also cover who decides when to settle, who has the authority to settle, and how cases are valued. Included will be a discussion of potential conflicts in settlement decisions, avenues of settlement such as arbitration and mediation, and the impact of settlement on your practice, reputation, and malpractice coverage. **Questions & Answers**

1:30–2:45 How Plaintiff's Lawyers Investigate Cases and What Makes Patients Sue
You will learn how plaintiff's counsel evaluates and prosecutes medical malpractice claims. Included is a frank discussion of the economics of pursuing a malpractice claim, the selection of expert witnesses, researching the applicable medicine, conducting discovery, developing a theme of the case, evaluating potential damages and the likelihood of success on the merits, deciding when to settle, when to mediate, when to try, and developing a winning trial strategy. **Questions & Answers**

2:45–3:00 BREAK AND NETWORKING OPPORTUNITY

3:00–4:00 How Defense Lawyers Defend Doctors in Malpractice Cases
This section will give you an insider's view of defense counsel's role in defending a physician accused of malpractice, including how defense counsel evaluates plaintiff's allegations and selects appropriate defenses. You will learn defense counsel's strategies, including the procedural and substantive avenues they pursue to resolve these cases in the manner most advantageous to their physician clients. Included in this discussion is the dynamics between defense counsel and the liability insurance adjuster, and how defenses proceed when there are multiple-named medical defendants. **Questions & Answers**

4:00–5:00 How You Can Best Assist Defense Counsel
You will learn how to be an effective member of the defense team. You will learn how defense counsel evaluates and defends a case, how to assist counsel in investigation and preparation of the case, proper pre-trial and courtroom behavior and demeanor, and how to avoid potential pitfalls. **Questions & Answers**

Medical Malpractice Survival Training for Physicians

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day Two (Friday, September 19, 2014)

6:30-7:00 CONTINENTAL BREAKFAST

7:00–8:45 How to Be a More Effective Witness at Your Deposition
Physicians will learn the fundamental law of depositions, what plaintiff's counsel is after at deposition, and how to be an effective witness on your own behalf at deposition, both on issues of qualification and the medicine involved. A physician who is able to persuasively and accurately describe her credentials, both in the curriculum vitae and in testimony, increases her credibility and benefits the overall defense of the case. Likewise, a defendant physician should be prepared to confidently and convincingly explain her care of the patient to the layperson without being defensive or condescending. Included will be mock deposition demonstrations of volunteer attendees which will be critiqued by the faculty and attendees. **Questions & Answers**

8:45-9:00 BREAK AND NETWORKING OPPORTUNITY

9:00–10:30 How to Be a More Effective Witness During Your Direct Examination At Trial
You will learn specific proven techniques on how to work with counsel to be an effective witness on your own behalf during direct examination at trial. Techniques to prepare to give your testimony will be explained, along with specific advice on how to be effective in front of the jury. These include a focus on demeanor and language, the proper use of visual aids, understanding the theme of the case and how to properly explain complicated medical concepts to the lay jury. Included will be mock direct examination demonstrations of volunteer attendees which will be critiqued by the faculty and attendees. **Questions & Answers**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY

10:45–12:00 How to Be a More Effective Witness During Cross Examination
You will learn what plaintiff's counsel is after during cross-examination and how to be effective during even the most aggressive cross-examinations. Physicians will learn the specific advanced techniques to thrive during cross-examination by plaintiff's counsel, including how to properly prepare for cross examination, making concessions where appropriate, not being evasive or defensive, maintaining a calm demeanor, avoiding quibbling, showing feeling, active listening and many more. Included will be mock demonstrations of volunteer attendees which will be critiqued by faculty and attendees. **Questions & Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 How To Avoid Getting Sued – Practical Risk Management Techniques
Although as a physician you can never completely eliminate the chance of being sued, there are ways to minimize your risk. This section will provide practical strategies that you can use to reduce the chances you will get sued, including superior communication skills with your patient, diligent and complete record-taking practices, employing competent and patient-friendly office staff, dealing with adverse events, and developing specific office procedures regarding informed consent, follow-ups, and referrals. **Questions & Answers**

1:45–2:30 The Biggest Mistakes Malpractice Defendant Physicians Make, And How to Avoid Them
You will learn the types of costly mistakes that you can make once you become a defendant in a medical malpractice lawsuit, as well as strategies and techniques you can use to avoid them. The discussion of mistakes will include not knowing your rights under your liability contract, altering medical records, giving the appearance of a cover-up by not promptly responding to patients' records requests, discussing your case with your colleagues, not being adequately prepared for your deposition or trial testimony, thinking that defense counsel has a medical degree, not being responsive to defense counsel's requests, keeping important facts about yourself or the case from defense counsel, and mistakenly thinking that the malpractice insurer has only your best interests in mind. **Questions & Answers**

Registration is limited. Register Today! To register, please see page 35.
Please see page 35 for Special Early Registration Bonus!

September 18-21, 2014, Falmouth, Cape Cod, Massachusetts

Registration Information

LOCATION/HOTEL ACCOMMODATIONS: A limited block of rooms will be available at special rates at the site hotel, the Sea Crest Beach Hotel (Single/Double $159). To make your reservations please call 1-800-225-3110 and mention that you are with SEAK, Inc. **Rooms are limited and this rate expires on August 31, 2014** so you are strongly encouraged to make your reservations as soon as possible. (www.seacrestbeachhotel.com).

SPECIAL EARLY REGISTRATION BONUS: All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD ***The Expert Deposition: How To Be An Effective and Ethical Witness*** (a $104 value).

GROUP DISCOUNTS: Group discounts are available for two or more persons registering from the same organization. Discount prices depend on the size of the group. Our programs can also be brought onsite to your organization. Please call 508-457-1111.

CONTINUING MEDICAL EDUCATION CREDIT: Please see pages 20, 23, 26, and 32 for CME information.

CANCELLATIONS: Conference cancellations received in writing prior to September 1, 2014 will receive a full refund. Persons cancelling after September 1, 2014 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**

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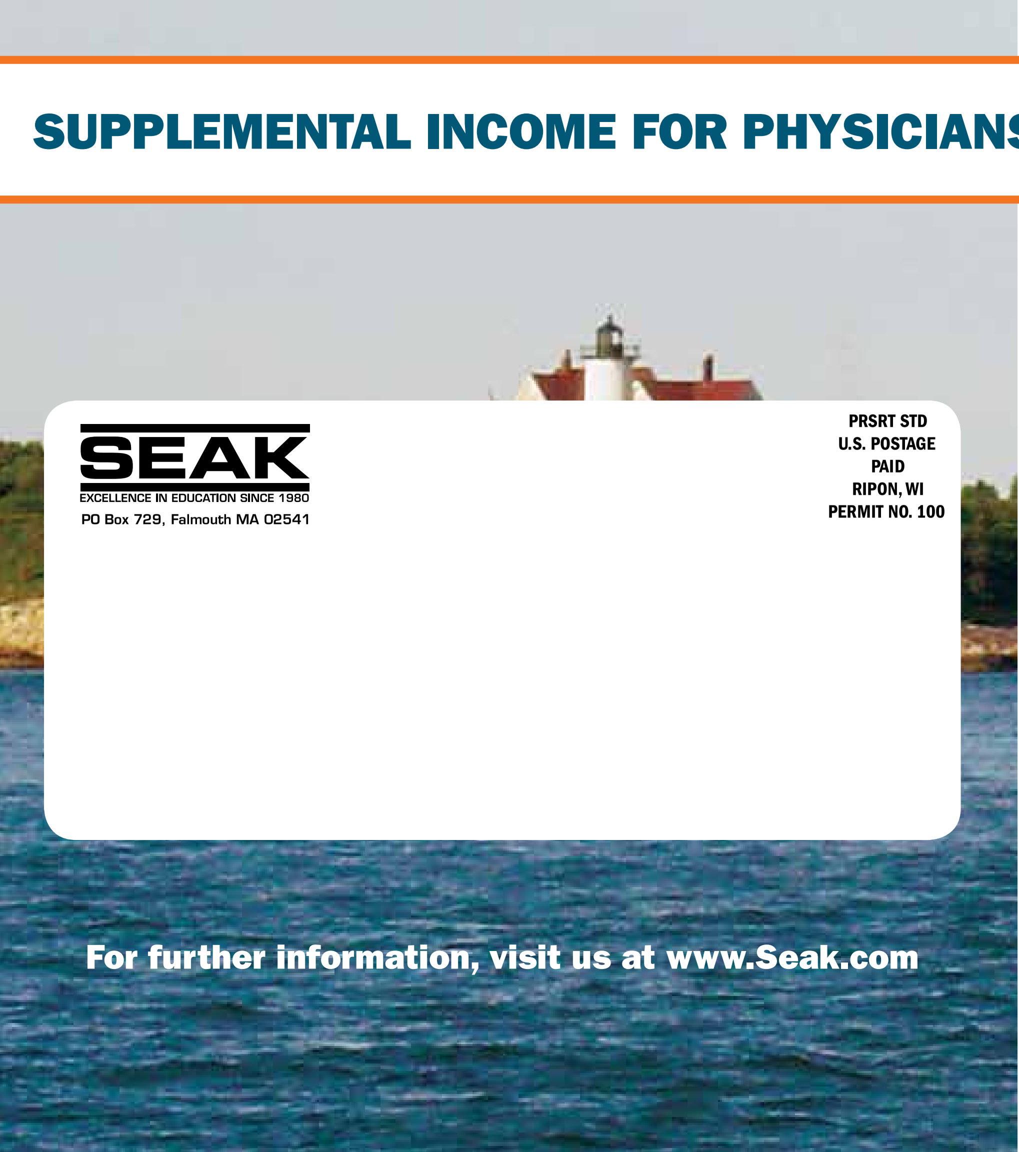

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