

9th ANNUAL



9th Annual

# Non-Clinical Careers for Physicians

Your Action Plan for the Future

October 20-21, 2012, Chicago, IL

Featuring Mentoring, Recruiters, and Employers

## 2012 Faculty



**Rohit K. Agrawal, DO, MBA**  
Highmark Blue Cross  
(Pittsburgh, PA)



**Kimberly Aikens, MD**  
The Aikens Approach  
(Peltskey, PA)



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



**John W. Canady, MD**  
Johnson & Johnson  
(Iowa City, IA)



**Clay Cerny, PhD**  
AAA Targeted Writing and  
Coaching  
(Chicago, IL)



**Ann Chinnis, MD, FHM**  
Matrix Executive Coaching  
(Virginia Beach, VA)



**A. E. Daniel, MD**  
(Columbia, MO)



**Juliet Daniel, MD**  
Community Health Systems  
(Mt. Juliet, TN)



**J. Stephen Fountain, MD, PhD**  
(Augusta, GA)



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



**Kenneth Linkin, MD, MBA**  
Naval Health Clinic  
Annapolis  
(Annapolis, MD)



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



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



**Chu Chu Onwuachi-Saunders, MD, MPH**  
(Bethesda, MD)



**Gretchen M. Phillips, MD**  
Securian Financial Group  
(Lino Lakes, MN)



**Dennis Pontani, PhD**  
Pfizer Pharmaceuticals  
(Highland Park, NJ)



**David Scharp, MD**  
Prodo Laboratories, Inc.  
(San Francisco, CA)



**William D. Schwieterman, MD**  
Chelsea Therapeutics  
(Mobile, AL)



**Bonnie Siegel, FHIMSS**  
Witt Kieffer  
(Oak Brook, IL)



**Sheldon G. Stadelnyk, MD, MMM**  
Banner North Colorado  
Medical Center  
(Boulder, CO)



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



**Elizabeth Varghese-Kroll, MD**  
Executive Health Resources  
(Owing Mills, MD)



**Viveka Von Rosen**  
Linked Into Business  
(Fort Collins, CO)



**Kip Webb, MD, MPH**  
Accenture Provider Clinical  
Solution  
(San Francisco, CA)



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

## 2012 Mentors



**Edward Alvino, MD**  
Unum Provident  
(Worcester, MA)



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



**Joe Bormel, MD, MPH**  
QuadraMed Corp.  
(Reston, VA)



**Ann Chinnis, MD, FHM**  
Matrix Executive Coaching  
(Virginia Beach, VA)



**Bart Cobert, MD, FACP**  
BLCMD Associated LLC  
(Westfield, NJ)



**Kenneth H. Cohn, MD, MBA**  
HealthcareCollaboration.com  
(Amesbury, MA)



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



**Judy Harrison, MD**  
Harrison Clinical Consulting  
(Lebanon, NJ)



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



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



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

## Preconferences

How to Find and Land High Paying Non-Clinical Jobs  
Negotiating Skills for Physicians

## 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 \$129/night (single and double). Rooms are limited and this rate expires on September 26, 2012. To make your reservations, please call 877-337-5793 and refer to the SEAK Group rate.

**INCLUDED IN YOUR MAIN CONFERENCE REGISTRATION:**

- All main conference sessions with your choice of breakout sessions.
- Breakfast, lunch and breaks with faculty, recruiters and mentors each day.
- 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.
- A networking reception with faculty, mentors and recruiters.
- A life-changing learning and networking opportunity.

**CANCELLATIONS:** Conference cancellations received in writing prior to October 1, 2012 will receive a full tuition refund.

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

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

### Please register me for the following preconferences:

- Negotiating Skills for Physicians Thursday, October 18, 2012 (\$495)**
- How to Find and Land High Paying Non-Clinical Jobs Friday, October 19, 2012 (\$495)**

### Please register me for the main conference:

- 2012 9th Annual Non-Clinical Careers for Physicians, Saturday-Sunday October 20-21, 2012 (\$1,295)**

Please print or type all items to assure accuracy.

Priority Code: NCCFWF2012

All confirmations will be sent to the individual indicated.

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

# 9th 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 anymore
- Are interested in making more money than what 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.
- 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.
- One-on-one mentoring
- Meet with employers and recruiters

## Included in Your Main Conference Registration:

- All main conference sessions with your choice of breakout sessions.
- Breakfast, lunch and breaks with faculty, recruiters and mentors each day.
- 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.
- A networking reception with faculty, mentors and recruiters.
- A life-changing learning and networking opportunity.

**SEAK, Inc.** ([www.seak.com](http://www.seak.com)), founded in 1980, is an ACCME accredited continuing education and publishing firm. We have trained thousands of physicians across the United States and are the creators of the annual Fiction Writing Conference for Physicians and Lawyers (see pages 19-35) featuring internationally best-selling authors. 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.



**Employer  
Booth**



**Employers and  
Recruiters  
Introduce  
Themselves**

## 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 by 2/12. 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."***

***"Just to let you know, since I attended the conference my healthcare consultant business has continued to find new clients and new projects. I have also enrolled in a healthcare management degree program at Harvard and I plan to use the skills and training, among other things, to launch new venture projects."***

## Preconferences, October 18–19, 2012

Negotiating Skills for Physicians

Thursday, October 18, 2012

How to Find and Land High Paying Non-Clinical Jobs

Friday, October 19, 2012

## Main Conference

## Saturday, October 20, 2012

- 7:00–8:00 **Registration and Continental Breakfast with Faculty, Mentors and Recruiters**
- 8:00–9:00 **Leading the Way To Success**  
 *John W. Canady, MD*  
*Johnson & Johnson*  
*(Iowa City, IA)*
- 9:00–9:50 **Introduction of the Mentors and the Recruiters**
- 9:50–10:00 **Break and Networking Opportunity**
- 10:00–11:00 **How to Develop and Use Superior Communication Skills To Facilitate Your Career Transition**  
 *Gretchen M. Phillips, MD*  
*Securian Financial Group*  
*(Lino Lakes, MN)*
- 11:00–12:00 **Coaching Yourself Through a Non-Clinical Career Transition**  
 *Ann Chinnis, MD*  
*Matrix Executive Coaching*  
*(Virginia Beach, VA)*
- 12:00–1:00 **LUNCH (Provided with Faculty, Mentors and Recruiters)**
- 1:00–2:00 **BREAKOUT SESSION (Choose One)**
- A. Opportunities in Pharma for Physicians**  
 *William D. Schwieterman, MD*  
*Chelsea Therapeutics*  
*(Mobile, AL)*
- B. Medical Writing Opportunities for Physicians**  
 *J. Stephen Fountain, MD, PhD*  
*(Augusta, GA)*
- 2:00–2:10 **Break and Networking Opportunity**
- 2:10–3:10 **BREAKOUT SESSION (Choose One)**
- A. Non-Clinical Opportunities in Medical Administration**  
 *Sheldon G. Stadnyk, MD, MMM*  
*Banner North Colorado Medical Center*  
*(Boulder, CO)*
- B. Starting Your Own Business**  
 *Kimberly Aikens, MD*  
*The Aikens Approach*  
*(Petoskey, PA)*
- 3:10–3:20 **Break and Networking Opportunity**
- 3:20–4:20 **BREAKOUT SESSION (Choose One)**
- A. Non-Clinical Opportunities With Health Insurers**  
 *Rohit K. Agrawal, DO, MBA*  
*Highmark Blue Cross Blue Shield*  
*(Pittsburgh, PA)*
- B. Key Success Factors in a Non-Clinical Career**  
 *Bharat Kohli, MD, MBA*  
*AHRM, Inc.*  
*(Williamsville, NY)*
- 4:20–6:00 **Networking Reception with Colleagues, Faculty, Mentors, Recruiters and Employers**

## Sunday, October 21, 2012

- 7:00–7:30 **Continental Breakfast with Faculty, Mentors and Recruiters**
- 7:30–8:30 **BREAKOUT SESSION (Choose One)**
- A. Federal Government: Opportunities for Physicians and How to Obtain Them**  
 *Kenneth M. Lankin, MD, MBA, MPH*  
*Naval Heart Clinic Annapolis*  
*(Annapolis, MD)*
- B. Letting Go**  
 *Ross M. Tonkens, MD*  
*American Heart Association*  
*(Morrisville, NC)*
- Break and Networking Opportunity**
- 8:30–8:40 **Break and Networking Opportunity**
- 8:40–9:40 **BREAKOUT SESSION (Choose One)**
- A. Opportunities Available for Physicians with Consulting Firms: What is Available and How to Obtain the Positions**  
 *Kip Webb MD, MPH*  
*Accenture Clinical Solutions*  
*(San Francisco, CA)*
- B. How to Raise the Money Needed to Turn Your Invention or Idea into a Profitable Business**  
 *David Scharp, MD*  
*Prodo Laboratories, Inc.*  
*(San Francisco, CA)*
- 9:40–9:50 **Break and Networking Opportunity**
- 9:50–10:50 **BREAKOUT SESSION (Choose One)**
- A. How to Break Into the Medical Informatics Field**  
 *Juliet Daniel, MD*  
*Community Health Systems*  
*(Mt. Juliet, TN)*
- B. Career Transition Strategies That Work**  
 *Clay Cerny, PhD*  
*AAA Targeted Writing and Coaching*  
*(Chicago, IL)*
- 10:50–11:00 **Break and Networking Opportunity**
- 11:00–12:00 **BREAKOUT SESSION (Choose One)**
- A. Medical Science Liaisons: Field Based Pharma Opportunities for Physicians**  
 *Dennis Pontani, PhD*  
*Pfizer Pharmaceuticals*  
*(Highland Park, NJ)*
- B. How to Make a Positive Impression When Interacting with Employers and Recruiters**  
 *Bonnie Siegel, FHMSS*  
*Witt Kieffer*  
*(Oak Brook, IL)*
- 12:00–1:00 **LUNCH (Provided with Faculty, Mentors and Recruiters)**
- 1:00–2:00 **BREAKOUT SESSION (Choose One)**
- A. Non-Clinical Opportunities for Physicians in the Public Health Arena**  
 *Chu Chu Onwuachi-Saunders, MD, MPH*  
*(Bethesda, MD)*
- B. Using LinkedIn to Find and Land Your Non-Clinical Position**  
 *Viveka Von Rosen*  
*Linked Into Business*  
*(Fort Collins, CO)*
- Break and Networking Opportunity**
- 2:00–2:10 **Break and Networking Opportunity**
- 2:10–3:10 **BREAKOUT SESSION (Choose One)**
- A. Work from Home Opportunities in Medical Necessity Compliance**  
 *Elizabeth (Lisa) Varghese-Kroll, MD*  
*Executive Health Resources*  
*(Owing Mills, MD)*
- B. Non-Clinical Opportunities in Disability Consulting and Expert Witnessing**  
 *A.E. Daniel, MD*  
*(Columbia, MO)*

# 2012 MENTORS

You will find our faculty very giving of their time and very willing to answer 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).



## **Edward Alvino, MD, Unum Provident (Worcester, MA)**

Edward C. Alvino, MD is Vice President, Chief Medical Officer, and Lead Medical Director for Unum in Worcester, Massachusetts. Dr. Alvino is Board Certified in Internal Medicine. Prior to becoming a medical director for a major disability insurer in 1996, Dr. Alvino was engaged in the private practice of internal medicine and geriatrics for 13 years in Bloomfield, Connecticut. During this period Dr. Alvino was an Assistant Professor of Medicine at the University of Connecticut. Dr. Alvino is also a part time faculty member at Assumption College in Worcester, Massachusetts; where he lectures on the "Medical Aspects of Disability" and "Medical Rehabilitation" at the graduate level.



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

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



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

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



## **Ann Chinnis, MD, FHM, Matrix Executive Coaching (Virginia Beach, VA)**

Ann Chinnis, MD is the CEO of Matrix Executive Coaching where she has assisted numerous physicians with their career transitions. Dr. Chinnis is certified as a Master Sherpa Coach. She has deep experience in leadership as Chair of Emergency Medicine at West Virginia University, Executive Director of the Epic Electronic Health Record Project at WVU, Associate Dean of Clinical Informatics, and Medical Director in academic and community settings. Dr. Chinnis is Board Certified in Emergency Medicine. She received her BS from Yale and her MD from Eastern Virginia Medical School.



## **Bart Cobert MD, FACP, FAGC, BLCMD Associates, LLC (Westfield, NJ)**

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



## **Kenneth H. Cohn, MD, MBA, HealthcareCollaboration.com (Amesbury, MA)**

Kenneth H. 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. 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: Mastering Physician-Administrator Collaboration and Collaborate for Success! Breakthrough Strategies for Engaging Physicians, Nurses, and Hospital Executives* and the Editor of *The Business of Healthcare* and *Getting It Done: Experienced Healthcare Leaders Reveal Field-Tested Strategies for Clinical and Financial Success*.



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

Heather Fork, MD, CPCC is owner and founder of the Doctor's Crossing. As an ICF certified coach, she works with physicians who are seeking to renew and reinvigorate their careers and avoid burnout. Dr. Fork is board certified in dermatology and managed her own practice for over 9 years. Having gone through a career transition, she is able to integrate her experience, training, and abiding interest in her work to help other physicians find happiness, success and fulfillment in their own lives and careers. She is a speaker

and educational team member for the Texas Medical Association's Committee on Physician Health and Rehabilitation. Her training in professional coaching was completed through the internationally recognized, ICF accredited, Coaches Training Institute. She received the designation, Certified Professional Co-Active Coach (CPCC), and attended the SEAK Non-Clinical Careers for Physicians Conference.



**Judy Harrison, MD, Harrison Clinical Consulting LLC (Lebanon, NJ)**

Judy Harrison, MD is President of Harrison Clinical Consulting LLC, a clinical research and pharmacovigilance consulting company. She has 20 years' experience in clinical research in the pharmaceutical industry including positions at Bayer in the U.K. and Schering-Plough in the U.S. She is a Senior Medical Officer in the MedDRA Maintenance and Support Services Organization (MSSO) which maintains and develops the international medical terminology used for adverse event reporting. Dr. Harrison is the chair of a Data Safety Monitoring Board for the National Institutes of Health and is an Adjunct Assistant Professor at the University of Medicine and Dentistry of New Jersey. Dr. Harrison received her undergraduate degree from the University of Cambridge and her medical degree from the University of Oxford.



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

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



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

Michelle Mudge-Riley DO, MHA successfully transitioned into a non-clinical career as a consultant and now helps other physicians with their transition(s). She has spent the past nine years advising and coaching other doctors in their career strategy and helping physicians with all aspects of non-clinical transition. Dr. Mudge-Riley received her medical degree from Des Moines University Osteopathic Medical School and her Masters Degree in Health Administration from Virginia Commonwealth University.



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

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



**Bob Priddy, third\_Evolution (Westminster, CO)**

Robert F. Priddy is the President of third\_Evolution and a Certified Birkman Consultant, as well as President of American World Clinics. Since 2002, Bob Priddy has successfully worked with more than 1,000 physicians seeking non-clinical career transitions or restructured clinical practices. His physician experiences began in 1981 with practice startups as a hospital executive and rapidly expanded to the recruitment and placement of more than 100 physicians from Norfolk, Virginia to Peoria, Illinois. During the past 30 years as a healthcare executive and entrepreneur Bob has served in physician practice management and consulting roles on both a local and a national level, in senior health system administrative and operational positions with four health systems in the East and Midwest, as well as in senior administrative, marketing and product management positions with leading healthcare IT vendors. Today, he splits his time between physician career transition consulting and international healthcare development.

## ALSO THIS YEAR: RECRUITERS AND EMPLOYERS

To enhance your conference experience, once again this year we have recruiters and employers looking for physicians to fill non-clinical positions. Attendees will be able to network with and talk to the recruiters and employers one-on-one about open positions, the marketplace, compensation packages and positions they would like to be considered for in the future.

## Conference Program: Saturday, October 20, 2012

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

**8:00-9:00 Leading the Way To Success**

**John W. Canady, MD**



Dr. Canady will explain the innumerable benefits of being a physician leader. These include helping to position yourself for your switch to non-clinical medicine, assisting in your career development, and empowering yourself to be a more effective change agent. Dr. Canady will provide practical tips and suggestions on how all physicians can develop, demonstrate and effectuate the leadership skills that will help in your job search, your new career and your life. **Questions and Answers.**

**John W. Canady, MD** is a Medical Director with Johnson & Johnson, where he was promoted to a larger supervisory role less than six months after making his transition to non-clinical medicine. One of his responsibilities at J&J is the mentoring and career management of associates. Dr. Canady is the former President of the American Society of Plastic Surgeons. He is Board Certified in both Plastic Surgery and Otolaryngology/Head and Neck Surgery. Dr. Canady received his BA from Grinnell College and his MD from the University of Iowa. Dr. Canady has been active in international humanitarian service and education organizations for over 20 years. He is an alumnus of SEAK's Non-Clinical Careers for Physicians Conference. Dr. Canady is a former tenured Professor at the University of Iowa and has extensive public presentation experience.

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

The conference mentors 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 Develop and Use Superior Communication Skills To Facilitate Your Career Transition**

**Gretchen M. Phillips, MD**



The single most common quality sought after for non-clinical positions is communication skills. Developing and demonstrating superior communication skills can greatly assist any physician looking to make a career transition. Dr. Phillips will recount her own career transition and describe how the communications skills she actively developed helped her to be in the enviable position of choosing amongst three competing non-clinical job offers. She will offer practical advice on how to develop and improve your communication skills. **Questions and Answers.**

**Gretchen M. Phillips, MD** is an Associate Medical Director at the Securian Financial Group in St. Paul, MN. Dr. Phillips developed her communications skills in part by serving as a medical correspondent for the Minneapolis Fox and NBC affiliates, hosting a weekly radio gig on CBS radio in Minneapolis, appearing on Dr. Oz, and serving as a medical spokesperson. Dr. Phillips is Board Certified in Family Medicine and was a treating physician prior to joining Securian. She earned her BA from Clemson and her MD from the Medical University of South Carolina. She is the mother of five including twins born in November 2011. Dr. Phillips is an alumnus of SEAK's Non-Clinical Careers for Physicians Conference.

**11:00-12:00 Coaching Yourself Through a Non-Clinical Career Transition**

**Ann Chinnis, MD**



Dr. Chinnis will explain how attendees can utilize the proven four step career transition process: 1. Taking stock - Take an honest look at yourself. 2. Global View - Take a look at your career environment. 3. Destination - Where do you want to go? 4. Summit - How do you reach your personal summit? Dr. Chinnis will describe her own transition and how the above four step process has helped many of her clients. Dr. Chinnis will provide practical advice and suggestions for physicians considering career transition. **Questions and Answers.**

**Ann Chinnis, MD** is the CEO of Matrix Executive Coaching where she has assisted numerous physicians with their career transitions. Dr. Chinnis is certified as a Master Sherpa Coach. She has deep experience in leadership as Chair of Emergency Medicine at West Virginia University, Executive Director of the Epic Electronic Health Record Project at WVU, Associate Dean of Clinical Informatics, and Medical Director in academic and community settings. Dr. Chinnis is Board Certified in Emergency Medicine. She received her BS from Yale and her MD from Eastern Virginia Medical School.

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

**1:00-2:00 BREAKOUT SESSION (Choose One)  
A. Opportunities in Pharma for Physicians**

**William D. Schwieterman, MD**



Dr. Schwieterman will provide an overview of the many different roles and opportunities available for physicians in the pharmaceutical industry including clinical research, drug safety, medical affairs, and regulatory affairs. He will provide insights on what physicians in each of these areas do on a day-to-day basis as well as provide information on pay ranges, travel requirements, downsides etc. Dr. Schwieterman will provide advice and suggestions for positioning yourself to transition into Pharma as well as suggestions for how to land your first position in this field. **Questions and Answers.**

**William D. Schwieterman, MD** currently serves as Chief Medical Officer for Chelsea Therapeutics and as a Director of Oxigene, Inc. Prior to joining Chelsea, Dr. Schwieterman spent eight years as an independent pharmaceutical consultant. Dr. Schwieterman began his career by spending 5 years at the NIH and then 10 years at the FDA. Dr. Schwieterman grew up in the Midwest and is from a family of physicians going back four generations. He received his BS and MD from the University of Cincinnati. Dr. Schwieterman completed his residency at Mt. Sinai in NYC. He is boarded in both internal medicine and rheumatology.

## Conference Program: Saturday, October 20, 2012



### B. Medical Writing Opportunities for Physicians

#### J. Stephen Fountain, MD, PhD

Dr. Fountain will relay his journey from clinical medicine to becoming a freelance writer. Dr. Fountain will describe the opportunities for physicians in freelance/work from home/part or full time medical writing and editing. He will describe the types of assignments physicians can expect, the most likely sources of these assignments, and the typical ranges for compensation. Dr. Fountain will also explain the downsides of freelance work including working on deadline, feast or famine, and the continuing need to work to get additional assignments. In addition, Dr.

Fountain will provide an overview of the current state of the medical communications field, the in-house employment opportunities that may be available for physician writers and how freelance writing can position a physician for a position within industry or in the medical communications field. **Questions and Answers.**

**James Stephen Fountain, MD, PhD** directs his own consulting firm providing medical and scientific writing and advisory services to medical education and communication companies. He has recently been working with clients such as Educational Resource Systems, NewMentor, the British Medical Journal, and others, as medical director, content developer and consultant. Prior to forming his consulting company, he was fulltime Medical Director with Health Interactions/MediTech Media/International Medical Press, where he was active in the management of the scientific and medical writing teams. He has been directly involved in the production of various sales training and CME projects, and in the development and execution of publications planning and lifecycle management for a number of therapeutic categories. A gifted writer and educator, Dr. Fountain is extensively trained in both Medicine and the Humanities. In addition to his medical training and research, he has years of experience writing, editing, and teaching, and has served in supervisory, faculty and research positions in the US and abroad. He and his wife live on a small hobby farm and chronicle their experiences at [iceboxfarm.com](http://iceboxfarm.com). Dr. Fountain's recently published Tao Te Chicken is available at Amazon.com for Kindle readers and forthcoming in print.

2:00-2:10

### Break and Networking Opportunity

2:10-3:10

### BREAKOUT SESSION (Choose One)

#### A. Non-Clinical Opportunities in Medical Administration

##### Sheldon G. Stadnyk, MD, MMM

Dr. Stadnyk will survey the full and part time non-clinical opportunities available in medical administration. He will explain what administrators do on a day to day basis, how to best prepare and position yourself for a medical administration position, what employers are looking for, what training and experiences will be of most use, and how to excel when interviewing for a position in medical administration. Dr. Stadnyk will explain how potential physician leaders are identified by employers and provide suggestions for how to develop and demonstrate leadership skills. He will provide practical advice and suggestions for physicians who may be considering medical administration. **Questions and Answers.**



**Sheldon G. Stadnyk, MD, MMM** is the Chief Medical Officer of Banner North Colorado Medical Center as well as Chief Medical Officer of Banner Western Region (encompassing seven states). Dr. Stadnyk previously served as Chief Medical Officer of Exempla Saint Joseph Hospital in Denver, Colorado, Regional Medical Director of MedPartners in Ventura County, California, and Medical Director of Cassidy Medical Group in Vista, California. Prior to his career in medical administration, Dr. Stadnyk practiced internal medicine in Oceanside, CA for twenty years. Dr. Stadnyk received his BA and MD degrees from UCLA and his Masters in Medical Management from Tulane. He enjoys marathon running and working on his novel *Coffee Azul*.



### B. Starting Your Own Business

#### Kimberly Aikens, MD

Starting your own business has many advantages: all physicians can do this regardless of their background, the business can be based where you choose so you never have to relocate, starting a business can be intellectually stimulating and fun, and of course, there is no artificial limit on how much money can be made. In this segment,

Dr. Aikens will detail the ups and downs of her business launch and provide practical advice on: finding your niche, determining if your product idea and business model is financially viable, figuring out the optimum pricing model, securing the necessary startup capital, identifying and selecting strategic partners, designing and launching your web site, and developing a plan to successfully market and sell your product or service. **Questions and Answers.**

**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). Suffering from congenital arthritis of both hips which necessitated bilateral hip replacements by the age of 54, mindfulness was critical to Dr. Aikens on a personal level in dealing with the stress of multiple surgeries. MBSR has also been personally invaluable to Dr. Aikens in the arena of competitive sports. As a life long horseback rider, she has received multiple championship ribbons in the discipline of dressage and has trained with many of the top Olympic team riders in the country. MBSR has been critical in handling the stress of these performances, especially when there is high risk involved. Dr. Aikens is currently enrolled in the University of Michigan's Ross School of Business.

3:10-3:20

### Break and Networking Opportunity

3:20-4:20

### BREAKOUT SESSION (Choose One)

#### A. Non-Clinical Opportunities With Health Insurers

##### Rohit K. Agrawal, DO, MBA

Non-clinical opportunities with health insurers exist throughout the country. Dr. Agrawal will review the nature of the health insurance field and the several opportunities available in it to physicians. He will discuss how physicians can make a significant difference in the lives of patients and the community when working in this area and how physicians can best prepare themselves to land their first position. Dr. Agrawal will recount his own career transition and offer practical advice on how physicians can locate, obtain and succeed in positions with health insurance organizations. **Questions & Answers.**



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**Rohit K. Agrawal, DO, MBA** serves as the National Medical Director of Clinical Client Relations for Highmark Blue Cross Blue Shield. He was previously the Medical Director of Strategic Clinical Initiatives and Medical and Utilization Management for Wexford Health Services and a Medical Director of Medical and Utilization Management for the UPMC Health Plan. A native of Pittsburgh, Pennsylvania, Dr. Agrawal received his BS from Northwestern, his DO from Lake Erie College of Osteopathic Medicine, and his MBA from the University of Pittsburgh. Dr. Agrawal is Board Certified in Emergency Medicine. Dr. Agrawal serves as a professional member of the Pennsylvania State Board of Osteopathic Medicine as well as on advisory committees for US Senator Bob Casey, Jr, and US Congressman Jason Altmire. In addition to his non-clinical responsibilities, Dr. Agrawal is still practicing as an attending Emergency Medicine physician.

### B. Key Success Factors in a Non-Clinical Career

#### **Bharat Kohli, MD, MBA**

Dr. Kohli will provide a frank assessment of life in the non-clinical world. He will explain what you can expect and the key success factors that will allow you to excel and grow in a non-clinical corporate environment. Dr. Kohli will provide practical advice on assessing and adapting to an organization's culture, navigating corporate politics, dealing with the ever present change, and how to prepare yourself for the frequently required Darwinian adaptations in a non-clinical environment. **Questions and Answers.**



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

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

## Conference Program: Sunday, October 21, 2012

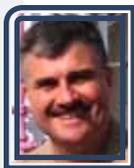
**7:00-7:30      Continental Breakfast with Faculty, Mentors and Recruiters**

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

### A. Federal Government: Opportunities for Physicians and How to Obtain Them

#### **Kenneth M. Lankin, MD, MBA, MPH**

Dr. Lankin will reveal numerous interesting opportunities for physicians to work in the Federal Government and why these positions can be very satisfying and lucrative for those looking to transition into a non-clinical career. Among the areas are research, policy, regulatory affairs, medical intelligence, disability review, administration, and public health: work that can have national and even global impact. Dr. Lankin will offer a candid review of Federal employment to include "corporate culture" and practical suggestions for being interviewed, hired, and developing a successful new career. **Questions and Answers.**



**Kenneth M. Lankin, MD, MBA, MPH** is an Occupational Medicine Physician and Public Health Emergency Officer for the Naval Health Clinic in Annapolis, MD; home of the US Naval Academy. He also serves as an advisor to Navy Medicine's Clinical Informatics Advisory Board and is an appointed Human Resources Selection Officer. Dr. Lankin has been detailed with the National Science Foundation, the US Coast Guard, OSHA, and the FDA's Center for Food Science and Nutrition (CFSAN). He has also worked with the US Agency for International Development (USAID), the CDC, Homeland Security, the Public Health Service, and various intelligence agencies. His work in the Navy has brought him to every continent in the world except Australia. During a 2009 deployment to Afghanistan, Dr. Lankin served as a direct liaison to the Afghan Minister of Public Health for Humanitarian Assistance and helped coordinate numerous interagency and international efforts that included the rebuilding of the Afghan Military Medical School. In 2010, his Wellness section at the Naval Health Clinic Annapolis won the Blue H – the Navy Surgeon General's Health Promotion and Wellness Award. Dr. Lankin is a clinical instructor for Occupational Medicine and holds a faculty appointment in the Department of Preventive Medicine at the Uniformed Services University. He has also taught for the Yale School of Nursing, George Washington University, and Johns Hopkins University.

### B. Letting Go

#### **Ross M. Tonkens, MD**

If you are unhappy doing what you are doing, you should be doing something else. Making your career switch, however, will require letting go and making a leap of faith. In this motivational presentation, Dr. Tonkens will show attendees a proven process for how to define their dreams, seize control of their lives, and convert their visions into reality. He will also explain how to enroll family into a vision so that they can support the dream and share the journey. Finally, he will explain why the most common mistake of physicians in career change situations is shooting too low. **Questions and Answers.**



**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." Before joining AHA Dr. Tonkens founded CardioBio Consulting, an international firm offering specialized clinical development consulting services to pharma and biotech clients, assisting them in moving their technologies from molecule to market.

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

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These services included everything from assisting startups with obtaining funding and designing development programs to overseeing the conduct of global clinical trials and assuring the medical and scientific validity of their data as well as their regulatory compliance. Prior to CardioBio Consulting he built the clinical development core of MDS Pharma's Global Development and Regulatory Services division, took Regado Biosciences, an innovative biotech, from first in human trials through spectacularly successful proof of concept in PCI of their instantly reversible anticoagulant, and led a global team of cardiologists at Quintiles, the world's largest contract research organization, in conducting global cardiovascular "mega-trials." He has also participated in placement of over \$500 million in private equity funding. His extensive bibliography includes recent publications in such peer reviewed journals as CIRCULATION and the JOURNAL OF THROMBOSIS and HEMOSTASIS, as well as the regulatory literature. He also recently coauthored and edited a book on due diligence in pharmaceutical equity and partnering deals. Dr. Tonkens received both his BA and MD degrees from Yale University, and has served on the teaching faculties of both UCLA and the University of Nevada. In his free time Dr. Tonkens delivers motivational speeches to physician groups around the country, sharing with them an effective process of defining their dreams and then realizing them.

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

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

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

##### **Kip Webb MD, MPH**

Dr. Webb will discuss the reasons why physicians, like himself, go to work for healthcare and national consulting companies. He will explain the career path at major consulting companies, why physicians are hired, and what their work is likely to consist of. Dr. Webb will offer practical advice and suggestions for physicians who want to consider working for a consulting company. **Questions and Answers.**



**Dr. Kip Webb** is the global lead of Accenture's Clinical Solutions practice. Dr. Webb has over 25 years of broad-based health care experience, including 10 years of clinical practice. His provider consulting practice has concentrated on process redesign and IT application integration in a variety of operational areas. Prior to coming to Accenture, Dr. Webb served on the faculties of Stanford University and Tufts University Medical Schools. There, his academic work concentrated on clinical decision analysis, pharmacoeconomic and medical outcomes research. He has worked with leading academic research institutions around the World and the Centers for Disease Control and Prevention. He is the author of several peer reviewed articles and has been a contributor to Nelson's Textbook of Pediatrics.

#### B. How to Raise the Money Needed to Turn Your Invention or Idea into a Profitable Business

##### **David Scharp, MD**

Dr. Scharp will explain the typical structure, benefits, and drawbacks of common vehicles with which to secure funding for a startup enterprise including: venture capital, corporate support, self-financing and governmental grants. He will explain how to go about obtaining each category of funding, how to identify potential funding sources, what specifically funding sources are looking for, and how to estimate how much funding will be required. Dr. Scharp will provide practical advice for a physician who is looking to turn his idea or invention into a profitable business. **Questions and Answers.**



**David Scharp, MD** is the President and CEO of Prodo Laboratories, Inc., in Irvine, California. Dr. Scharp trained and worked at Washington University School of Medicine, St. Louis, MO, as a Professor of Surgery and researcher in islet transplantation for nearly 30 years, producing over 200 publications with continuous NIH (National Institutes of Health) and additional JDRF (Juvenile Diabetes Research Foundation) funding that produced 13 issued patents to date in the area of islet transplantation. He left the University and joined Neocrin Company in 1994 as Executive Vice President, Chief Scientific Officer, and Chief Medical Officer to develop encapsulated islet xeno-transplantation technology into a clinical product. In 1999, Dr. Scharp co-founded Novocell, Inc. and developed a conformal PEG coating of human islets as an allograft product without requiring long term immunosuppression. Research and Development studies progressed from rodents through diabetic non-human primate models showing long term encapsulated islet allografts function without immunosuppression. A clinical trial IND for encapsulated human islet allografts was accepted by the FDA in 2005. In 2006, Dr. Scharp left Novocell and founded Prodo Laboratories, Inc. and Invenio Institute, a not-for-profit California public benefit company focused on performing diabetes research. Invenio Institute later changed its name to The Scharp-Lacy Research Institute. Prodo Labs provides high quality human islets to both corporate and academic diabetes researchers on a global basis having delivered over 20 million human islets in the last four years. It also provides novel islet tissue culture media that improve islet survival and function. The companies are also pursuing research into human islet cell expansion, islet encapsulation, and other diabetes products. In 2010, Dr. Scharp added Scharp Technologies that was based on his past stem cell activities to produce an adult stem cell derived component for skin care products that are in clinical trials.

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

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

#### A. How to Break into the Medical Informatics Field

##### **Juliet Daniel MD**

Medical Informatics is a growing field. Dr. Daniel will provide an overview of the field of medical informatics including a discussion of the various ways physicians are employed in this field. She will describe what physicians in this field may do on a day to day basis and the types of projects for which physicians working in this area may be called upon to provide subject matter expertise, such as serving as liaison, change management, physician training, EHR implementation, and adoption. Dr. Daniel will explain why a programming background in usually not required for non-clinical positions in medical informatics. She will provide practical concrete advice on how to best position yourself for and land your first non-clinical position in the field of medical informatics. **Questions and Answers.**



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**Juliet Daniel, MD** is an Informatics Advisor for Community Health Systems in Franklin, TN. She began her non-clinical work in medical informatics after almost 12 years as a practicing pediatrician, much of which was while serving in the United States Army Medical Corps. Dr. Daniel received her BS in Biology from Georgetown University and her MD from Northwestern University Medical School. She is a member of the Association of Medical Directors of Information Systems, the Health Information and Management Systems Society and the American College of Physician Executives. Dr. Daniel is an alumnus of SEAK's *Non-Clinical Careers for Physicians* Conference.



### B. Career Transition Strategies That Work

#### Clay Cerny, PhD

Dr. Cerny will explain the strategies and tactics that are most likely to succeed in helping you land your first position in your chosen non-clinical field. He will provide practical advice on how to find appropriate opportunities, get yourself in the door, sell yourself and close the deal. Dr. Cerny will provide insights on what to expect during a career transition and will suggest proven strategies for dealing with issues that commonly arise during a career transition. He will describe the biggest mistakes that can be made during a career transition and how to avoid them. **Questions and Answers.**

**Clay Cerny, PhD** is an experienced writer and career coach who has prepared over 1,500 résumés for people in all occupations and experience levels. He has assisted clients with career planning and interview preparation as well as writing for business and personal needs. Prior to becoming a career coach, he worked in HR and management as well as teaching writing and literature at Northwestern and DePaul. He has also led workshops on résumé writing, web-based job search, interview skills, and career change. Dr. Cerny received his BA and MA from John Carroll University and his PhD (American Literature) from Northwestern University.

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

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

### A. Medical Science Liaisons: Field Based Pharma Opportunities for Physicians

#### Dennis Pontani, PhD

Dr. Pontani will describe what medical science liaisons do on a day to day basis (including interacting with and learning from thought leaders in a field), why it is the best job he has ever had, and why he enjoys the freedom to set his own agenda for getting his job done. He will explain what employers are looking for in candidates for these positions, what work styles and personalities are the best fit for these positions, how employers train new MSLs, and how to best position yourself to break into this field. In addition, Dr. Pontani will give an overview of earning potential and compensation ranges and describe how and why field based positions can often lead to additional opportunities within Industry. **Questions and Answers.**



**Dennis Pontani, PhD** is a Senior Director/Team Leader (HIV, HCV, and Vaccines) for Pfizer. Dr. Pontani has extensive field based experience and leads a team of 5 MSLs (including 3 MDs). Dennis has interviewed or hired dozens of MSL candidates over the course of his career. Dr. Pontani has been with Pfizer since 1991. Prior to joining Pfizer he was a research scientist with the New Jersey Department of Health. Dr. Pontani received his BS from Mount Saint Mary's College, his MS in microbiology from Rutgers, and his PhD in Immunochemistry from the Waksman Institute of Microbiology at UMDNJ.

### B. How to Make a Positive Impression When Interacting with Employers and Recruiters

#### Bonnie Siegel, FHIMSS

Ms. Siegel will provide practical suggestions for how to excel when interacting with potential employers and recruiters. She will provide her insights into what employers and recruiters are looking for in job candidates. She will provide practical advice as to how to best articulate your skills and background, how to prepare for a job interview, how to answer difficult interview questions, and how to position yourself to break into a non-clinical field that you may not yet have experience in. Ms. Siegel will also describe the biggest mistakes physicians make when interacting with employers and recruiters and explain how to avoid these mistakes. **Questions and Answers.**



**Bonnie Siegel, FHIMSS** is a Healthcare IT Recruiter at Witt Kieffer, a premier healthcare and education executive search firm located in Oak Brook, IL. She focuses on placing key executive talent within hospitals, health systems, academic medical centers, medical groups, payers, vendors and consulting firms. Bonnie has placed numerous clinicians into non-clinical roles in medical informatics. She is recognized as an experienced executive search consultant who provides a consultative approach in partnering with her clients to successfully meet key information technology leadership needs. Prior to Witt Kieffer, Bonnie spent 14 years in healthcare information technology executive search as a Partner at Sanford Rose Associates, a Vice President at Hersher Associates, Ltd and Cejka Search, all healthcare executive search firms. Earlier in her career she was Vice President, Market Research and IT Consultant at Sheldon I. Dorenfest & Associates. Bonnie is a HIMSS Fellow and writes a healthcare CIO career management blog on <http://www.healthsystemcio.com/>, and frequently presents at national healthcare IT conferences including HIMSS, as well as being published and quoted in industry publications. Bonnie serves as an Adjunct Professor at the University of Illinois at Chicago where she teaches communication skills.

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

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

### A. Non-Clinical Opportunities for Physicians in the Public Health Arena

#### Chu Chu Onwuachi-Saunders, MD, MPH

Dr. Onwuachi-Saunders will describe the various non-clinical opportunities for physicians in the public health arena. These include federal, state, and local positions, non-profits, academia, and consulting. She will explain what public health physicians do on a day to day basis and the advantages and disadvantages of this line of work. Dr.



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Onwuachi-Sanders will give an overview of typical working conditions and pay scales. She will provide practical advice on how to position yourself for and land your first position in public health. **Questions and Answers.**

**Chu Chu Onwuachi-Sanders, MD, MPH** is a public health physician with more than 20 years' diverse experience. She currently serves as a consultant on various public health issues. Dr. Onwuachi-Sanders past positions include Disaster Assistant Consultant at the Federal Emergency Management Agency, Assistant Professor at Howard University, Program Officer at the Ford Foundation, Senior Deputy Director of the District of Columbia Department of Health, Deputy Health Commissioner of Philadelphia, and Medical Epidemiologist at the Centers for Disease Control and Prevention. Prior to moving into public health, Dr. Onwuachi-Sanders was a pediatrician in Atlanta, GA. Dr. Onwuachi-Sanders received her BS from Howard University, her medical degree from the University of Lagos, and her MPH from Johns Hopkins. She is the author of *OOOPS!*, a children's book which provides emotional and social support to girls 8 to 14 years of age experiencing menarche.



### B. Using LinkedIn to Find and Land Your Non-Clinical Position **Viveka Von Rosen**

As the number one business networking site in the world, LinkedIn can significantly expand a job searcher's reach to the contacts and into the organizations that can best help them find their perfect career. Ms. Von Rosen will provide a fast paced introduction to LinkedIn and show attendees how to optimize their LinkedIn profile. She will provide specific advice on how to best build your network and get the most out of LinkedIn's search tool. She will explain how to take maximum advantage of LinkedIn groups and will survey LinkedIn applications (such as Events and Slideshare.com) and show how these can help job seekers. Ms. Von Rosen will also explain how to take advantage of the Jobs Insider application. **Questions and Answers.**

**Viveka Von Rosen** is the LinkedIn expert. She is the CEO of Linked Into Business and has helped thousands of job seekers, entrepreneurs, and consultants to leverage LinkedIn to achieve their goals. Viveka is a highly sought-after corporate consultant on social media. Viveka was selected to write *The Definitive Business Guide to LinkedIn* and *LinkedIn In an Hour a Day* (forthcoming from J. Wiley & Sons). She was named one of 25 Women Who Rock Social Media in 2011 by the Top Rank blog, on a list that included social-media strategists for Microsoft, PepsiCo, Hewlett-Packard, and the Mall of America among other notables. She hosts the popular weekly #LinkedInChat on Twitter, where she has more than 40,000 followers. In 2011 she was named one of the 200 Most Fearless Women Online by Big Money Web.

**2:00-2:10**

### Break and Networking Opportunity

**2:10-3:10**

### BREAKOUT SESSION (Choose One)

#### A. Work from Home Opportunities in Medical Necessity Compliance



#### **Elizabeth (Lisa) Varghese-Kroll, MD**

Dr. Varghese-Kroll will describe the opportunities for physicians as Physician Advisors in the rapidly growing field of medical necessity compliance. Dr. Varghese-Kroll will explain how the business model for this field operates and what Physician Advisors do on a day to day basis. She will cover hours, work settings, compensation, benefits and how work in this field allows a physician to positively impact a large number of patients. She will recount her own journey toward non-clinical medicine and provide frank feedback on the positive and negative aspects of working from home as a Physician Advisor, including how this work environment relates to being a parent of a young child. In addition, Dr. Varghese-Kroll will provide insights into what employers in this field are looking for, how to best position yourself to make yourself more attractive to an employer in this field, and how to excel at your interview. **Questions and Answers.**

**Elizabeth (Lisa) Varghese-Kroll, MD** is a home-based Physician Advisor with Executive Health Resources, the leading provider of medical necessity compliance to health care organizations. She received her BS in Mass Communications from Virginia Commonwealth University and her MD from the University of Virginia School of Medicine. Dr. Varghese-Kroll is board certified in physical medicine and rehabilitation. Her journalistic experience includes an Internship at CNN working for Dr. Sanjay Gupta as well as work for the Judiciary Committee of the United States House of Representatives. Dr. Varghese-Kroll is an alumnus of SEAK's Non-Clinical Careers for Physicians Conference.



#### B. Non-Clinical Opportunities in Disability Consulting and Expert Witnessing **A.E. Daniel, MD**

Dr. Daniel will describe the opportunities available to physicians in (home based) disability consulting and expert witnessing. He will explain what the work consists of, who hires you, how much the work pays, and how to market yourself. Dr. Daniel will use his own example to demonstrate how establishing expertise and positioning yourself in a niche (prison suicides) can facilitate obtaining expert witness work. He will provide practical suggestions on how to get trained to perform excellent disability evaluations and how to earn repeat business in this field. **Questions and Answers.**

**A.E. Daniel, MD** is a forensic and correctional psychiatrist in Columbia, MO. The majority of his practice is currently forensic work and disability consulting. Dr. Daniel has served as an expert witness for more than 30 years and is a successful disability consultant. Prior to his selling his business, Dr. Daniel held the contract as the Director of Psychiatric Services for the Missouri Department of Corrections. In this role he had 155 employees including 29 psychiatrists. Dr. Daniel is Board Certified in Psychiatry, Child/Adolescent Psychiatry, and Forensic Psychiatry and is a Clinical Professor of Psychiatry at the University of Missouri School of Medicine. Dr. Daniel is well published and served for six years as the Associate Editor of the Journal of the American Academy of Psychiatry and the Law.

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

## Preconference Workshop: Negotiating Skills for Physicians

Thursday, October 18, 2012

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

### Executive Summary

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

In this intensive workshop you will learn how to:

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

### Faculty



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

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

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

"Excellent"

"Informative and helpful, well met my objectives"

"Steve is a world-class character"

"Very informative"

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

"Very good program"

### Registration Information:

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

# Preconference Workshop: Negotiating Skills for Physicians

Thursday, October 18, 2012

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

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

### 8:00–8:45 Introduction

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

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

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

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

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

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

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

### 9:30–9:45 Deadlines

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

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

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

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

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

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

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

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

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

### 1:15–1:30 Silence is Golden

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

### 1:30–2:00 Concessions

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

### 2:00–2:15 Deadlock

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

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

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

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

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

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

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

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

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

Friday, October 19, 2012

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

### Executive Summary

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

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

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

### Faculty



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



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



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



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

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

- "Very informative"
- "I was astounded by the huge number of young physicians looking to get out"
- "Great, well organized, thought out, well presented, meeting participants with careers in flux is invaluable"
- "What I needed at this point in the journey"
- "An excellent starting point for determining my next step in planning for my transition"
- "Thought provoking, self reflective"
- "Very informative and supportive"
- "Very inspiring, well focused, the specifics are very helpful"
- "Very well organized and presented expertly"
- "Excellent, well worth the money."
- "I was pleasantly surprised, at the number of people here, and that the speakers were excellent"
- "Lots of helpful information on where to start"
- "Excellent, will really help me prioritize and determine how to make a transition out of my current situation"
- "Inspirational, eye opening, wish I was here 20 years ago"

### Registration Information

The \$495 tuition includes a valuable seminar reference manual, continental breakfast and lunch with faculty, coffee breaks, and a dynamic learning experience. To register please use the form on page 2 or visit [www.seak.com](http://www.seak.com).

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

## Friday, October 19, 2012

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**

## 9th 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 1,000 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 60s.

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. Will I get a chance to meet and talk to the faculty, mentors and recruiters?

A. Yes. You will find our faculty, mentors, recruiters and employers very giving of their time.

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"*