

# Non-Clinical Careers for Physicians

## Your Action Plan for the Future

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

**Preconferences**  
**September 10-11, 2009**

**Negotiating Skills for Physicians**  
*Thursday, September 10, 2009*

**How to Find and Land High Paying Non-Clinical Jobs**  
*Friday, September 11, 2009*

**September 12-13, 2009, Chicago, IL**

## 2009 Faculty



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



**Michael Banks, MD**  
 MDea, Inc.  
 New York, NY



**Joseph Bormel, MD, MPH**  
 QuadraMed  
 Reston, VA



**Jonathan Cargan, MD**  
 Phoenix Ascendant  
 Consulting  
 Norristown, PA



**Ronald Chod, MD**  
 Grant Cooper &  
 Associates  
 St. Louis, MO



**Barton Cobert, MD, FACP, FAGC, FFFM**  
 BLCMD Associates, LLC  
 Westfield, NJ



**Kenneth H. Cohn, MD, MBA, FACS**  
 HealthcareCollaboration.com  
 Natick, MA



**Craig Davidson, MD**  
 The Hartford  
 Woodbury, MN



**Mark Andre Goncalves, MD**  
 Cardio-Thoracic & Vascular  
 Surgical Associates  
 Mobile, AL



**John Howard, MD**  
 Center for Disease Control  
 Washington, DC



**Robert A. Levine, MD**  
 Yale School of Medicine  
 Guilford, CT



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



**Matthew F. McManus, MD, Ph.D., MBA**  
 Cleveland Clinic  
 Foundation  
 Shaker Heights, OH



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



**Stuart Portnoy, MD**  
 Biologics Consulting  
 Group Inc.  
 Arlington, VA



**Robert F. Priddy**  
 Physicians Career Practice  
 Westminster, CO



**David Sable, MD**  
 Special Situations Life  
 Sciences Fund  
 New York, NY



**Ross D. Segan, MD**  
 Covidien Surgical Devices  
 North Haven, CT



**Michael S. Sherman, MD, MBA, MS**  
 Humana  
 Minneapolis, MN



**John Shufeldt, MD, JD, MBA, FACEP**  
 NextCare Inc.  
 Mesa, AZ



**Brian J. Silverstein, MD**  
 The Camden Group  
 Chicago, IL



**Gary M. Smthson, MD, MBA**  
 Smithson Healthcare  
 Consulting, LLC



**Randolph A. Stein, MD**  
 Unum  
 Portland, ME



**Gary M. Taff, MD**  
 Little River, CA

## 2009 Mentors



**Edward Alvino, MD**  
 Unum  
 Worcester, MA



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



**Brent Gibson, MD, MPH**  
 Springfield, MO



**Beth Jacobson, Esq.**  
 BR Jacobson, PLLC  
 Chappaqua, NY



**Steven Parker James, MD, MBA**  
 Allergan, Inc.  
 San Diego, CA



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



**Rita Meek, MD**  
 Wilmington, DE



**Michelle Mudge-Riley, MD**  
 FT Solutions  
 Glen Allen, VA



**Nancy Rubenstein-Ingelito**  
 Healthcare for Hire, Inc.  
 Plymouth, MA



**Ryung Suh, MPR, MBA, MPH**  
 Becker Venture Services  
 Group  
 Vienna, VA



**Michael Trigg, MD**  
 Merck & Co.  
 Wilmington, DE

**NEW THIS YEAR:**  
**Recruiters**  
 (See Page 7)

**Non-Clinical Careers 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 and is a modern, well-equipped quiet hotel. The Crowne Plaza Chicago is located directly across the street from Rosemont Convention Center. The compact Village of Rosemont is a very popular convention destination that features over 5,000 hotel rooms, numerous restaurants including Morton's, Nick's Fish Market, and McCormick and Schmick's, the brand new state of the art 101,000 square foot Muvico Theaters Rosemont 18, the Rosemont Theater, the Museum of Hummels and other attractions. The Chicago Loop and Magnificent Mile are accessible via taxi or you can walk to the subway from the Crowne Plaza. SEAK has secured a special group rate of \$99/night (single and double). Rooms are limited and this rate expires on August 19, 2009. To make your reservations, please call 888-233-9527 and refer to the SEAK Group rate.

**CANCELLATIONS:** Conference cancellations received in writing prior to August 15, 2009 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, September 10, 2009 (\$495)**
- How to Find and Land High Paying Non-Clinical Jobs Friday, September 11, 2009 (\$495)**

**Please register me for the main conference:**

- 2009 6th Annual Non-Clinical Careers for Physicians, Saturday-Sunday September 12-13, 2009 (\$1,295)**

Please print or type all items to assure accuracy.

All confirmations will be sent to the individual indicated.

**Priority Code: Net**

<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		
Card Number:	Exp. Date:	
Name as it appears on the card:	Security Code:	
Signature:		

**6th 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 not alone in your desire for change and that desire is nothing to be ashamed of.
- 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.

**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.
- 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 For Physicians Workshop (see pages 22-31) featuring *NY Times* bestselling physician-authors Michael Palmer and Tess Gerritsen. 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.

## 6th 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. Hundreds of your colleagues have attended our training programs. You are far from alone.

**Q.** What is the age of your typical attendee?

**A.** 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 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 and recruiters very giving of their time.

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

**A.** We are aware of many attendees' concerns in this area. We only provide an optional opt-in attendance list to our attendees.

### 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."*

## Preconferences, September 10-11, 2009

**Negotiating Skills for Physicians**  
Thursday, September, 10, 2009

**How to Find and Land High Paying Non-Clinical Jobs**  
Friday, September, 11, 2009

## Main Conference

## Saturday, September 12, 2009

- 7:00-8:00 **Registration and Continental Breakfast with Faculty, Mentors and Recruiters**
- 8:00-9:00 **Surviving, Thriving, and Overcoming Adversity: Transitioning Into Industry**  
By: Ross D. Segan, MD  
*Covidien Surgical Devices*  
(North Haven, CT)
- 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 **Non-Clinical Consulting Opportunities for Physicians: What is Available and How to Obtain Work**  
By: Brian J. Silverstein, MD  
*The Camden Group* (Chicago, IL)
- 11:00-12:00 **Your Job Interview: How to Excel**  
By: Connie Pate, Ed.D.  
*Strawn Arnold Ashpitz Groover, Inc.*  
(Austin, TX)
- 12:00-1:00 **Lunch (Provided with Faculty, Mentors, and Recruiters)**
- 1:00-2:00 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Physician Inventions: Achieving Success and Making a Difference**  
By: Robert A. Levine, MD  
*Yale School of Medicine*  
(Guilford, CT)
- B. Management and Medical Administration: The Opportunities Available for Physicians and how to Obtain Them**  
By: Matthew F. McManus, MD, Ph.D., MBA  
*Cleveland Clinic Foundation*  
(Shaker Heights, OH)
- 2:00-2:10 **Break and Networking Opportunity**
- 2:10-3:10 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Managed Care & Health Insurance: The Opportunities Available and How to Obtain Them**  
By: Michael S. Sherman, MD, MBA, MS  
*Humana* (Minneapolis, MN)
- B. Pharmacovigilance: Opportunities Available to Physicians and How to Obtain Them**  
By: Barton Cobert, MD, FACP, FACG, FFPM  
*BLCMD Associates, LLC*  
(Westfield, NJ)
- 3:10-3:20 **Break and Networking Opportunity**
- 3:20-4:20 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Medical Science Liaison & Medical Education: Opportunities Available for Physicians**  
By: Michael Banks, MD  
*MDea, Inc.* (New York, NY)
- B. Getting Your MBA: Is it Helpful and Necessary?**  
By: Gary M. Smithson, MD, MBA  
*Smithson Healthcare Consulting, LLC* (Pasadena, CA)
- 4:20-6:00 **Networking Reception with Faculty, Mentors and Recruiters**

## Sunday, September 13, 2009

- 7:00-7:30 **Continental Breakfast with Faculty, Mentors and Recruiters**
- 7:30-8:30 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Networking Your Way Into a Non-Clinical Career: Industry, Government, and Consulting**  
By: Stuart Portnoy, MD  
*Biologics Consulting Group Inc.*  
(Arlington, VA)
- B. Medical Informatics: Non-Clinical Career Options for Physicians**  
By: Joseph Bormel, MD, MPH  
*QuadraMed* (Reston, VA)
- 8:30-8:40 **Break and Networking Opportunity**
- 8:40-9:40 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Positioning Yourself For Your Non-Clinical Career: What Physicians Can Do**  
By: Ronald Chod, MD  
*Grant Cooper & Associates*  
(St. Louis, MO)
- B. The Physician Entrepreneur: Non-Clinical Opportunities Available to Physicians**  
By: John Shufeldt, MD, JD, MBA, FACEP  
*NextCare Inc.* (Mesa, AZ)
- 9:40-9:50 **Break and Networking Opportunity**
- 9:50-10:50 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Careers in the Disability Insurance Field**  
By: Randolph A. Stein, MD  
*Unum* (Portland, ME)
- B. Career Opportunities for Physicians in the Government: What Jobs are Available and How to Obtain Them**  
By: John Howard, MD  
*The Centers for Disease Control*  
(Washington, DC)
- 10:50-11:00 **Break and Networking Opportunity**
- 11:00-12:00 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Careers in the Life Insurance Industry**  
By: Craig Davidson, MD  
*The Hartford* (Woodbury, MN)
- B. Working for the Pharmaceutical Industry: Consulting and Freelance Writing Opportunities in Medical Affairs**  
By: Jonathan Cargan, MD  
*Phoenix Ascendant Consulting*  
(Norristown, PA)
- 12:00-1:00 **Lunch (Provided with Faculty, Mentors, and Recruiters)**
- 1:00-2:00 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Leveraging Your Medical Education in the Financial World: The Opportunities Available & How to Obtain Them**  
By: David Sable, MD  
*Special Situations Life Sciences Fund*  
(New York, NY)
- B. Multiple Opportunities for Physicians in Real Estate: How to Get Started and Succeed**  
By: Gary M. Taff, MD  
*Little River, CA*
- 2:00-2:10 **Break and Networking Opportunity**
- 2:10-3:10 **BREAKOUT SESSIONS, CHOOSE ONE:**
- A. Practical Strategies for Physicians Transitioning to Non-Clinical Careers**  
By: Kenneth H. Cohn, MD, MBA, FACS  
*HealthcareCollaboration.com*  
Natick, MA
- B. Too Old for a New Medical Career: Too Young to Retire**  
By: Mark Andre Goncalves, MD  
*Cardio-Thoracic & Vascular Surgical Associates* (Mobile, AL)



# 2009 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 with the attendees (at no additional charge).



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

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



## **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 med ed company in the world." Dr. Best is currently President of MDea, a medical education company in New York which recently launched [www.thedoctorschannel.com](http://www.thedoctorschannel.com) hailed by CNBC's Power Lunch as "An educational You Tube for doctors".



## **Brent Gibson, MD, MPH (Springfield, MO)**

Dr. Gibson is a board certified occupational medicine physician with administrative and academic interest and experience. His professional experience includes serving as the chief medical officer for the Pine Bluff Arsenal, an instructor at the Academy of Health Sciences at the United States Army Medical Department Center and School, and the interim chief of the occupational medicine service at the Brooke Army Medical Center. Currently, Dr. Gibson is the Vice President of Medical Affairs for Atlas Research, LLC in Washington DC.



## **Beth Jacobson, Esq. BR Jacobson, PLLC (Chappaqua, NY)**

Beth Jacobson, Esq. is the founder of the firm BR Jacobson. She is admitted to practice law in New York and New Jersey and is a member of the New York State Bar Association and the Association of Bar of the City of New York. She was a corporate attorney at Skadden, Arps, Slate, Meagher & Flom in New York City for fifteen years. Skadden Arps is one of the largest, global law firms in the world and is continually ranked as one of the best law firms in the world. She was general Counsel, Executive Vice President and Corporate Secretary for three years at PDI, Inc., a Nasdaq listed company. PDI is a sales and marketing service provider to the biopharmaceutical and medical device and diagnostic industries. Beth has extensive experience representing parties in the biopharmaceutical arena. In addition, she was responsible for first suggesting that physicians try thalidomide for the treatment of multiple myeloma – a cancer of the bone marrow that had previously been considered terminal. This treatment protocol is now effective in 98% of the patients treated.



## **Steven Parker James, MD, MBA Allergan, Inc. (San Diego, CA)**

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



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

Philippa Kennealy is President and founder of The Entrepreneurial MD. She is a business advisor, coach and teacher to physicians grappling with the challenges of launching, building or growing their own successful practices or businesses. She is a board-certified Family Physician who left her own private practice in 1996 to embark on an administrative career as first Medical Director and then CEO of UCLA-Santa Monica Medical Center. Subsequently, she served as Executive VP in two internet start-up companies, before launching her first coaching and speaking business, Oya Consulting. Philippa is passionate about professional development for physicians that permits them to reinvigorate their careers and overcome burnout. As reported to her repeatedly, physicians long for more control over their lives. She believes that entrepreneurship is one way to reintroduce physicians to their own creativity and resourcefulness.


**Rita Meek, MD (Wilmington, DE)**

Rita S. Meek, M.D., M.S.O.D., is the Hospital Medical Director for the Alfred I. duPont Hospital for Children, a 180 bed pediatric facility in Wilmington, Delaware. She is Board Certified in Pediatrics and Pediatric Hematology/Oncology. Dr. Meek's current interest is in developing programs to support physicians through the stress of malpractice litigation and serious adverse events. Prior to becoming the Hospital Medical Director in 2001, she was the Division Chief of Pediatric Hematology/Oncology for fifteen years. Before that she was in private practice in pediatric hematology/oncology for ten years. She has been a Clinical Associate Professor at Thomas Jefferson University Medical School for twenty years. During her career as a medical administrator, academic pediatric hematologist-oncologist, and private practitioner, she has been the Chairperson of numerous committees and task forces. She has received numerous awards for her work including the 2004 Trailblazer Award for the outstanding woman in Delaware, the Outstanding Teacher Award from the Thomas Jefferson University Pediatric Residents, and was featured on the cover of "Top Docs for Delaware" in 1998.


**Michelle Mudge-Riley, DO, MHA MBI (Richmond, VA)**

Michelle E. Mudge-Riley, DO, MHA, is Director of Wellness and Medical Management at MBI in Richmond, VA, where she takes an evidence-based and results-oriented approach to integrate individual engagement with best practices. Michelle has written extensively on transitioning out of clinical practice including: "Why I Quit Practice For Good," and a series of articles entitled, "The Ex-Doctor's Diary." Dr. Mudge-Riley has successfully transitioned out of clinical medicine and provides consultation for physicians seeking assistance.


**Nancy Rubenstein-Ingenito Healthcare for Hire, Inc. (Plymouth, MA)**

Nancy Rubenstein-Ingenito is the president of Healthcare for Hire located in Plymouth, Massachusetts, with 20 years of Healthcare and recruiting experience and as owner of Healthcare for Hire, a unique firm. Ms. Rubenstein-Ingenito has been in business for 10 years, recruiting and placing professionals in permanent positions within the Healthcare, Pharmaceutical, and Medical Device Industries. Her firm specializes in transitioning Healthcare professionals' in Non-traditional job opportunities and has the proven ability to successfully search and select professionals for their clients.


**Ryung Suh, MPP, MBA, MPH Becker Venture Services Group (Vienna, VA)**

Dr. Ryung Suh is the Director of the Strategic Reimbursement Practice at Becker Venture Services Group and the Health Economics Practice at Becker & Associates Consulting. He has provided commercial consulting services for over a decade in a broad range of fields related to health services research, health economics, health systems and policy processes, international and community health, statistical analysis, and management consulting, and has worked in the medical device, pharmaceutical, and payer/provider fields for the past 6 years. Dr. Suh serves as Assistant Research Professor at Georgetown University, with dual appointments at the School of Medicine and the School of Nursing and Health Studies, teaching on health systems, on health policy, and on bioterrorism preparedness. He is also an Adjunct Lecturer at the McDonough School of Business.


**Michael Trigg, MD Merck & Co. (Wilmington, DE)**

Michael Trigg, MD is an executive medical director at Merck & Co., Inc. Dr. Trigg joined Merck in September 2005. He received his BA from Trinity College in Connecticut with a dual major in French and Biology, and his MD from George Washington University. He completed his pediatric oncology fellowship at the National Cancer Institute in Bethesda and has held tenured faculty positions at the University of Wisconsin in Madison Wisconsin and The University of Iowa in Iowa City before joining the faculty of Thomas Jefferson University-Jefferson Medical College and the staff at the duPont Hospital for Children in Wilmington Delaware in 1997. It was at the duPont Hospital for Children that he set up his third marrow transplant program for children and adolescents and the accompanying stem cell processing laboratory. He left the duPont Hospital in August 2005 after a distinguished 25 year career in pediatric oncology and stem cell transplantation as a clinician, clinical investigator and entrepreneur. During that 25 year career, Dr. Trigg was the head of the acute lymphoblastic leukemia strategy group of the Children's Cancer Group for almost 10 years. The Children's Cancer Group in the 1980's and 1990's was the largest cooperative group in the world of physicians and allied health personnel looking after children with leukemia and malignancies. He has more than 300 publications consisting of peer-reviewed articles, abstracts, books, chapters, and scientific brochures and has contributed to numerous web-based sites. He has begun a number of businesses over the years including a company building "spec" homes and a full service cytogenetics company that primarily provided pre-natal genetics services and in vitro fertilization related services.

## NEW THIS YEAR: RECRUITERS

To enhance your conference experience this year we have added recruiters looking for physicians to fill non-clinical positions. Attendees will be able to network with and talk to the recruiters 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, September 12, 2009

**7:00-8:00 REGISTRATION AND CONTINENTAL BREAKFAST WITH FACULTY, MENTORS AND RECRUITERS**

**8:00-9:00 Surviving, Thriving, and Overcoming Adversity:**

**Transitioning Into Industry**



**By: Ross D. Segan, MD**

Dr. Segan will discuss the important work he was able to achieve in Afghanistan before his surgical career was ended by his injuries. He will explain how he obtained a fellowship in the American College of Surgeons and drew on his skills set to successfully transition to the business world. Dr. Segan will offer practical advice on how to overcome obstacles, seize opportunities, make the most of your core competencies and abilities, and successfully transition to non-clinical positions.

**Ross D. Segan, MD, FACS** is global medical director for Covidien Surgical Devices in North Haven, CT. Dr. Segan introduced a sustainable minimally invasive surgical capability to Afghanistan. He sustained injuries during a combat medevac mission and was awarded the meritorious service medal for service in Afghanistan. He received his BS from Salisbury State University and an MS from West Virginia University in Athletic Training. He completed his medical degree at UMDNJ-Robert Wood Johnson Medical School. He completed his general surgery residency training at Thomas Jefferson University Hospital in Philadelphia, PA and a fellowship program in Advanced Laparoscopic Surgery & Surgical Endoscopy at the University of Maryland Medical Center in Baltimore, MD. Upon completion of his training, Dr. Segan achieved board certification by the American Board of Surgery. Prior to his deployment to Operation Enduring Freedom, he was an attending physician, Acting Associate Residency Training Program Director and Chief of Minimally Invasive Surgery at Tripler Army Medical Center in Honolulu, HI.

**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 Non-Clinical Consulting Opportunities for Physicians:**

**What is Available and How to Obtain Work**



**By: Brian J. Silverstein, MD**

Dr. Silverstein will discuss the numerous opportunities available to physicians outside of clinical practice. He will review the specific skills and core competencies that both clinicians and great consultants have in common. Dr. Silverstein will explain the number of sub-industries available to physician consultants including: IT, clinical outcomes, medical devices, Pharma, payor, hospital provider-strategy operations, physician groups, think tanks, and compliance. Dr. Silverstein will review what to look for in firms and how to find the right fit for yourself. He will offer practical suggestions for positioning yourself as a successful non-clinical physician consultant.

**Brian Silverstein, MD** is a senior vice president at The Camden Group. He has over 12 years of experience in the healthcare industry with extensive expertise in the areas of national healthcare trends, changing clinical practices, future care delivery models, medical technology innovation and adoption, and alignment of hospital and physician interests. Dr. Silverstein has provided advisory services for a variety of hospitals - from small, rural community hospitals to large non-profit hospital systems. In addition, he has consulted for various academic medical centers, integrated delivery networks, physician groups and other healthcare organizations. Prior to joining The Camden Group, Dr. Silverstein served as vice president and national thought leader for Sg2 Health Care Intelligence. In this capacity, he provided editorial direction for developing Sg2 forecasts, decision tools, education, and custom consulting services. Before joining Sg2, Dr. Silverstein worked as a management consultant at ZS Associates, a leading sales and marketing consulting firm for healthcare and pharmaceutical companies. He has consulted for managed care organizations and multinational Fortune 500 pharmaceutical and medical device companies. In



## Conference Program: Saturday, September 12, 2009

In addition to having extensive knowledge of the U.S. healthcare environment, he has also had the opportunity to consult internationally in industrialized and developing markets. He received his BA from Goizueta School of Business, Emory University, and his MD from Pritzker School of Medicine.

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



**By: 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.

**Ms. Pate** 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. Prior to working in industry Connie held faculty and staff positions at the University of Arkansas where she also earned an MA in Communication and an Ed.D. in Higher Education.

### 12:00–1:00 LUNCH (PROVIDED WITH FACULTY, MENTORS, AND RECRUITERS)

### 1:00–2:00 BREAKOUT SESSIONS, CHOOSE ONE:



#### Physician Inventions: Achieving Success and Making a Difference

**By: Robert A. Levine, MD**

Dr. Levine will explain how he turned an intractable clinical problem, the inability to obtain immediate lab test results, into a highly successful career as a physician inventor. He will discuss how physicians can protect their ideas/rights and how to turn their ideas and concepts into inventions that are lucrative and can help millions of patients.

**Dr. Robert A. Levine** is a clinical professor of Laboratory Medicine at the Yale University School of Medicine and a practicing Internist and Endocrinologist. His areas of interest include developing point of care diagnostics for both human and veterinary medicine. He has invented tests for performing complete blood counts, tests for cancer of colon, and for the diagnoses of malaria and other hematoparasitic diseases. Licensed products have generated over one billion dollars in sales and tens of millions of dollars in royalties. Dr. Levine received his BS from Brooklyn College and his MD from the State University of New York, Syracuse.



**-OR-**

#### Management and Medical Administration: The Opportunities Available for Physicians and how to Obtain Them

**By: Matthew F. McManus, MD, Ph.D., MBA**

Dr. McManus will present the many varied management and administrative opportunities available to physicians, including: intra-hospital administration, hospital management, pharmaceuticals, marketing, biotech/device, and management consulting. Dr. McManus will describe the opportunities, responsibilities, and salary ranges. He will offer practical advice on how to move from a clinical to a management/administrative position.

**Matthew F. McManus, MD, Ph.D., MBA** is Chief Operating Officer of Cleveland Clinic Medical Laboratories and the Pathology and Laboratory Medicine Institute, where he oversees over 650 employees. Dr. McManus had an exciting and varied career working at Proctor and Gamble Corporation, McKinsey & Company, and Novartis Institutes for Biomedical research. He received

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his BA from the College of the Holy Cross, his MBA from Boston College, and his MD and Ph.D. from the University of Pennsylvania School of Medicine. His passion is educating physicians about management skills.

**2:00-2:10 BREAK AND NETWORKING OPPORTUNITY**

**2:10-3:10 BREAKOUT SESSIONS, CHOOSE ONE:**



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

**By: Michael S. Sherman, MD, MBA, MS**

Dr. Sherman will review the nature of the managed care and health insurance fields and how they present several potential opportunities available to physicians.

He will discuss how physicians can make a significant difference in the lives of patients and the community when entering these fields and how physicians can prepare themselves for entry. As these companies have matured into “wellness and benefits companies” offering a broader set of products and services, the range of opportunities has expanded beyond the “traditional UM” roles to more dynamic positions that may involve corporate strategy, designing innovative reimbursement programs, etc. Dr. Sherman will offer practical advice as to how physicians can locate, obtain and succeed in positions in the managed care and health insurance fields.

**Michael S. Sherman, MD, MBA, MS** is corporate medical director, physician strategies for Humana, a national health insurance company. He has also served in leadership roles at other large organizations such as United Healthcare, Thomson Reuters and DaVita and at small entrepreneurial start ups, including HealthAllies (sold to United) and Immusol. A board certified anesthesiologist, Dr. Sherman received his BA and MS from the University of Pennsylvania, his MD from Yale University, and his MBA from Harvard University. He is a member of the editorial board of *Biotechnology Healthcare* and a frequent speaker at national conferences on a variety of topics.



**-OR-**

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

**By: Barton Cobert, MD, FACP, FAGG, FFPM**

Dr. Cobert will discuss the role that physicians play in pharmacovigilance, drug safety and risk management in the industry, in government and NGOs. He will explain the opportunities available to physicians and the best ways to transition into Pharma from clinical medicine. Dr. Cobert will review the positions available, the range of salaries and benefits available, and the specialties most in demand by Pharma, government and NGOs for these positions. Dr. Cobert will offer practical suggestions for transitioning from clinical medicine into pharmacovigilance and drug safety.

**Barton Lewis Cobert, MD, FACP, FAGG, 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. 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.

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**3:10-3:20 BREAK AND NETWORKING OPPORTUNITY**

**3:20-4:20 BREAKOUT SESSIONS, CHOOSE ONE:**



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

**By: Michael Banks, MD**

Dr. Banks will review the roles, responsibilities, and compensation of physicians acting as medical science liaisons. He will explain how to become an MSL, the opportunities available for physicians as Medical Science Liaisons, and how to obtain them. Dr. Banks will discuss the role and functions for physicians in medical education and advertising. He will offer practical advice on transitioning into a career in medical education and medical advertising and how to obtain jobs in these areas.

**Michael Banks, MD** is Vice President of MDea ([www.MDeaNY.com](http://www.MDeaNY.com)), a medical education company in New York. Born in New York, Michael grew up in Trumbull, CT. He attended college at the University of Michigan and medical school at the University of Connecticut. After completing his residency in Internal Medicine at the University of Chicago and passing his boards, Michael was searching for alternative career paths for physicians. Michael served as a contract MSL for Pharmacia/Pfizer in the field of Ophthalmology and was subsequently hired to lead teams of contract MSLs as National Director for BESTMED, and was the Business Unit Director across multiple accounts. Dr. Banks, in addition to serving as a medical science liaison, has recruited, trained, and managed medical science liaisons on a national level. He is also one of the co-founders of [www.thedoctorschannel.com](http://www.thedoctorschannel.com), which has been called the “educational YouTube for doctors.”



**-OR-**

### Getting Your MBA: Is it Helpful and Necessary?

**By: Gary M. Smithson, MD, MBA**

Dr. Smithson will discuss the importance of the MBA credential. He will compare the different options available, including: healthcare, traditional, and on-line programs. Dr. Smithson will explain the skills and competencies necessary to make a successful transition to business and industry, including: preparation, writing skills, working in teams, and leveraging your clinical experience. Dr. Smithson will offer practical advice on making the MBA decision and will also offer non-MBA options.

**Gary M. Smithson, MD, MBA** is an accomplished healthcare executive with over 25 years as a healthcare consultant and board-certified pediatrician. He currently works with Watson Wyatt, the well-known benefits consulting firm and WorldDoc, a web portal company. Previously, Dr. Smithson was the senior clinician of the healthcare consulting practice at Deloitte Consulting. Dr. Smithson received his BA from Kalamazoo College, his MD from the University of Cincinnati and his MBA from the University of California at Irvine.

**4:20-6:00 NETWORKING RECEPTION WITH FACULTY, MENTORS AND RECRUITERS**

*“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”*

*“Probably the best overall experience of any conference I have attended”*

*“Very useful, I was able to obtain information about non-clinical careers in 2 days. It would have taken me years to get all this info on my own”*

*“Well worth my time & money. Eliminated areas that I had been considering while adding ones I never knew existed”*

*“Great opportunity to network- built in lunch & receptions”*

*“I am leaving this conference enthused about embarking on this transition”*

## Conference Program: Sunday, September 13, 2009

**7:00-7:30 CONTINENTAL BREAKFAST WITH FACULTY, MENTORS AND RECRUITERS**

**7:30-8:30 BREAKOUT SESSIONS, CHOOSE ONE:**



### Networking Your Way Into a Non-Clinical Career: Industry, Government, and Consulting

**By: Stuart Portnoy, MD**

Dr. Portnoy will explain how to identify your core non-clinical interests and skill set. He will review the low, medium, and high yield networking strategies and offer additional techniques. Dr. Portnoy will review the numerous opportunities available to physicians in industry, government, and consulting. He will discuss the cultures, pay scales, and specific networking techniques to obtain non-clinical positions in industry, government, and consulting.

**Stuart Portnoy, MD** is a senior consultant for medical devices, Biologics Consulting Group in Arlington, VA. Dr. Portnoy spent 8 years at the FDA, rising from medical officer to acting deputy director of cardiovascular devices. He worked for 5 years in industry for PharmaNet as a medical device consultant. Dr. Portnoy received his BS from Tufts University, his MS from the University of Pennsylvania, and his MD from George Washington University School of Medicine.



**-OR-**

### Medical Informatics: Non-Clinical Career Options for Physicians

**By: Joseph Bormel, MD, MPH**

Dr. Joseph Bormel will review the many career options available for physicians in medical informatics, including: consulting, informatics vendors, provider organizations, academia and government. He will explain the skills and core competencies needed to succeed in medical informatics and in business. Dr. Bormel will use a case study to demonstrate the opportunities available in medical informatics, the strategies for evaluating career opportunities, and suggestions for making the transition into an informatics career.

**Joseph I. 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.

**8:30-8:40 BREAK AND NETWORKING OPPORTUNITY**

**8:40-9:40 BREAKOUT SESSIONS, CHOOSE ONE:**



### Positioning Yourself For Your Non-Clinical Career: What Physicians Can Do

**By: Ronald Chod, MD**

Dr. Chod will explain how to identify Executive Leadership Positions in hospitals, delivery systems and industry. He will discuss how to identify your target role, and how you can build your value and make yourself more marketable. Dr. Chod will offer practical suggestions for finding and evaluating opportunities, interviewing to win the position and negotiating the best deal for yourself.

**Ronald J. Chod, MD, MBA** is a senior client partner at Grant Cooper & Associates in St. Louis, MO. Dr. Chod brings more than 25 years of experience in clinical practice, academic leadership and integrated delivery system administration to Grant Cooper & Associates. Ron's executive search practice is national in scope and highly focused on academic physician leaders, including deans, department chairs, and division heads, and on academic hospital and integrated delivery system leaders, including CMOs, CMIOs, CEOs, and group practice leaders. Ron's firsthand knowledge

## Conference Program: Sunday, September 13, 2009

of key business and leadership issues facing academic institutions and his access to academic and hospital leaders throughout the United States provides a strong platform for effectiveness in filling key leadership searches. Dr. Chod is a graduate of The University of Texas at Austin and The University of Texas Southwestern Medical School at Dallas. He served his internship and residency training in Obstetrics and Gynecology at Barnes-Jewish Hospital in St. Louis. In 2003, Ron earned his MBA from The Olin School of Business at Washington University in St. Louis, Missouri.



**-OR-**

### The Physician Entrepreneur: Non-Clinical Opportunities Available to Physicians

**By: John Shufeldt, MD, JD, MBA, FACEP**

Dr. Shufeldt will identify non-clinical entrepreneurial opportunities for physicians and assist attendees in performing their own entrepreneurial assessment. He will explain debt, venture, and private equity sources of funds and the role of the business plan. Dr. Shufeldt will discuss the common pitfalls of entrepreneurial endeavors and how to avoid them. Dr. Shufeldt will offer practical suggestions and a protocol for physicians considering and evaluating entrepreneurial opportunities.

**John Shufeldt, MD, MBA, JD** founded NextCare Urgent Care, the largest privately held urgent care system in the US. He is a physician, medical entrepreneur, attorney, educator, and author and is a Fellow of the American Board of Emergency Medicine, the College of Legal Medicine, and the American College of Emergency Physicians. Dr. Shufeldt's current positions include Chief Executive Officer of NextCare, Inc., Tactical Medicine Physician for Phoenix Police Department Special Operations Unit, Medical Director for OmniFlight, Inc., and Emergency Physician at St. Joseph's Hospital in Phoenix Arizona. He is also the founder and chairman of Professional Assessment Service and Solutions. John began his television "career" on KTVK Channel 3 in 2001. Since that time he has had numerous appearances on the mid-day show. He produced and moderated *Top Doc*, a segment which aired monthly and was dedicated to spotlighting top Arizona Physicians. He also produced and co-anchored *Your Health A-Z with Heidi Foglesong* which aired on Channel 3 TV and on KTAR 620AM. John has authored and co-authored books on Children's Emergencies and Contract Issues for Emergency Medicine Physicians. He writes and lectures on a variety of subject matters to graduate medical, business and law students. He is the Health Law Editor and on the Advisory Board for the *Journal of Urgent Care Medicine* and is the Editor in Chief of *Urgent Care Alert* and *ED Legal Bulletin*. He is also a contributor to *Immediate Care Business*.

**9:40-9:50 BREAK AND NETWORKING OPPORTUNITY**

**9:50-10:50 BREAKOUT SESSIONS, CHOOSE ONE:**



### Careers in the Disability Insurance Field

**By: Randolph A. Stein, MD**

Dr. Stein will discuss the numerous opportunities available for physicians in the growing insurance industry and how to obtain these positions. He will explain what it takes to be a successful medical consultant/medical director for a disability insurance company and a day in the life of a medical consultant/medical director in a disability insurance setting. Dr. Stein will use a case study to demonstrate how disability insurance work can be interesting, thought provoking, and professionally challenging.

**Randolph A. Stein, MD** is the lead medical director at Unum in Portland, ME, managing the medical staff. Dr. Stein received his BA from the University of Virginia and his MD from SUNY-Health Science Center. He is board certified and practiced internal medicine for 20 years in New Jersey. Dr. Stein's prior positions include staff physician at Merck & Co. and corporate medical director at AT&T Health Affairs Organization.



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**-OR-**

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

**By: John Howard, MD**

Dr. Howard will review the federal government career opportunities in NIOSH, DHHS, CDC, NIH, FDA, and other federal departments and agencies for physicians. He will discuss state and local opportunities and what credentials are helpful. Dr. Howard will explain how physicians are hired and the pay scales, including bonuses that are available to physicians. Dr. Howard will offer practical advice on how to locate and obtain positions in the government.

**John Howard, MD** is a Distinguished Consultant in the Public Law Program at the Centers for Disease Control and Prevention. From 2002 through 2008, Dr. Howard was the Director of the National Institute for Occupational Safety and Health in the U.S. Department of Health and Human Services. Dr. Howard received his BS from the University of San Diego, his MD from the Strick School of Medicine, Loyola University, his MPH from Harvard University, his JD from the University of California School of Law and his LLM from the George Washington School of Law. Dr. Howard has written and lectured extensively on numerous occupational health and safety issues. Dr. Howard is professorial lecturer at the George Washington University School of Public Health and is a diplomate of the American Board of Internal Medicine and the American Board of Preventive Medicine.

### 10:50-11:00 BREAK AND NETWORKING OPPORTUNITY

### 11:00-12:00 BREAKOUT SESSIONS, CHOOSE ONE:



### Careers in the Life Insurance Industry

**By: Craig Davidson, MD**

Dr. Davidson will discuss the multiple and varied opportunities for physicians in the life insurance industry and how to obtain them. He will share his 10 years of experience in the industry and will describe what it takes for a physician to successfully transition to the life insurance industry. Dr. Davidson will offer examples of how life insurance work can be meaningful, interesting, and professionally challenging.

**Craig Davidson, MD** is Assistant Vice President and Senior Medical Director at Hartford Life. He is board certified in Internal Medicine and Insurance Medicine and has a CLU designation. Prior to joining Hartford Life in 1998, Craig was in a multi-specialty practice in Internal Medicine for 17 years, with a focus on hypertension, diabetes and geriatrics. Within Hartford Life, Craig works in the Underwriting Department assisting evaluation of mortality risk which has a direct effect on profitability. One of his research interests is Prostate Cancer and how earlier diagnosis and better treatment have affected survival. In 2006, Craig developed a program which allowed Hartford Life to become the first Life Insurer in the nation to offer standard rates to prostate cancer survivors with early stage surgically treated disease immediately after their treatment. Continuation of his research allowed Hartford Life to expand this program in 2008 to early stage radiation treated prostate cancer survivors. In the insurance industry Craig has been an international speaker for medical director and underwriter meetings, He is President Elect of the American Academy of Insurance Medical Directors (AAIM), and former Chairman of the Membership committee. He is past president of the Midwestern Medical Directors and has served on several scientific program committees for AAIM. In addition, he is Hartford's representative to the American Council of Life Insurers Medical Risks and Classification Committee currently working on state travel legislation.

*"The breakout sessions were by far the best- they were what gave me the specifics I needed. I wished I could have attended them all & didn't have to choose"*

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**-OR-**

### Working for the Pharmaceutical Industry: Consulting and Freelance Writing Opportunities in Medical Affairs

**By: Jonathan Cargan, MD**

Dr. Cargan will present a review of the consulting and freelance writing opportunities in the pharmaceutical industry. He will discuss the physician's role in consulting and writing for Pharma, the skill sets required and challenges presented. Dr. Cargan will explain how to decide if these types of work are right for you, examine the pros and cons of freelancing vs. an employee relationship, and will offer practical suggestions for getting your foot in the Pharma industry door.

**Jonathan Cargan, MD** is President of Phoenix Ascendant Consulting in Norristown, PA. Dr. Cargan received his BA from Johns Hopkins University and his MD from Pennsylvania State University Medical Center. Dr. Cargan has had extensive experience as a consultant and freelance writer for major pharmaceutical and vaccines companies. He is a contract writer for a major Infectious Disease website. He has consulted to three separate billion dollar product franchises and has a current specialization in medical aspects of product promotion (phase IV) and strategic and competitive issues.

**12:00-1:00 LUNCH (PROVIDED WITH FACULTY, MENTORS, AND RECRUITERS)**

**1:00-2:00 BREAKOUT SESSIONS, CHOOSE ONE:**



### Leveraging Your Medical Education in the Financial World: The Opportunities Available & How to Obtain Them

**By: David Sable, MD**

Dr. Sable will explain how your medical training and practice can be excellent preparation for a career in the financial industry. He will discuss transitioning into the business world, including: a quick path to business education (how not to commit two years to an MBA), the basic business vocabulary, and speaking the language. Dr. Sable will review the types of positions available and how compensation works in the buy side (hedge funds, venture funds, and private equity), sell side (investment banks), and consulting. Dr. Sable will offer practical suggestions on making contacts and the intellectual and lifestyle trade-offs in the field.

**David Bruce Sable, MD** is the portfolio manager for the Special Situations Life Sciences Fund in New York. Prior to entering the business world he was director of the division of reproductive endocrinology at Saint Barnabas Medical Center in New Jersey. He received his BS from the Wharton School and his MD from the University of Pennsylvania. Board certified in both obstetrics and gynecology and reproductive endocrinology, he has appeared on the CBS morning news, ABC World News Tonight, and PBS' Nova.

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**-OR-**

### Multiple Opportunities for Physicians in Real Estate: How to Get Started and Succeed

**By: Gary M. Taff, MD**

Dr. Taff will explain how he started and sold numerous businesses successfully and the lessons to be learned from his successes. He will discuss the many opportunities available for physicians in the real estate field, how to get started, and how to make money at it on a full-time or part-time basis. Dr. Taff will offer practical advice on how to learn a new field of expertise, tap into other people's knowledge base, and succeed in the real estate market, in good times and bad.

**Gary M. Taff, MD** is a board-certified emergency medicine physician and an Entrepreneur of the Year award recipient. In 1998, he sold his medical group and moved to Northern California. After creating a hospital-based occupational medicine program and directing an ambulance company, Gary turned his attention to real estate investing. Starting with \$20,000 borrowed capital, and using equity sharing, intensive market research and an eye for buying the best deal in emerging small to medium-sized markets, Gary purchased 150 properties in 13 states over a four year period, and developed a portfolio of over \$9 million. The portfolio spanned a wide range of residential properties from single family homes to condos, duplex to four-plexes, rehab projects, condo conversions and multi-unit apartment complexes. In addition to investing, Gary has been an area manager for a nationwide real estate network, presented multiple seminars on real estate and mentored numerous investors. Gary is most proud of his ability to adapt to changes in the business climate of medicine and the changes and fluctuations in the real estate market.

**2:00-2:10 BREAK AND NETWORKING OPPORTUNITY**

**2:10-3:10 BREAKOUT SESSIONS, CHOOSE ONE:**



### Practical Strategies for Physicians Transitioning to Non-Clinical Careers

**By: Kenneth H. Cohn, MD, MBA, FACS**

Dr. Cohn will discuss his transition and the dilemmas faced by many physicians considering transitioning out of clinical medicine. He will offer specific practical strategies to test your readiness prior to changing jobs. Dr. Cohn will provide tools and strategies to maximize physician readiness, including: checklists, a systems approach to developing a new business, and guidelines for forming mastermind groups, blogging, and using autoresponders. He will offer field-tested advice that will increase your chances for success.

**Kenneth H. Cohn, MD, MBA** 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 *Improving Physician-Hospital Relations: A Field-Tested System*.

**— Registration is Limited. Register Today. —**

## Conference Program: Sunday, September 13, 2009



**-OR-**

### **Too Old for a New Medical Career: Too Young to Retire**

**By: Mark André Gonçalves, MD**

Dr. Gonçalves will explain how he transitioned from cardio-thoracic and vascular surgery to practice management. He will discuss available career options, expanding your knowledge base, whether or not to obtain further degrees, and picking up administrative responsibilities. Dr. Gonçalves will offer practical advice on evaluation of options, decision points, and making a final decision of career choices for those physicians too young to retire.

**Mark André Gonçalves, MD** is the practice manager for a group of seven other cardiac and vascular surgeons, with an ancillary staff of 4 PA's, 11 nurses, techs and medical assistants, and 15 office support personnel. He received his BA magna cum laude from the University of Colorado and his MD with honors from the University of Colorado Health Sciences Center. He is certified by the American Board of Surgery and the American Board of Thoracic Surgery. His current duties include: personnel management, staff and physician recruiting, scheduling, physical plant management, budget and finance management, and interfacing with bookkeepers, payroll services, insurance companies, lawyers, and vendors.

***“Great information, very useful”***

***“Information all resource rich”***

***“Phenomenally great”***

***“Well run and informative”***

***“There is something for everyone”***

***“An excellent conference”***

***“Taught me exactly what I wanted to learn”***

***“Very good panel of speakers, very approachable people”***

***“Very Impressive”***

***“I liked it being family run- with people approachable with concerns, fundamentals, etc.”***

***“Speakers & mentors are available to talk with & ask questions”***



## Preconference Workshop: Negotiating Skills for Physicians

Thursday, September 10, 2009

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* 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, September 10, 2009

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

Students 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 employments 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, September 11, 2009

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. Each registrant will be given the opportunity to complete a Birkman Preview® which will show them the non-clinical careers that are best for them. The course will conclude with each physician drafting a customized action plan of how they will find and land their first non-clinical job.



#### 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.



**Michael J. McLaughlin, MD** is co-founder and Chief Scientific Officer of Peloton Advantage, a medical communications company based in Parsippany, NJ. After four years in clinical practice as a plastic surgeon and hand specialist, he networked his way through a career change to enter the field of medical communications. He then rose from Associate Medical Director to Senior Vice President, Chief Scientific Officer, within four years. Dr. McLaughlin founded Physicians Renaissance Network ([www.prnresource.com](http://www.prnresource.com)), a service for doctors with non-clinical careers and interests. He wrote the book *Do You Feel Like You Wasted All That Training?: Questions from Doctors Considering a Career Change*. He frequently advises physicians considering non-clinical careers.



**Robert F. Priddy** is the Executive Director of Physicians Career Practice and a Birkman Consultant. Since 2002, Bob Priddy has successfully worked with more than 500 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.



**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 author of *The Biggest Mistakes Physicians Make When Transitioning to a Non-Clinical Career*.

### 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.

### Registration Information

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

### Here's what past attendees had to say:

#### "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"

# Preconference Workshop:

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

### Friday, September 11, 2009

#### 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 options available to physicians including: Pharma, education, management, biotechnology, public service, insurance, utilization review, forensic examinations, entrepreneur/business owner, media, writing, association and non-profit management, risk management, occupational health, and many more. The faculty will also disclose how to best find high paying non-clinical positions. Questions and Answers.

#### 9:15-9:45 Being a Physician Consultant

The faculty will review the numerous consulting opportunities available to physicians, how to find a niche and utilize consulting as part of the career transition process. Questions and Answers.

#### 9:45-10:15 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

#### 10:30-11:30 How it is Done: Lessons and Case Studies from Doctors Who Have Made the Switch

The faculty will present 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.

#### 11:30-12:00 Should I get an MBA?

The faculty will review the pros and cons of getting an MBA, on-line MBA and if and when it helps physicians moving to non-clinical positions. Questions and Answers.

#### 12:00-1:00 LUNCH WITH FACULTY PROVIDED

#### 1:00-1:45 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.

#### 1:45-2:15 Obtaining and Excelling at Your Job Interview

It can take the fear out of interviewing to realize, "We are all always interviewing." The leaders 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?" You'll discuss strategies for group interviews, and learn the full power of thank you notes. You'll be encouraged to "start the job before you are hired," and learn when and how to use references. Questions and Answers.

#### 2:15-3:15 Non-Clinical Careers that are Right For You: Your Birkman Preview®

Faculty will review your Birkman Preview® which is the gold standard diagnostic test (blood test, X-Ray, CT Scan, MRI) for physicians contemplating a career change. Attendees will learn to interpret their report, and they will see a chart showing how MDs compare to business and physician executives. Faculty will lead a group discussion. The results of this diagnostic assessment alone will justify your investment in this workshop. Questions and Answers.

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

#### 3:30-4:30 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.

#### 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 their quest for a high paying, non-clinical job. Questions and Answers.