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Non-Clinical Careers for Physicians

Your Action Plan for the Future

October 4-5, 2008, Cape Cod, MA

Preconferences October 2-3, 2008

MBA Skills for Physicians
Thursday, October 2, 2008

Negotiating Skills for Physicians
Thursday, October 2, 2008

**How to Find and Land High Paying
Non-Clinical Jobs**
Friday, October 3, 2008

**Starting and Building a
Non-Clinical Business**
Friday, October 3, 2008

2008 Faculty



Edward C. Alvino, MD
Uthm
Worcester, MA



Ron J. Anderson, MD
Parkland Health &
Hospital Systems
Dallas, TX



Keith F. Batchelder, MD
Genomic Healthcare
Strategies
Charlestown, MA



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



**William Edward Burak
Jr., MD, FACS**
Ergo-Assyst Technology LLC
Austin, TX



Diane K. Danielson
DowntownWomensClub.com
Cohasset, MA



Laurie Frueh, MD
Rockpointe Corp.
Columbia, MD



**Stanley B. Garbus,
MD, MPH**
Sentix
Little Falls, NJ



Ogan Gurel, MD
Aesis Research
Group LLC
Chicago, IL



Timothy Hayes, MD, PhD
Vindico Medical Education
Thorofare, NJ



**Tonya Hongsmermer,
MD, MBA**
Partners Healthcare
Wellesley, MA



Brian Jacobs, MD, MBA
Advanced Primary
Care Associates
Pendleton, IN



Steven P. James, MD
Allergan, Inc.
San Diego, CA



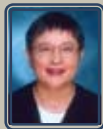
**Joyce M. Johnson, DO,
MA**
Battelle
Arlington, VA



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



Robert Levin, CFP, MD
Merrill Lynch
Beverly Hills, CA



Anna Navarro
WorkTransitions
St. Louis, MO



Neil Shulman, MD
Emory University
Medical School
Decatur, GA



Maria Simbra, MD
KDKA-TV News
Pittsburgh, PA



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



Michael E. Tegg, MD
Merck & Co.
Wilmington, DE



Douglas R. Woll, MD
Blue Care Network
of Michigan
Southfield, MI

2008 Mentors



Charles S. Carignan, MD
Novasys Medical, Inc.
Newark, CA



Marc M. Edelstein, MD
Tufts Health Care
Boston, MA



Michael J. McLaughlin, MD
Peloton Advantage
Parsippany, NJ



Larry J. Miller, MD
Vidacare
San Antonio, TX



Michelle Mudge-Riley, DO
FT Solutions
Glen Allen, VA



**Douglas Pousma, MD,
MBA**
Metrex, LLC
Highlands, CO



Joel Rubenstein, MD
Harvard Pilgrim
Health Care
Boston, MA



Nancy Rubenstein-Ingento
Healthcare for Hire
Plymouth, MA

Non-Clinical Careers for Physicians

Non-Clinical Careers Registration Information

LOCATION/HOTEL ACCOMMODATIONS: All workshops will be held on beautiful Cape Cod, at the Sea Crest Oceanfront Resort, Falmouth, MA. A limited block of rooms has been reserved at special rates (\$149/single/double) at the site hotel. To make your reservations, please call 1-800-225-3110 and say that you are with the SEAK, Inc. group. For a list of alternative/overflow accommodations or with travel questions, please call SEAK at 508-457-1111.

FALMOUTH, CAPE COD, MASSACHUSETTS: Falmouth is one of the Cape's best playgrounds for vacationers of all ages and interests. It features over 75 miles of scenic coastline, three ferries to Martha's Vineyard, countless dining options, numerous antique shops, the Shining Sea bike trail, the Woods Hole Oceanographic Institution (which found the *Titanic* and *Bismarck*, among other famous accomplishments), numerous public golf courses and mild autumn ocean temperatures. Nantucket ferries run from Hyannis, which is approximately 30 minutes by car from the Sea Crest.

GETTING TO FALMOUTH: The two major airports closest to Cape Cod are Logan International Airport in Boston, MA (70 miles) and T.F. Green Airport in Warwick, Rhode Island (65 miles). Barnstable Airport is 22 miles from the Sea Crest Oceanfront Resort, but this is a commuter airport that has smaller planes and fewer flights. T.F. Green is preferred over Logan (if you can get a direct flight) as it is usually much less congested, especially for those arriving between 3pm and 6pm. Rental cars, taxis and car service are available at all three airports. A car is suggested for your stay in Falmouth, but for those who prefer not to drive and do not want the expense of a taxi or car service, Peter Pan bus lines runs 6 or more daily busses from Logan Airport to downtown Falmouth (www.peterpanbus.com).

CANCELLATIONS: Conference cancellations received in writing prior to September 15, 2008 will receive a full 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:

- MBA Skills for Physicians Thursday, October 2, 2008 (\$495)**
- Negotiating Skills for Physicians Thursday, October 2, 2008 (\$495)**
- How to Find and Land High Paying Non-Clinical Jobs Friday, October 3, 2008 (\$495)**
- Starting and Building a Non-Clinical Business Friday, October 3, 2008 (\$495)**

Please register me for the main conference:

- 2008 5th Annual Non-Clinical Careers for Physicians, Saturday-Sunday October 4-5, 2008 (\$1,195)**

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:		
<input type="checkbox"/> I've enclosed a check payable to: SEAK, Inc., P.O. Box 729 Falmouth, MA 02541		
OR I'm Paying by Credit Card (please circle card type) MC / Visa / Amex		
Card Number:	Exp. Date:	
Name as it appears on the card:	Security Code:	
Signature:		

5th 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 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 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 and mentors, and
- A life-changing learning and networking opportunity.

SEAK, Inc. (www.seak.com), founded in 1980, is an ACCME accredited continuing education and publishing firm.

We have trained thousands of physicians across the United States 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.

5th 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. It runs the full range. Each year we have 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 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 the faculty and mentors?

A. Yes. You will find our faculty and mentors 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 LAST YEAR'S 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"

Preconferences, October 2–3, 2008

MBA Skills for
Physicians

Thursday, October 2, 2008

Negotiating Skills for
Physicians

Thursday, October 2, 2008

How to Find and Land High
Paying Non-Clinical Jobs











Friday, October 3, 2008

Starting and Building a
Non-Clinical Business

Friday, October 3, 2008

Main Conference

Saturday, October 4, 2008

- 7:00–7:50 **Registration and Continental Breakfast with Faculty and Mentors**
- 7:50–8:00 **Introductory Remarks and Introduction of Mentors**
- 8:00–9:00 **Keys to Success: The Habits of Highly Successful Physicians**
 **Ogan Gurel, MD (Chicago, IL)**
Aesis Research Group LLC
- 9:00–9:50 **Career Shifting for Physicians: How to Ease the Transition**
 **Philippa Kennealy, MD, MPH, CPCC, PCC (Los Angeles, CA)**
The Entrepreneurial MD
- 9:50–10:00 **Break and Networking Opportunity**
- 10:00–11:00 **Finding Your Passion: Enjoying Life While Doing Well and Some Good**
 **Neil Shulman, MD (Decatur, GA)**
Emory University Medical School
- 11:00–12:00 **Career Diagnosis and Treatment: How to Figure Out What You Would Like to Do and Achieve It**
 **Anna Navarro (St. Louis, MO)**
WorkTransitions
- 12:00–1:00 **Networking Lunch Provided with Faculty & Mentors**
- 1:00–2:00 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Career Opportunities for Physicians in the Government and Non-Profits: What Jobs are Available and How to Obtain Them**
Joyce M. Johnson DO, MA (Arlington, VA) *Battelle*
 **B. Physician Careers within the Pharmaceutical Industry: Industry Perspectives on Physician Candidates**
Steven P. James, MD (San Diego, CA) *Allergan, Inc.*
- 2:00–2:10 **Break and Networking Opportunity**
- 2:10–3:10 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Spotting and Growing Non-Clinical Entrepreneurial Career Opportunities by Leveraging Your Medical Domain Knowledge**
Keith F. Batchelder, MD (Charlestown, MA)
Genomic Healthcare Strategies
 **B. Managed Care & Health Insurance: The Opportunities Available & How to Obtain Them**
Douglas R. Woll, MD (Southfield, MI)
Blue Care Network of Michigan
- 3:10–3:20 **Break and Networking Opportunity**
- 3:20–4:20 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Opportunities for Physicians in the Financial Industry and How to Obtain Them**
Robert Levin, CFP®, MD (Beverly Hills, CA) *Merrill Lynch*
 **B. Medical And Scientific Affairs Positions In The Pharmaceutical Industry: What Positions Are Available And How To Obtain Them**
Michael E. Trigg, MD (Wilmington, DE) *Merck & Co.*
- 4:20–6:00 **Networking Reception with Faculty and Mentors**

Sunday, October 5, 2008

- 7:00–8:00 **Continental Breakfast with Faculty and Mentors**
- 8:00–9:00 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Careers for Physicians in the Media: What Positions are Available and How to Obtain Them**
Maria Simbra, MD (Pittsburgh, PA) *KDKA-TV News*
 **B. Pharmacovigilance: Opportunities Available to Physicians and How to Obtain Them**
Stanley B. Garbus, MD, MPH (Little Falls, NJ) *Sentrx*
- 9:00–9:10 **Break and Networking Opportunity**
- 9:10–10:10 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Careers for Physicians in Continuing Medical Education: How to Break Into the Field**
Timothy Hayes, MD, Ph.D. (Thorofare, NJ)
Vindico Medical Education
 **B. Getting My Life Back: Balancing Family and Career in Non-Clinical Medicine**
Laurie Frueh, MD (Columbia, MD)
Rockpointe Corp.
- 10:10–10:20 **Break and Networking Opportunity**
- 10:20–11:20 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Medical Administration: Opportunities Available, What They Consist of and How to Obtain Them**
Ron J. Anderson, MD (Dallas, TX)
Parkland Health & Hospital Systems
 **B. Starting a New Venture: Practical Tips for Raising Capital and Getting Up & Running**
William Edward Burak Jr., MD, FACS (Austin, TX)
Ergo-Asyst Technology LLC
- 11:20–12:20 **Networking Brunch Provided with Faculty & Mentors**
- 12:20–1:20 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Health Care Consulting Opportunities**
Ryung Suh, MD, MPP, MBA, MPH (Vienna, VA)
Becker Venture Services Group
 **B. Clinical Informatics Opportunities in Healthcare and Lifesciences**
Tonya Hongsermeier, MD, MBA (Wellesley, MA)
Partners Healthcare
- 1:20–1:30 **Break and Networking Opportunity**
- 1:30–2:30 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Online Networking & Beyond: Techniques and Strategies for Physicians That Work**
Diane K. Danielson (Cohasset, MA)
DowntownWomensClub.com
 **B. Medical Science Liaison & Medical Education: Opportunities Available for Physicians**
David Best, MD, MBA (New York, NY)
MDea, Inc.
- 2:30–2:40 **Break and Networking Opportunity**
- 2:40–3:40 **BREAKOUT SESSION CHOOSE ONE:**
 **A. Careers in the Disability Insurance Field**
Edward C. Alvino, MD (Worcester, MA) *Unum*
 **B. Getting Your MBA: Is it Worth it for Physicians?**
Brian Jacobs, MD, MBA (Pendleton, IN)
Advanced Primary Care Associates

New for 2008: MENTORS

You will find our faculty very giving of their time and very willing to answer individual questions after their talks, at the networking functions and when not presenting. To increase your networking experience and increase one-on-one attention, we have for 2008 also assembled a team of mentors to be available to talk with the attendees (at no additional charge).



Charles S. Carignan, MD brings extensive experience in clinical, regulatory and medical affairs with more than 14 years dedicated to medicine and the health care industry. As Chief Medical Officer, Endosurgery and Minimally Invasive Therapies at Boston Scientific, Chuck led all aspects of medical and clinical affairs for the Endosurgery group, including women's health, urology, gastroenterology, pulmonology, and oncology. His team supported sales, reimbursement and regulatory strategies with well-designed clinical trials, peer-reviewed journal publications and physician support to increase the speed of new product development. As a strategic executive, Chuck evaluated new technologies and companies for potential alliances, partnerships and acquisitions to expand the breadth of Boston Scientific's offerings. At Conceptus, Inc., he was Vice President, Clinical Research and Medical Affairs, responsible for large multicenter clinical trials, leading to expedited review and PMA approval by the FDA of a new female contraceptive device.



Marc M. Edelstein, MD, PhD, FAAP is the former Chief Medical Officer and Co-Director for the Tufts Health Care Institute (THCI) and Tufts University School of Medicine Office of Continuing Education (TUSM/OCE). With the Executive Director, Dr. Edelstein was responsible for business development, content and program oversight, and management of related operations. Dr. Edelstein has more than 25 years experience in both clinical and administrative health care. He served as Chief Executive Officer for Primary Care, LLC, a community-based Physician Organization of almost 200 physicians in Greater Boston and southeastern Massachusetts. At AvMed Health Plan, a Florida-based, not-for-profit Managed Care Health Plan, Dr. Edelstein served as Chief Medical Officer, Senior Vice-President for Network Contracting and Operations, and Senior Vice President of Medical Affairs and Quality. He completed a rotational ("Family Practice") Internship and Residency in Pediatrics at the Naval Hospital, San Diego, CA.



Michael J. McLaughlin, MD is Chief Scientific Officer of Peloton Advantage, a medical communications company that he co-founded in Parsippany, NJ in 2005. He brings to Peloton Advantage more than 15 years of clinical and medical communications experience. Dr. McLaughlin completed residencies in general surgery and in plastic and reconstructive surgery. Dr. McLaughlin then spent four years in clinical practice in Bethlehem, Pennsylvania. In 2001, Dr. McLaughlin entered the field of medical communications as a Medical Director for Interlink Healthcare Communications. He then joined Cardinal Health as Director of Business Strategy and subsequently became Senior Vice President, Chief Scientific Officer. During his two years as CSO, he managed Cardinal Health's Scientific Affairs Division, comprising Medesta Publications Group, MES Publications, the Clinical Services department (responsible for medical education content), and the Medical Direction team supporting these groups. Currently, in his position at Peloton Advantage, Dr. McLaughlin oversees the medical staff and frequently interviews and counsels physicians considering a career change.



Larry J. Miller, MD is founder, Chairman, and Chief Medical Officer of VidaCare, a San Antonio medical device company. In 1982, Dr. Miller partnered with a friend, who invented wheelchair carriers that sit on top of vans. Over the next several years and through the development of other firms, Miller and his partners continued research and development of mobility products. In 1990, Dr. Miller's company, LifeQuest Medical, Inc. acquired the rights to develop the Osteoport, an implantable device aimed at better delivering chemotherapy to patients through the hip bone. The company was eventually sold. Over the next several years, he continued his research on products providing intraosseous vascular access, or delivering medicines through the bone. The entrepreneurial and research efforts culminated with the development of EZ-10, which is marketed by his company VidaCare Corp.



Michelle E. Mudge-Riley, DO is a healthcare management consultant at FT Solutions in Richmond, Virginia and is completing her Masters of Health Administration. She also has worked as a clinical field representative for Guidant. Dr. Mudge-Riley has written extensively on transitioning out of clinical practice.



Dr. Douglas Pousma, MD, MBA is President and Founder of Metrixx, a physician driven continuing medical education outcomes company in Highlands Ranch, Co. Doug completed a residency in Internal Medicine. Dr. Pousma has served in the U.S. Air Force and then as Assistant Medical Director of a 5,000-subject clinical trial before helping to start Multum Information Services, Inc. (www.multum.com). After Cerner Corporation (www.cerner.com) acquired Multum in 1998, he became Medical Director of Cerner-IQHealth. With his interest in real-time systems that improved clinical and financial outcomes, Dr. Pousma, joined TheraDoc (www.theradoc.com), a company that produced an expert knowledge engine that provides real time, high quality, evidence-based solutions that reduce medical errors, lower treatment costs and improve the quality and safety of patient care. Dr. Pousma was Medical Director and Senior Vice President of Jobson Education Group, a privately-held medical education and communications company (MECC) in Englewood, CO. Dr. Pousma has an extensive background and expertise in medical informatics.



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.



Joel Rubenstein, MD majored in economics and computers and then went to medical school and seemingly left those fields behind. Dr. Rubenstein finished his residency in Psychiatry at MGH in 1974, and began practice in the Merrimac Valley of Massachusetts, and eventually with friends built a psychiatry practice which included 25 practitioners, and six employees. The practice worked with numerous managed care companies, and ultimately he began to consult to the mental health team of Harvard Pilgrim Health Care (HPHC), a nonprofit Massachusetts HMO plan. Dr. Rubenstein also managed their practice, handling financial projections and staff. He did not seek to leave his practice, but jumped at the opportunity to work for HPHC full-time in 1996. At this point in time, he manages credentialing, pays for performance programs, and negotiates incentive programs with medical groups as well as continues as a content expert regarding behavioral health.

Conference Program: Saturday, October 4, 2008

7:00–7:50

Registration and Continental Breakfast With Faculty and Mentors

7:50–8:00

Introductory Remarks and Introduction of Mentors

8:00–9:00

Keys to Success: The Habits of Highly Successful Physicians

By: Ogan Gurel, MD



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

Dr. Ogan Gurel is a Managing Director at XRoads Solutions Group, LLC – a leading management consultancy and turnaround firm serving the healthcare industry. Ogan's specific areas of expertise include business strategy development, organizational realignment, clinical transformation, innovation management and marketing strategy. His previous work experience includes the Aesis Group, Sg2 and Booz, Allen & Hamilton working with both large and small clients spanning the healthcare services, health insurance, biopharma and medical device sectors. As a healthcare technology expert and futurist, Dr. Gurel has been a frequent conference speaker worldwide, addressing the issue of emerging technologies and their impact on the future of healthcare. His particular focus has been on convergent medical technologies including medical nanotechnology. Dr. Gurel's commentaries have been published in prominent publications, including the *Wall Street Journal*.

9:00–9:50

Career Shifting for Physicians: How to Ease the Transition

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



Dr. Kennealy will assist physicians in identifying their motivations and rationale for change and developing a plan to achieve their goals. She will discuss and explain how to: understand what is most precious, seek your "sweet spot", uncover your passions and interests, evaluate your talents, skills and abilities, discover whether the market place will pay you to do what you love and intend to be good at, develop strategies for researching opportunities, loosen your identity, craft a declaration of intent, build a knockout network, and find your sustaining support system. Dr. Kennealy will offer practical suggestions for developing and implementing your transition plan. Questions & Answers.

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

9:50–10:00

BREAK AND NETWORKING OPPORTUNITY

10:00–11:00

Finding Your Passion: Enjoying Life While Doing Well and Some Good

By: Neil Shulman, MD



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

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

Conference Program: Saturday, October 4, 2008

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

By: Anna Navarro



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

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

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

**1:00-2:00 BREAKOUT SESSION CHOOSE ONE:
Career Opportunities for Physicians in the Government and Non-Profits:
What Jobs are Available and How to Obtain Them**

By: Joyce M. Johnson, DO, MA



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

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

OR

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

By: Steven P. James, MD



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

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

Questions & Answers.

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

Conference Program: Saturday, October 4, 2008

2:00–2:10

BREAK AND NETWORKING OPPORTUNITY

2:10–3:10

BREAKOUT SESSION CHOOSE ONE:

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



By: Keith F. Batchelder, MD

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

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

OR

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

By: Douglas R. Woll, MD, FACP



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

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

3:10–3:20

BREAK AND NETWORKING OPPORTUNITY

3:20–4:20

BREAKOUT SESSION CHOOSE ONE:

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

By: Robert Levin, CFP®, MD



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

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



Conference Program: Saturday, October 4, 2008

OR

Medical And Scientific Affairs Positions In The Pharmaceutical Industry: What Positions Are Available And How To Obtain Them

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



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

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

Questions & Answers.

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

4:20-6:00 NETWORKING RECEPTION WITH FACULTY & MENTORS

Conference Program: Sunday, October 5, 2008

7:00-8:00

Continental Breakfast

8:00-9:00

BREAKOUT SESSION CHOOSE ONE:

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

By: **Maria Simbra, MD**



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

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

OR

Pharmacovigilance: Opportunities Available to Physicians and How to Obtain Them

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



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

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

Conference Program: Sunday, October 5, 2008

9:00–9:10
9:10–10:10

BREAK AND NETWORKING OPPORTUNITY

BREAKOUT SESSION CHOOSE ONE:

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

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



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

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

OR

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

By: **Laurie Frueh, MD**



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

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

10:10–10:20
10:20–11:20

BREAK AND NETWORKING OPPORTUNITY

BREAKOUT SESSION CHOOSE ONE:

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

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



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

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

Conference Program: Sunday, October 5, 2008

OR

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

By: William Edward Burak Jr., MD, FACS



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

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

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

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

Health Care Consulting Opportunities

By: Ryung Suh, MD, MPP, MBA, MPH



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

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.

OR

Clinical Informatics Opportunities in Healthcare and Lifesciences

By: Tonya Hongsermeier, MD, MBA



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

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

1:20-1:30 BREAK AND NETWORKING OPPORTUNITY

Conference Program: Sunday, October 5, 2008

1:30-2:30

BREAKOUT SESSION CHOOSE ONE:

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

By: **Diane K. Danielson**



Ms. Danielson will explain Clicks and Mix Networking for physicians and how technology has changed networking, including: what's in and what's out for networking; online etiquette; using social networks, blogs, and e-mail to expand your contacts; and how to develop and use online contacts in your career transition. She will explain: how to write a "cold" email that avoids spam filters and delete buttons, how to do online introductions for yourself and others, why you need to stand out on the web, how to avoid confusion with online twins, and will provide tips for boosting your online portfolio and search rankings.

Ms. Danielson will review why you might want to consider running a blog and how to make contacts through blog comments and message boards. Ms. Danielson will offer practical advice on how to overcome your networking shyness and turn your online networking efforts into career transition results. Questions & Answers.

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

OR

Medical Science Liaison & Medical Education: Opportunities Available for Physicians

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



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

Dr. Best entered the world of pharmaceuticals in 1982 with 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 hailed by CNBC's Power Lunch as an "educational YouTube for doctors". Dr. Best trained as a surgeon at Lenox Hill Hospital.

2:30-2:40

BREAK AND NETWORKING OPPORTUNITY

2:40-3:40

BREAKOUT SESSION CHOOSE ONE:

Careers in the Disability Insurance Field

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



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

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

OR

Getting Your MBA: Is it Worth it for Physicians?

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



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

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

Preconference Workshop: MBA Skills for Physicians

Thursday, October 2, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

Executive Summary

This is a crash course in business skills, concepts and terminology. Physicians entering the business world need to be conversant with commonly used business terms and have a working understanding of the most important modern marketing, accounting, financial and management concepts. *MBA Skills for Physicians* is a fast moving, content rich program which provides physicians with the knowledge and skills needed to be more attractive to prospective employers, more impressive at a job interview and more successful in the business world. It will also provide a window into the type of business training available to physicians in MBA and executive education programs.

Learning Objectives

At the conclusion of this program you will be able to:

- Be a more powerful and confident communicator
- Present yourself better and make an excellent impression during interviews
- Understand and discuss key sales and marketing terms and concepts
- Read financial statements and understand accounting jargon
- Intelligently discuss modern management/leadership techniques
- Appreciate the areas of business management where you have interest and aptitude
- Be better prepared for a non-clinical career

Here's what last year's attendees had to say:

"Very good"

"Informative"

"Excellent. Broad range of relevant material"

"Informative, fun, the speakers were able to break down complex unfamiliar subject matter into comprehensive learning points. Mr. LaPlaca's list of references was awesome!"

"Superb, knowledgeable faculty"

"All topics were made interesting"

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.

Faculty



Deborah L. Kidder, Ph.D. currently teaches at the Barney School of Business at the University of Hartford. Previously, she taught in the College of Business and Economics at Towson University, and the School of Business at the University of Connecticut. She teaches courses on Leadership, Conflict Resolution, Human Resource Management, and Organizational Behavior. She received her BA in Economics from Swarthmore College and her PhD in Industrial Relations from the University of Minnesota. She has a substantial publication record in top academic journals and has won two teaching awards, both at the University of Connecticut and Towson University. She is also a trained mediator and has several years experience mediating employment discrimination complaints for the state of Maryland.



Barbara Lambertson, Ph.D. is an Associate Professor at the University of Hartford where she teaches courses for the Executive MBA and the Masters in Accounting and Taxation programs. She received her Ph.D. in accounting from Michigan State University. She has done extensive research on the health-care industry and has substantial experience in the health-care industry.



Peter J. LaPlaca, Ph.D. is Associate Dean of the Barney School of Business at the University of Hartford. His BS, MS and PhD degrees are from Rensselaer Polytechnic Institute. He has served on the editorial boards of the *Journal of Health Care Marketing* and *Profiles in Hospital Marketing*. He is currently on the boards of the Connecticut National Multiple Sclerosis Society and Combined Health Charities of Connecticut and Rhode Island. He is a specialist in business-to-business marketing, and since 1994 he has served as Editor-in-Chief of *Industrial Marketing Management*, the leading journal focusing on business-to-business marketing. Extensively involved in professional marketing activities, Dr. LaPlaca was the founding President of A.B.M., the Association of Business Marketers. He was also president of the Connecticut Chapter of the American Marketing Association, Vice President and member of the National Board of Directors of the American Marketing Association and a member of its Industrial Marketing Council. He was also a vice president and director of the Academy of Marketing Sciences. During the past fifteen years, Dr. LaPlaca has offered in excess of 150 executive education programs for thousands of executives at universities throughout the United States.



James J. Mangraviti, Jr., Esq. left the practice of civil litigation law in 1996 to become a managing partner at SEAK, Inc. (www.seak.com) an education and publishing firm serving the needs of physicians, attorneys, expert witnesses and workers' compensation professionals. Jim is a highly experienced trainer who has designed and taught courses which have trained thousands of physicians. He is the co-author of over ten books including *The Successful Physician Negotiator: How to Get What You Deserve*. Jim is the creator and trainer for SEAK's *Law School For Physicians* seminar and SEAK's *Persuasion Skills Workshop*.

Preconference Workshop: MBA Skills for Physicians

Thursday, October 2, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

8:00–8:30 Registration and Continental Breakfast

8:30–9:45 Communications & Persuasion Skills for Physicians

Physicians who want to stand out during their job interviews and advance in the business world need superior communication skills. How a person presents herself has a tremendous impact on interviewers, colleagues, supervisors, clients, and customers. In this segment attendees will learn and practice techniques to make themselves more impressive and persuasive. Presented by James J. Mangraviti, Jr., Esq. Questions and Answers

9:45–10:00 Break & Networking Opportunity

10:00–12:00 Essential Leadership Terms and Concepts for Physicians Leaving Clinical Medicine

Deborah L. Kidder, Ph.D. will discuss leadership traits, attitudes and behaviors critical in today's business environment. She will review contingency and situational factors, concerns about conflict, ethics, and social responsibility, how to be a leader in a team environment, strategic leadership, and leadership in an international and culturally diverse work environment. She will offer practical advice on motivation, communication, and coaching skills. Questions and Answers

12:00–12:45 Lunch With Faculty Provided

12:45–2:45 Essential Marketing Terms and Concepts for Physicians Leaving Clinical Medicine

Peter J. LaPlaca, Ph.D. will discuss defining your market, the critical concept of mutual benefit and developing relationships with customers and suppliers. He will explain mass marketing vs. segmentation vs. one-to-one marketing and selecting the right markets and customers. Dr. LaPlaca will review measuring customer value, optimal pricing strategies, and integrating marketing channels. He will offer practical advice on augmenting products with services and measuring customer satisfaction. Questions and Answers

2:45–3:00 Break & Networking Opportunity

3:00–5:00 Essential Accounting Terms and Concepts: What You Need to Know

Barbara Lamberton, Ph.D. will discuss and demonstrate balance sheets, income statements and cash flow statements. She will explain key financial accounting terms. Professor Lamberton will review the history of the Balanced Scorecard and how it is used by business to evaluate performance. She will teach the physician attendees to compute and evaluate key financial ratios, including return on investment, economic value added, current ratio, net worth and leverage ratios. Questions and Answers



Preconference Workshop: Negotiating Skills for Physicians

Thursday, October 2, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

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 34 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 28 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 2, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

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, October 3, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

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 28 years. He has over 34 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. Attorney Babitsky is the co-author of the best-selling book *The Successful Physician Negotiator: How To Get What You Deserve* and numerous other publications. He is the co-creator and seminar leader of the annual Non-Clinical Careers for

Physicians Conference and dozens of other seminars for physicians. He is a lively and entertaining trainer, and is the President and Founder of SEAK, Inc.



Michael J. McLaughlin, MD is co-founder and Chief Scientific Officer of Peloton Advantage, a medical communications company based in Parsippany, NJ. He received degrees from Harvard College and Columbia University's College of Physicians and Surgeons. 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), 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. During the past 25 years Bob Priddy 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.

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 last year's 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, October 3, 2008
Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

8:00–8:30 Registration and Continental Breakfast

8:30–9:30 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: consulting, education, management, biotechnology, public service, insurance, utilization review, forensic examinations and consultation, 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

9:30–10:15 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 (Networking Opportunity)

10:30–12:00 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

12:00–1:00 Lunch With Faculty (Provided-Networking Opportunity)

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 (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

Preconference Workshop: Starting and Building a Non-Clinical Business

Friday, October 3, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

Executive Summary

This is a course designed for those physicians who are considering becoming physician-entrepreneurs. Attendees will be given practical, easy to understand advice on how to plan, launch, run, grow and eventually cash out of a non-clinical business. Attendees will be encouraged to pre-submit a 1-2 page executive summary of their business plan for feedback from the faculty.

Faculty



Andrew "Zach" Zacharakis, Ph.D. is the John H. Muller, Jr. Chair in Entrepreneurship and the Director of the Babson College Entrepreneurship Research Conference, the leading academic conference on entrepreneurship worldwide. He previously served as Chair of the Entrepreneurship Department at Babson College from 2003-2005 and as Acting Director of the Arthur M. Blank Center for Entrepreneurship at Babson College from 2003-2004. In addition, Zacharakis was the President of the Academy of Management, Entrepreneurship Division, an organization with 1800 members from 2004-2005. Zacharakis' primary research areas include the (1) venture capital process and (2) entrepreneurial growth strategies. Zacharakis is the co-author of five books, *The Portable MBA in Entrepreneurship, 3rd Edition*; *Business Plans that Work*; *How to Raise Capital*; *Entrepreneurship, The Engine of Growth*; and a forthcoming textbook titled *Entrepreneurship*. The editors of *Journal of Small Business Management* selected "Differing Perceptions of New Venture Failure" as the 1999 best article. Zacharakis' dissertation *The Venture Capital Investment Decision* received the 1995 Certificate of Distinction from the Academy of Management and Mr. Edgar F. Heizer recognizing outstanding research in the field of new enterprise development. Zacharakis has been interviewed in newspapers nationwide including *The Boston Globe*, *The Wall Street Journal* and *USA Today*. He has also appeared on the *Bloomberg Small Business Report* and been interviewed on *National Public Radio*. Zacharakis has taught seminars to leading corporations, such as Boeing, Met Life, Lucent and Intel. He has also taught executives in countries worldwide, including, Spain, Chile, Costa Rica, Mexico, Australia, China, Turkey, and Germany. Zacharakis received a BS (finance/marketing), University of Colorado; an MBA (finance/international business), Indiana University; and a PhD (strategy and entrepreneurship/cognitive psychology), University of Colorado. Professor Zacharakis' actively consults with and invests in entrepreneurs and small business startups. His professional experience includes positions with The Cambridge Companies (investment banking/venture capital), IBM and Leisure Technologies.

Registration Information

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

Here's what last year's attendees had to say:

"Excellent, relevant material"

"Great, very informative"

"Fantastic"

"Enthusiastic, knowledgeable speaker"

"Thanks for a great seminar"

"Great job"

Learning Objectives

At the completion of this one-day workshop physicians will learn:

- What it takes to become a successful physician-entrepreneur
- How to turn an idea for a product or service into a business
- The process for vetting and protecting ideas
- How to develop a business plan
- Proven techniques for marketing your product or service
- Techniques to finance your business while managing your risk
- How to plan an exit strategy to cash out of your business
- Methods for avoiding common mistakes

Preconference Workshop: Starting and Building a Non-Clinical Business

Friday, October 3, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, Massachusetts

8:00-8:30 Registration and Continental Breakfast

8:30-9:30 Case Studies: Successful Non-Clinical Businesses Run By Physicians

Attendees will use the case study method favored in business schools to study the experiences of the faculty and several physicians who have become successful entrepreneurs. The focus will be on how they got started, how they transitioned out of clinical medicine and how they financed their business, and how they grew their business. Questions and Answers

9:30-11:00 Developing, Researching and Evaluating Ideas

All successful physician entrepreneurs share the talent for turning an idea into a profitable business. In this segment attendees will learn a step-by-step process for coming up with ideas, vetting ideas and recognizing the ones that should be pursued and the ones that are best left on the table. Attendees will participate in interactive exercises in which they are asked to critique sample ideas. Questions and Answers

11:00-11:15 Break (Networking Opportunity)

11:15-12:30 Developing a Business Plan That Turns Your Idea Into Money

The importance of a comprehensive, well organized and professional looking business plan cannot be overemphasized. Much hinges on it: outside funding, credit from suppliers, management of your operation and finances, promotion and marketing of your business, and achievement of your goals and objectives. Just as a builder won't begin construction without a blueprint, physicians shouldn't rush into new ventures without a business plan. In this segment physicians will review a complete model business plan and will be shown the secrets to writing a powerful and persuasive executive summary of their business plan. Questions and Answers

12:30-1:30 Lunch With Faculty (Provided)

1:30-2:15 Marketing and Growing Your New Venture

The best ideas are worthless without a feasible marketing plan. Even marginal products can sometimes be hugely profitable if they are marketed shrewdly. In this segment the faculty will provide a menu of marketing options for a new product or service and the benefits and drawbacks of each option. This segment will also explain the importance of creating a unique selling proposition (USP) for any product or service. Included will be interactive exercises where attendees will develop marketing ideas for sample goods and services. Questions and Answers

2:15-3:15 Financing Your Business While Managing Your Financial Risk & Planning Your Exit Strategy

Physicians don't get into business with the intention of losing money. However, there is always a certain amount of risk involved in any business venture. In this segment the faculty will review techniques for financing a business while managing your financial risk. The faculty will discuss how to value your business and also how to achieve a liquidity event to provide both you and your investors a return. Questions and Answers

3:15-3:30 Break (Networking Opportunity)

3:30-4:00 The Biggest Mistakes Physician-Entrepreneurs Make and How to Avoid Them

Every entrepreneur makes mistakes. It's a fact of life in business. The successful entrepreneur limits her mistakes by learning from the past mistakes of others. In this section the faculty will present a list of the costly mistakes they and other entrepreneurs have made and offer practical advice on how to avoid each of them. Questions and Answers

4:00-4:30 Takeaways and Conclusions

The faculty will solicit from the attendees a bullet-point list of techniques and strategies that they will now be employing to help them start and build their non-clinical business. Questions and Answers

SEAK, Inc. 9th Annual FICTION WRITING FOR PHYSICIANS

October 24–26, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

- "Far exceeded my expectations. I'd pay 3 times as much to attend!"*
- "Absolutely fantastic. Insightful. Informative and detailed. Bottom line and essential information."*
- "Excellent and useful."*
- "Well done."*
- "Always interested in writing, this was the push I needed."*
- "Perfect!"*
- "I appreciated all the anecdotal material, you can't find this in books."*
- "Excellent, inspiring, informative. I'm totally encouraged to write and will consider returning to the conference."*
- "The seminar motivated me, and leaves me feeling that a door has been opened."*
- "Outstanding, I loved it!"*
- "Excellent presentation, excellent speakers."*
- "Very good."*
- "The speakers were great. My only feedback is THANK YOU!"*

Executive Summary

Make your writing dream a reality at SEAK's 9th Annual Fiction Writing for Physicians Workshop. *Fiction Writing For Physicians* has been designed to give aspiring physician authors what they have never before had: hands-on and practical training on how to write medical fiction and get published.

The course is taught by two *New York Times* best-selling physician-authors, Michael Palmer, MD and Tess Gerritsen, MD.

Like all SEAK training, *Fiction Writing For Physicians* will be hands-on, lively, and interactive. Attendees will have the opportunity to get all their questions answered. Attendees will also have an opportunity to get their writing and query letters reviewed and evaluated.

The faculty also features numerous literary agents looking for new physician-authors. Space is limited for this special workshop. Early registration is highly recommended.

Seminar Benefits

- Learn to write from your peers who have made the transition from practicing physicians to international best-selling authors
- Gain practical writing experience
- Get written feedback from concise writing exercises dealing with conflict, premises, dialogue, and writing action scenes
- Have a portion of your manuscript (if you have one) reviewed and critiqued by a faculty member at no extra charge
- Soup to nuts fiction writing: from naming characters to getting an agent and getting published
- Have your query letter reviewed and critiqued (with suggested improvements) by a faculty member at no extra charge
- Have your query letter placed in the hands of numerous literary agents (if desired)
- Gorgeous location
- Motivation to write – Others have made the breakthrough and so can you!
- Have your books signed by two *New York Times* best-selling physician-authors
- Network with agents and colleagues at the seminar meals and during the private "book party" reception Saturday night
- Small group breakout sessions with agents Sunday morning
- Breakfast and lunch with Michael and Tess each day
- An unforgettable, inspiring experience
- Actually have fun at a conference for physicians!

Topics Covered

- Personal Success Stories: Michael Palmer and Tess Gerritsen
- Mechanics of Writing: Premises vs. Plot, Ideas, Settings and Atmosphere, Showing vs. Telling, Points of View
- Character: Naming and Describing, Back Story, History, Motivation, Relationships, Conflict, Dialogue, Minor Characters, Evolution of Characters
- Plot: Building Scenes, Pacing, Developing, Suspense, Crisis and Resolution, Opening Hooks
- Getting Published: Agents, Writing a Synopsis and Query Letter, Acquisition and Publication Process, Manuscript Appearance, Ancillary Markets, Book Tours
- Writing Exercises and Group Discussions

EXECUTIVE SUMMARY, SEMINAR BENEFITS & TOPICS COVERED

SEAK, Inc. 9th Annual FICTION WRITING FOR PHYSICIANS

October 24–26, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

Faculty

Michael Palmer, MD is the *New York Times* best-selling author of *The Society*, *Critical Judgement*, *Silent Treatment*, *Natural Causes*, *Extreme Measures*, *Flashback*, *Side Effects*, *The Sisterhood*, *Miracle Cure*, *The Patient*, *Fatal*, *The Fifth Vial*, and *The First Patient*. *Extreme Measures* was made into a 1996 film by Castlerock Pictures starring Hugh Grant and Gene Hackman. His books have been translated into thirty languages. He trained in internal medicine at Boston City and Massachusetts General Hospitals, spent twenty years as a full-time practitioner of internal medicine, and is now an Associate Director of the Massachusetts Medical Society's Physician Health Program.



Tess Gerritsen, MD is the *New York Times* best-selling author of ten medical thrillers: *Harvest* (1996), *Life Support* (1997), *Bloodstream* (1998), *Gravity* (1999), *The Surgeon* (2001), *The Apprentice* (2002), *The Sinner* (2003), *Body Double* (2004), *Vanish* (2005), *The Mephisto Club* (2006), and *The Bone Garden* (2007). She received her BA from Stanford University and her MD from the University of California, San Francisco. She practiced as an internist for five years before leaving medicine to raise her children and concentrate on her new career as a novelist. Among her other writing credits are nine romantic thriller novels, as well as the screenplay for the 1993 CBS movie of the week, "Adrift," starring Kate Jackson. The feature film rights for *Gravity* have been sold to New Line Cinema.



Steven Babitsky, Esquire was a personal injury attorney for twenty years. He is the co-author of ten books and is the developer of *SEAK's Fiction Writing for Physicians* seminar.



Beth Wechsler, MSW brings a combination of writing and group facilitation skills to the workshop. Nationally known for her books for high-risk youth, her stories have been published in *Yankee*, *eBay Magazine*, the *Boston Globe*, *Consumer Reports* and regularly in Cape Cod newspapers.

Literary Agents

Donna Bagdasarian joined Maria Carvainis Agency in the fall of 2004, she represents well-known and published authors, ranging from literary fiction to political nonfiction.



Meredith Bernstein is a New York literary agent who is looking for mainstream fiction; psychological suspense; medical thrillers; romances with a fresh twist or works by those who have previously been published in the genre.



Regina Brooks is the founder of Serendipity Literary Agency LLC., a boutique agency representing a diverse base of award-winning clients in the areas of adult fiction and non-fiction, young adult, and children's literature.



Sheree Bykofsky is the co-author of *The Complete Idiot's Guide to Getting Published* and is a New York Literary Agent who represents some 100 book authors in all areas of adult non-fiction, literary and commercial fiction.



Ann Collette has been an associate at the Helen Rees Literary Agency in Boston, MA, since 2000. Her fiction list includes mystery, horror, suspense and thriller authors.



Jennifer Decharia formed her literary Agency in 2001. A New York City-based writer, she has worked in the editorial departments of Simon & Schuster and Random House and has been a writing consultant to several major corporations.



Kelly Harms is an agent at the Jane Rotrosen Agency. She was formerly an editor at Morrow/Avon. She is currently building a list of commercial authors.



Miriam Kriss is a literary agent with the Irene Goodman Literary Agency in New York. She is interested in commercial fiction and thrillers. Her first solo sale was from a first-time author and hit several bestseller lists.



Benjamin LeRoy is the founder of Bleak House Books, an independent publisher of crime and dark literary fiction. He lives in Madison, WI, where he spends his free time working on his own writing and being constantly fascinated by the history of baseball and what it has meant to the fabric of America.



Rita Rosenkranz is a Literary Agent in New York City. She specializes in all areas of non-fiction.



Katharine Sands is a literary agent with the Sarah Jane Freymann Literary Agency in New York City. She represents a wide range of authors in a broad range of categories including legal non-fiction, literary fiction, and dysfunction.



Amy Tipton joined Fine Print Literary Management in the Summer of 2006. She comes to the agency after working as a literary assistant and office manager at several literary agencies including JCA Literary Agency, Diana Finch Literary Agency, Gina Maccoby Literary Agency, and Liza Dawson Associates.

Christine Witthohn opened her own agency, Book Cents Literary Agency, in 2006. She loves a great story, but more importantly wants to be the one to sell it! Christine represents both published and unpublished authors. She is currently accepting queries for these areas of fiction: romance, general women's fiction, mainstream mystery/suspense, and medical/legal thrillers.

SEAK, Inc. 9th Annual FICTION WRITING FOR PHYSICIANS
Course Schedule

Thursday, October 23, 2008 PRECONFERENCE
 The Secrets to Writing a Best-Seller

Friday, October 24, 2008 PRECONFERENCE
 Non-Fiction Writing for Physicians

Thursday, October 23, 2008 PRECONFERENCE
 How to Write Riveting Dialogue

Friday, October 24, 2008 PRECONFERENCE
 Creating Memorable Characters

Friday, October 24, 2008 PRECONFERENCE
 Writing Medical Fiction that Sells

Friday, October 24, 2008 PRECONFERENCE
 How Physicians Can Get Their First Novel Published

MAIN CONFERENCE Friday Evening, October 24, 2008

7:00 - 8:30 Reception (Spouses Invited, Hors D'Ouerves and Cocktails provided)
 Personal Success Stories: Michael Palmer, MD and Tess Gerritsen, MD
 Group Discussion

MAIN CONFERENCE Saturday, October 25, 2008

7:30 - 8:00 Continental Breakfast

8:00 - 10:00 Mechanics of Writing
 Premises vs. Plot, Ideas and Where You Get Them, Setting and Atmosphere, Writing Exercise, Group Discussion

10:00 - 10:15 Break and Networking Opportunity

10:15 - 12:15 Character
 Naming and Describing Your Characters, Back Story, History of Characters, Motivation, Relationships, Conflict, Dialogue, Minor Characters, Evolution of Characters Throughout the Book

12:15 - 1:30 Lunch (Provided) with Faculty

1:30 - 2:30 Character (Continued)
 Writing Exercise, Group Discussion

2:30 - 2:45 Break and Networking Opportunity

2:45 - 5:15 Plot
 Building Scenes, Developing Suspense, Pacing, Crisis and Resolution, Opening Hooks, Writing Exercise, Group Discussion

5:15 - 6:30 Book Signing (Spouses Invited)
 Tess Gerritsen, MD and Michael Palmer, MD—Bring your own books or purchase Tess and Michael's books at the seminar

8:00 - 11:00 pm "Book Party" Reception (Spouses Invited, Entertainment Provided)
 Meet, mingle and mix with fellow attendees, agents and faculty members at a private reception in the hotel's Surfside Lounge.

MAIN CONFERENCE Sunday, October 26, 2008

7:30 - 8:00 Continental Breakfast

8:00 - 10:00 Plot (Continued)
 Subplots, Handling Transitions, Starting and Ending Chapters, Suspense and Surprise, Themes, Flashbacks, Writing Exercises, Showing vs. Telling, Group Discussion

10:00 - 10:15 Break and Networking Opportunity

10:15 - 11:15 Getting Published (Presented By SEAK's Panel of Agents)
 Agents, How to Write a Synopsis and Query Letter, Publication Process, Manuscript Appearances and Mechanics, Ancillary Markets, Book Tours

11:15 - 12:15 Small Group Breakout Sessions with Agents
 Each agent will run a question and answer interactive session with a small group of attendees. Attendees should have their concise pitches ready.

12:15 - 1:30 Lunch (Provided) with Faculty & Agents

1:30 - 3:00 Research, Editing, and Revising
 How to Research Cost Effectively, Editing Process, When is Enough Revising Enough

3:00 - 3:15 Break and Networking Opportunity

3:15 - 4:00 Writer's Problems and How to Overcome Them (Spouses invited)
 Writer's Block, Distractions, Fears, Leaving the Nest

4:00 - 4:15 Concluding Remarks

COURSE SCHEDULE

PRECONFERENCE: SECRETS TO WRITING A BEST-SELLER

Thursday, October 23, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

EXECUTIVE SUMMARY

There are fundamental principles and little-known secrets in all best-selling writing. Spend 8 hours with master teacher, Professor Richard Krevolin and learn the secrets behind writing dynamic dialogue and creating surprising plots and characters that come to life. Like all SEAK training, *Secrets to Writing a Best-Seller* is lively and interactive. Attendees will have the opportunity to get all their questions answered. There will be video examples and networking opportunities. NOTE: There will not be time for people to share their pages or read excerpts of their work aloud.

SCHEDULE

7:30 - 8:30

Registration and Continental Breakfast

8:30 - 9:30

The Basic Principles of Storytelling!

The history of storytelling and how we, as human beings, are hard-wired to remember stories. And then, how you, as a writer, can tap into this.

9:30 - 11:30

Creative Writing 101: A Master's Degree Course in Creative Writing in 120 Minutes or less!

Getting Started, The Classic Aristotelian three act story structure, The Seven Essentials Elements of Storytelling, Subplots -- The "A", "B" and "C" story line, inciting incidents and causal relationships in drama, the importance of themes, tone and symbolism, creating original story-lines and scenes, writer's block - how to overcome it.

11:30 - 12:00

Using Myths to Deepen and Enrich Your Story

How you can tap into mythical elements to help write stories that sell.

12:00 - 1:00

Lunch With Faculty (Provided)

1:00 - 2:00

You Don't Say or The Essence of Good Dialogue!

The basics of good dialogue will be illustrated with video excerpts from Hollywood films.

2:00 - 3:00

Put on Your 3-D Glasses and Create 3-D Characters!

The basics of character creation, development and arc.

3:00 - 4:00

The Art of Revision

The key to writing that sells is the author's ability to revise and rewrite. Proven techniques to make your writing come to life.

4:00 - 5:00

The Creative Writer's Survival Guide!

Questions and answers about agents, publishers, and even book tours. Inspiring stories and tips on how to survive as a writer in a world that does not foster artistic creativity. Guerrilla tactics on how to make a living as a writer, lessons on perseverance, patience and persistence and how to sell what you write.

FACULTY

Richard Krevolin is an author, playwright, screenwriter, and professor. A graduate of Yale University, Richard went on to earn a masters degree in screenwriting at UCLA's School of Cinema-Television, and a master's degree in playwriting and fiction from USC. For 15 years Richard has taught both undergraduate and graduate screenwriting classes at USC Cinema/TV School as well as UCLA Film School, Ithaca and Pepperdine. Under his guidance, his students have sold film scripts and TV shows to Universal, Paramount, Dreamworks SKG and numerous other studios and production companies.

He is the author of the books, *Screenwriting From The Soul* (St. Martins Press), *Pilot Your Life* (Prentice-Hall), and *How To Adapt Anything Into A Screenplay* (Wiley & Sons). Richard has several screenplays under option and in development. Furthermore, his newest script, "How to Shag a Woman Properly" was released in 2006. He is also the author of four young adult novels that will be published in the next year.

He was one of the writers of the documentary, *Fiddler on the Roof: 30 Years of Tradition*. He was a finalist in the \$500,000 Kingman Screenwriting Award, the Chesterfield Contest, the Klasky-Csupo Writing for Children Contest, the Nicholl Fellowship Screenwriting Award, the USC One-Act Play Festival, the HBO New Writers Project, and the Eugene O'Neill National Playwrights' Conference. His one-man show, *Yahrzeit*, was a huge hit at the Santa Monica Playhouse, running for five sold-out months. Under a new name, *Boychik*, it opened Off-Broadway at Theater Four in New York City and is now touring the country. He received a Valley Theatre League nomination for best director and best play for his one-man musical *RebbeSoul-O*.

His play, *King Levine* opened at the Odyssey Theater under the direction of Joseph Bologna and after receiving rave reviews, transferred to The Tiffany. It was also nominated for an Ovation Award as Best Adaptation. In the past few years, Richard had two one-person plays open in L.A., *The Lemony Fresh Scent of Diva Monsoon Man* (starring Ruth DeSosa) at the Rose Alley and *Seltzer Man* (starring David Proval of *The Sopranos*) at the Tiffany. His newest one man play, MEYER LANSKY, has been translated into Hebrew and ran in Tel Aviv at the Cameri Theater in 2005. His plays have been performed with Ed Asner, Allen Arbus, Jean Smart, Mackenzie Phillips and Richard Kline.

Krevolin has been a panelist and keynote speaker at a variety of popular writers' conferences, including the Maui Writer's Conference, The Santa Fe Screenwriters Conference, the Hollywood Film Festival, The Surrey Writer's Conference, and The Learning Annex.

PRECONFERENCE: HOW TO WRITE RIVETING DIALOGUE

Thursday, October 23, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

EXECUTIVE SUMMARY

All good novelists write good dialogue; there is no good fiction without it. It is one of the writer's most potent and versatile tools, and it is perhaps surprising that so many writers use it to such mediocre effect. *How to Write Riveting Dialogue* will teach you how to write dialogue that moves your story, reveals character, and delights the reader. Attendees are encouraged to bring excerpts of their work for reading aloud, comment and critique. Questions will be welcomed throughout.

SCHEDULE

- 7:00 - 8:00** **Registration and Continental Breakfast**
- 8:00 - 9:00** **The Watergate Tapes: How Art Does Not Imitate Life, and Vice Versa.**
The difference between real life dialogue and the dialogue in good fiction, and how real life dialogue can lead the writer astray.
- 9:00 - 10:00** **Lean, Tight, Shapely: The Beauty of Good Dialogue.**
When we say "the art of writing dialogue," we mean just that. Attendees will learn how to write dialogue with your eye as well as your ear, and to uncover its edgy music, how to avoid repetition and redundancy, and to maintain the essential brisk pace.
- 10:00 - 10:15** **Break and Networking Opportunity**
- 10:15 - 11:00** **Action is Character, Dialogue is Action.**
Attendees will learn the fine art of using dialogue to define and reveal character.
- 11:00 - 12:00** **Dissonance: The Sine Qua Non of Good Dialogue.**
No tension, no drama. Attendees will learn how to sustain tension in your dialogue in all scenes, at all times. Yes, all scenes: even the most cordial and affectionate.
- 12:00 - 1:00** **Lunch (Provided With Faculty)**
- 1:00 - 2:00** **Staying Focused: Surprise in Every Line.**
It is easy, in writing dialogue, to become careless. People speak carelessly, after all, and that same natural carelessness tends to creep into the dialogue we write. The antidote is to focus on every line, to test it to yourself to make sure it works for you. Attendees will learn the different ways in which it does so.
- 2:00 - 3:00** **"I despise you," she said, glaring at me, and what is wrong with this sentence.**
How dialogue is used to evoke gesture and facial expression, and why writing fiction is harder than writing for the movies.
- 3:00 - 3:15** **Break and Networking Opportunity**
- 3:15 - 4:15** **The Biggest Decision of All: When to Write a Character From the Inside and When Not To.**
There's no easy answer to this question and, often, no categorical one. The decision is yours. Attendees will learn how to make it, and what to consider as you do.
- 4:15 - 4:30** **Conclusion and Takeaways**

FACULTY

John Hough, Jr. is the author of the novels *A Two Car Funeral*, *The Guardian*, *The Conduct of the Game*, *The Last Summer*, and *Carry Me Home*. He is also the author of the non-fiction works *A Peck of Salt*, *A Dream Season*, and *A Player For a Moment*. He is a former speech writer for United States Senator Charles Mathias and a former writer for the *New York Times* while serving as the assistant to James Reston. John is an experienced writing teacher. He resides on Martha's Vineyard.

PRECONFERENCE

PRECONFERENCE: CREATING MEMORABLE CHARACTERS

Friday, October 24, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

EXECUTIVE SUMMARY

This course will teach you how to create memorable characters. Characters can make or break your story. Creating a memorable and intriguing character is often the difference between an agent or an editor deciding to commit several days of her life to read 450 pages, or putting your manuscript down. Attendees are encouraged to bring excerpts of their work for reading aloud, comment and critique. Questions will be welcomed.

SCHEDULE

7:00-8:00

Registration and Continental Breakfast

8:00-9:00

The Importance of Character in Fiction: What do the works of Shakespeare and Robert B. Parker have in common?

The construction of a novel can begin with character as well as with a story line. If a character or characters are good, story inevitably follows, because every character has one. We will discuss the importance of character in fiction—to what extent is good fiction dependent on good characters, and why.

9:00-10:00

Idiosyncrasy: What Long John Silver, Huckleberry Finn, Harry Angstrom, Augustus McCrea, Lady Ashley, Daisy Buchanan and just about anyone in a novel by Charles Dickens have in common.

A fictional character can be described as “larger than life,” but only in the sense in which we sometimes apply the phrase to real people. Babe Ruth is said to have been “larger than life,” but this figurative largeness, both on and off the baseball field, was the sum of his eccentricities. Memorable characters are, by definition, unique, and uniqueness is comprised of idiosyncrasy. What is idiosyncrasy, and how is it manifested?

10:00-10:15

Break and Networking Opportunity

10:15-11:00

Painting by numbers, or how not to create a fictional character.

It is true that we create or invent our characters, but this process of invention is more intuitive than calculated. Actors talk about “finding” a character they play, and writers come to their invented characters by a similar process. Think of it as an act of discovery rather than invention. Characters are NOT assembled piece by piece, characteristic by characteristic, as you would paint a picture by color-coded numbers, or put together a robot. Characters come whole, whether suddenly or gradually, as you find or discover them.

11:00-12:00

Action is Character: The most effective and memorable way to write character.

F. Scott Fitzgerald said this famously, and there is no better rule for writing memorable characters. Characters are what they do. They reveal themselves in every action and reaction, every decision they make, whether split second or meditated. Attendees will be instructed in the difference between writing characters externally and writing them from the inside, and the uses of both in revealing character. When is it sufficient to let a character’s actions speak for themselves, and when not?

12:00-1:00

Lunch With Faculty (Provided)

1:00-2:00

Plausibility: He wouldn't say that—or would he?

Implausibility can infect an entire work of fiction like a virus. What makes a fictional character plausible or implausible in the first place? To what extent can the writer rely on the reader’s willing suspension of disbelief? Know your characters. If you do, truly, then you will know what they can, or cannot, plausibly do, say, or think.

2:00-3:00

Ambiguity: Is his name really Jimmy Blevins?

Some characters, in some cases, must necessarily have a certain mystery about them. They are written from the outside, obviously, and while there is doubt as to their motives, pasts, or truthfulness, they must be vivid and alive, they must be convincing as characters. Is it necessary for the writer to know the unrevealed truth about them?

3:00-3:15

Break and Networking Opportunity

3:15-4:15

Sophie's Lie: How character shapes story.

It can take a while to get to know someone intimately in real life, and the same is true of your characters in fiction. The more time you spend with them, the better you know them, and sometimes they can surprise you. These surprises may push your story in an unexpected direction. Writing, said the late Peter Davison, is a process of discovery. We'll discuss this, and how to approach your fiction with the necessary flexibility of thought and imagination.

**FACULTY**

John Hough, Jr. is the author of the novels *A Two Car Funeral*, *The Guardian*, *The Conduct of the Game*, *The Last Summer*, and *Carry Me Home*. He is also the author the non-fiction works *A Peck of Salt*, *A Dream Season*, and *A Player For a Moment*. He is a former speech writer for United States Senator Charles Mathias and a former writer for the *New York Times* while serving as the assistant to James Reston. John is an experienced writing teacher. He resides on Martha's Vineyard.

**PRECONFERENCE: NON-FICTION WRITING FOR PHYSICIANS:
Getting Your Non-Fiction Work on the Fast Track to Publication**

Friday, October 24, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

"All presenters top-notch."

"Superb."

"Provided practical advice I can use."

"Excellent."

"Very useful insights into the process of publishing and writing."

"Excellent, I learned a great deal and came away very motivated."

"Outstanding."

"It inspired me, I will start writing."

"Excellent, exceeded expectations."

"Lots of good advice, inspiring. I am now ready to take the plunge."

EXECUTIVE SUMMARY

Non-Fiction Writing For Physicians provides hands-on and practical training on how to write medical non-fiction and get published. Much of this course is focused on how to publish a non-fiction book that will be targeted toward the public. In this course, the faculty also addresses how to write or edit professional books and textbooks as well as how to publish magazine articles. Attendees will have the opportunity to get all of their questions answered. There will be a number of opportunities to meet with and network with the faculty – a critical part of what successful writers need to do. Attendees will also have an opportunity to get their writing, query letters, and proposals reviewed and evaluated by the faculty (samples of which should be brought to the course).

LEARNING OBJECTIVES

- Pick a medical subject and turn it into a book you get paid to write
- Meet face to face with literary agents and editors
- Write a successful non-fiction book proposal
- Understand how to find the right literary agent
- Describe the way medical book publishers operate
- Increase your motivation to write, find the time to write, and become a better writer
- Understand the option of editing a book or collaborating with a medical writer Publish articles in medical trade journals and magazines
- Negotiate a favorable writing contract
- Recognize the skills you need to develop beyond your MD degree

COURSE SCHEDULE

8:00-8:30	Introduction (Julie Silver, Course Director)
8:30-9:00	Publishing Basics—What You Need to Know to Get Your Non-Fiction Published (Julie Silver)
9:00-9:30	How to Approach an Editor or Literary Agent with your Non-Fiction Book (Julie Silver)
9:30-10:00	How to Publish Magazine and Trade Journal Articles
10:00-10:15	Break & Networking Opportunity
10:15-11:15	What You Need to Know About Literary Agents (Regina Brooks, Literary Agent)
11:15-12:00	Non-Fiction Book Proposals that Sell (Jean Thompson Black, Editor)
12:00-1:00	Lunch (Provided with Faculty)
1:00-1:30	Contracts and the Business of Writing (Julie Silver)
1:30-2:00	Building Your Platform—Sales, Marketing and Promotion (Julie Silver)
2:00-3:00	Panel Discussion with an Agent and Editor (Regina Brooks and Jean Thompson Black)
3:00-3:15	Break and Networking Opportunity
3:15-4:30	Networking—meet with faculty about your non-fiction book idea

FACULTY



Jean Thompson Black Jean Thomson Black oversees the prizewinning science and medicine publishing program at Yale University Press. In 2004, the Press launched Yale University Press Health & Wellness, an imprint for consumer health books.



Regina Brooks Regina Brooks is the founder and president of Serendipity Literary Agency LLC in Brooklyn, NY. She is interested in books on psychology and self-help, pop culture, health, women's issues, parenting, politics, current events, design crafts, spirituality, business and science/technology.



Julie Silver, MD Dr. Silver is an award-winning physician and writer who has published more than a dozen books including: *Super Healing* (Rodale) and *After Cancer Treatment: Heal Faster, Better, Stronger* (Johns Hopkins University Press). She is the Chief Editor of Books at Harvard Health Publications and is on the faculty at Harvard Medical School.

PRECONFERENCE: HOW PHYSICIANS CAN GET THEIR FIRST NOVEL PUBLISHED

Friday, October 24, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

"Absolutely awesome."

"Sheree was humorous and informative. I especially appreciated her offer to look at our books. It made it a special bonus to attend the seminar."

"Good, very informative for those of us trying to get their 1st novel published."

"Have Sheree back next year."

"Sheree did an outstanding job."

"Sheree was great!"

"Excellent, very practical and helpful."

"Lots of questions and answers time—great!"

"Superb."

"Well done, very helpful."

"Great, thank you!"

LEARNING OBJECTIVES

Following this course, attendees will be able to:

- Understand what fiction sells
- Create ideas for novels with commercial potential
- Understand how the book publishing business works
- Write a superior query letter
- Understand how to locate and work with the right agent
- Submit novel excerpts prior to completion of your novel
- Submit their novel directly to editors
- Evaluate the utility of unsolicited submissions
- Decide whether to use a book doctor
- Evaluate whether to self-publish
- Know what to realistically expect in their first book contract
- Access the additional resources they need
- Find an agent
- Get their first novel published

SCHEDULE

7:30 - 8:00	Registration and Continental Breakfast
8:00 - 8:15	Introduction: An overview of the day
8:15 - 8:30	Publishing fiction vs. non-fiction: Using your unique medical expertise and training
8:30 - 9:30	Studying the book market: The six secrets of getting published
9:30 - 10:15	Writing the Superior Query Letter: Includes exercise reviewing attendees' query letters
10:15 - 10:30	Break and Networking Opportunity
10:30 - 12:00	The Five Reasons You Need an Agent: Locating, obtaining and working with your first agent
12:00 - 1:00	Lunch with Faculty (provided)
1:00 - 1:30	What Agents are Looking for in a New Writer and Vice Versa: All about the agent/author relationship
1:30 - 2:00	When you don't need an agent: How to work without them
2:00 - 2:45	Perfecting the 30-second Pitch: How to make the most of your meetings with agents and editors-exercise: Reviewing attendees' pitches
2:45 - 3:00	Break and Networking Opportunity
3:00 - 3:30	Book Doctors for Physicians: Advantages and Disadvantages
3:30 - 4:00	Subsidiary Rights
4:00 - 4:30	Advances and Book Contracts: What you can expect and need to know
4:30 - 5:00	How Becoming a Published Author is Just Like Becoming a Contestant on Wheel of Fortune

FACULTY



Sheree Bykofsky is the co-author of *The Complete Idiot's Guide to Getting Published* and is a New York literary agent who represents some 100 book authors in all areas of adult non-fiction and literary and commercial fiction. Sheree speaks about all areas of publishing at colleges, writers' conferences, and seminars across the country, including the 92nd Street Y in New York City, and she also teaches the publishing overview course at NYU.

PRECONFERENCE: WRITING MEDICAL FICTION THAT SELLS

Friday, October 24, 2008

Sea Crest Oceanfront Resort, Falmouth, Cape Cod, MA

EXECUTIVE SUMMARY

Learn from practicing physician/author Gary Birken, MD how to write medical fiction that sells. This course covers material which is supplemental to that covered on Saturday and Sunday and is an ideal preconference for those who are looking for additional practical advice from a practicing physician who has broken through.

8:00 - 8:30 Registration and Continental Breakfast

8:30 - 9:30 Personal Success Story, Gary Birken, MD

Gary Birken, MD will explain how as a practicing pediatric surgeon he was able to get "his foot in the door" and breakthrough with three successful medical thrillers. Gary will offer practical advice to physician attendees on making their personal breakthrough a reality.

9:30 - 10:15 Planning Your Medical Thriller

Gary will explain the successful formula and process he uses to take the initial idea and develop the story and characters to bring his medical thrillers to life.

10:15 - 10:30 Break and Networking Opportunity

10:30 - 11:30 Secrets of the Craft of Medical Fiction Writing and How to Use Your Medical Background Most Effectively. "Learn the Rules Before You Break Them".

An in depth look at the proven techniques of writing a medical thriller. Some of the topics to be addressed: "You already know how to write" - build on that knowledge. "The overdose syndrome" - Adding the right amount of medicine to your medical thriller's recipe. Conveying medical information - talking to your reader in the same way you talk to your patients. The "Do's and Don'ts of fiction writing" - how to avoid the pitfalls. Showing versus telling. Less is usually better. The differences and similarities of how main stream authors approach fiction. Plot development. The beginning, middle, and end. The necessity of creating obstacles for your characters to overcome. Not underestimating your reader's intelligence. Pacing and building the tension.

11:30 - 12:00 How to Use Description in Your Writing. "Too Much or Too Little?"

Using all five senses, avoiding clichés and too many metaphors, revealing and developing your characters through description and much more.

12:00 - 1:00 Lunch with faculty (provided)

1:00 - 2:00 Characters and Dialogue - Inventing a Hero/Heroine Your Readers Will Love

How to create likeable, believable and consistent characters. Creating desire in your characters. The use of recurring characters, etc. Dialogue - possibly the most important element of your manuscript. Follow the rules in this area more than any other.

2:00 - 2:30 Revising Your Manuscript

Good novels are re-written, not written. How to "airbrush" your manuscript for the best possible result. How do you know when it's ready?

2:30 - 2:45 Break and Networking Opportunity

2:45 - 3:15 Writing Best Selling Medical Thrillers

Gary's genre is fast paced medical thrillers. In this segment Gary will explain and demonstrate the characteristics and formula for most successful medical thrillers including the "Conspiracy," a young, attractive, intelligent, idealistic, protagonist, setting, short sighted/evil bureaucrats and much more.

3:15 - 3:30 Writing While Practicing Medicine

Gary will explain how he is able to continue his busy and successful medical practice as a pediatric surgeon and still find the time to write medical thrillers. He will discuss where and when to write. If he can do it, so can you.

3:30 - 4:15 Advice From the Trenches: Practical Advice For Aspiring New Physician-Authors

Gary will discuss practical issues such as finding and working with an agent, opinions and assistance from friends and family, manuscript preparation, and the financial and other rewards of getting published. He will discuss how to deal with and overcome rejection and the value of believing in oneself and persistence.

4:15 - 4:30 Concluding Roundtable Discussion

Gary will make brief concluding remarks and open the floor to any additional questions.

FACULTY



Gary Birken, MD is a practicing pediatric surgeon in Coral Springs, Florida. He is the author of the successful medical thrillers: *Error in Judgment*, *Plague*, *Final Diagnosis*, and *Embolus* published by the Berkley Publishing Group. He is currently board certified in both general and pediatric surgery.

For the past 18-years, he has been on staff at the Joe DiMaggio Children's Hospital where he is presently the Surgeon-in-Chief and the acting Director of Medical Affairs. He also serves as the chairman of the Board of the Memorial Healthcare System Foundation. Dr. Birken has four children, plays basketball regularly and holds a black belt in martial arts.

Writing Courses Registration Information

Tuition/Discounts: Tuition for each 1-day preconferences is \$495 and includes continental breakfast, lunch, breaks, and a seminar handbook. Tuition for the **9th Annual Fiction Writing Workshop for Physicians** is \$1,195 and includes:

- The Friday night reception with Michael and Tess (spouses invited),
- Continental breakfast and lunch with faculty on Saturday and Sunday,
- Seminar handbook,
- All sessions,
- Saturday night private “book party” reception with entertainment (spouses invited),
- Small group breakout sessions with agents on Sunday morning,
- Faculty reading, review and critique of up to three chapters of your manuscript (if you register prior to October 1, 2008),
- Book signing session on Saturday evening (spouses invited),
- Faculty review and written critique of your query letter (if you register prior to October 1, 2008),
- Distribution of your query letter to numerous literary agents (if desired),
- Faculty review and written critique of concise writing exercises (if you register prior to October 1, 2008), and

NOTE: There is a 20% discount for two or more physicians registering together prior to August 18, 2008.

PLEASE REGISTER ME FOR:

PRECONFERENCES

- The Secrets to Writing a Best-Seller**, October 23, 2008 (\$495)
- How to Write Riveting Dialogue**, October 23, 2008 (\$495)
- Writing Medical Fiction that Sells**, October 24, 2008 (\$495)
- Non-Fiction Writing for Physicians**, October 24, 2008 (\$495)
- Creating Memorable Characters**, October 24, 2008 (\$495)
- How Physicians Can Get Their First Novel Published**, October 24, 2008 (\$495)

MAIN CONFERENCE

- 9th Annual Fiction Writing Workshop for Physicians**, October 24 - 26, 2008 (\$1,195)

Query Letter Review, Query Letter Distribution, Writing Exercise Feedback, Writing Sample Review. You will be sent 4-6 short writing exercises when you register along with instructions on how to submit these for feedback from a faculty member. You will be provided with instructions on how to submit your query letter for critique and distribution to agents and how to submit up to three chapters of your manuscript for review by a faculty member. There is no fee for any of the above “extras.”

Location/Hotel Accommodations: All workshops will be held on beautiful Cape Cod, at the Sea Crest Oceanfront Resort, Falmouth, MA. A limited block of rooms has been reserved at special rates (\$149/single/double) at the site hotel. These rooms will be assigned on a first request basis. To make your reservations, please call 1-800-225-3110 and say that you are with the SEAK, Inc. group.

Cancellations: Conference cancellations received in writing prior to October 1, 2008 will receive a full refund.

MAIL to: SEAK, Inc., P.O. Box 729, Falmouth, MA 02541
FAX to: 508.540.8304 or
CALL: 508.457.1111 or
REGISTER ONLINE: www.seak.com

Priority Code: NET

Please print or type all items to assure accuracy. All confirmations will be sent to the individual indicated.

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ALSO FROM SEAK:

9th Annual Fiction Writing for Physicians

Cape Cod, October 24-26, 2008

featuring: twelve literary agents looking for new physician-authors

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Tess Gerritsen, MD, author of
*Body Double, Harvest, Life Support, Bloodstream,
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Preconferences:

October 23 & 24, 2008

The Secrets to Writing a Best-Seller

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Creating Memorable Characters

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Taught by New York Times Best-Selling Physician-Authors: