Non-Clinical Careers for Physicians

Your Action Plan for the Future
October 24-25, 2015, Chicago, IL

Featuring Mentoring, Recruiters, and Employers

Faculty

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

Remah Apple, MA
American Association for Physician Leadership®
(Santa, FL)

Steven Baldinger, Esq., CPA
(Fairfield, MA)

Paul Branger, MD
Sleazak
(Cambridge, MA)

David Bost, MD, MBA
UBM, Inc.
(New York, NY)

Joseph Borello, MD, MPH
Healthcare Executives Network
(Rutland, VT)

Jeff Brown, MD
(Stevenson Ranch, CA)

Barton Cebul, MD, FACE, FACG
BCEMD Associates, LLC
(Chapel Hill, NC)

Ken Cohn, MD, MBA, FACS
Healthcare Collaboration
(Amesbury, MA)

Richard A. Conn, MD
(Hattiesburg, MS)

John Coughlin, MD, PhD, FACE, FACP
Unum
(Falmouth, ME)

Cynthia Cuffie, MD
Aspire Educational Associates
(Staten Island, NY)

Don Eberly, MD
American Red Cross
(Philadelphia, PA)

Heather Folks, MD, FQI
The Doctors Creek
(Comfort, TX)

Dike Fox, MD
Fox Ethics Consulting
(Arlington, VA)

Bruce Friedman, MD, FCCP, FCCM, CNSP
(Staten Island, NY)

John Pracyk, MD, PhD
Kerner Foundation
(Dallas, TX)

Jacob Reider, MD
Slingerlands, NY

Marshall Steele, MD
Stryker Performance Solutions
(Aravum, MD)

Ryong Seo, MD
Aria Research
(Washington, DC)

Gary Saf, MD
Entre Roses
(Seville, CA)

Charlotte Seeks
(Chicago, IL)

Julienne Sellar, MD, MPH
(Shanghai, China)

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Preconferences

How to Supplement Your Clinical Income with Lucrative Home-Based Work
Thursday, October 22, 2015
How to Find & Land High Paying Non-Clinical Jobs
Friday, October 23, 2015

www.NonClinicalCareers.com
This course is designed for physicians who:

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

Benefits of SEAK’s Non-Clinical Careers Conference:

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

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

“I appreciate tremendously what you have put together to assist those of us looking for direction in transition. The conference was perfect for my needs and I have benefited immensely already. It gave me tools that I would have had difficulty collecting in such a short period of time if at all.”

“Excellent and worth the time and cost as well.”

“Excellent! Well worth my time. Received very valuable information.”

“Great deal of information. Perfect for someone at the beginning of the process or at any stage.”

“I am very glad I finally came – I was a bit nervous but then when I saw all the other docs from various specialties I felt so validated – loved hearing all the personal stories of both participants and speakers. Also probably one of the few conferences I’ve been to with physicians where they actively talked to each other.”

“Illuminating & encouraging.”

“Very good, thought-provoking, empowering.”

“Most liked the ability to interview directly with companies and meet hiring managers.”

“Able to see all the possibilities available!”

“Detailed, no nonsense information.”

“Enthusiastic speakers.”

“I liked the ability to meet one-on-one with the mentors to discuss my personal concerns.”

“Excellent recruiters.”

“Great setup with the individual 15 min time slots for talking 1 on 1 with [recruiters]”

“I was amazed to see [recruiters] specifically offering jobs!”

“All [the mentors were] amazing.”

“It was a terrific conference!! Keep up the outstanding product!!”

“This was one of the most rewarding conferences that I have attended and it was time and money very well spent.”

“Hi—just wanted to thank you!!—I was so glad I finally came—wish I had done it a while back—It was a very inspiring and validating experience—excellent speakers and lots of great information—also very well organized!!”

Registration is Limited.
Register Early and Save!
To register please see page 35.
## Preconferences, October 22–23, 2015

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<td>Registration and Continental Breakfast with Faculty, Mentors and Recruiters</td>
<td>Continental Breakfast with Faculty, Mentors, and Recruiters</td>
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<td>8:00–9:00</td>
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<tr>
<td>How to Successfully Transition to Your New Non-Clinical Career</td>
<td>BREAKOUT SESSION (Choose One)</td>
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<tr>
<td>Peter S. Moskowitz, MD</td>
<td>A. How to Be a Successful Physician Consultant</td>
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<td>Palo Alto, CA</td>
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<td>9:00–9:50</td>
<td>B. Non-Clinical Work with Non-Profits</td>
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<tr>
<td>Introduction of the Mentors and the Recruiters</td>
<td>Kathleen M. Grima, M.D.</td>
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<td>The conference mentors and recruiters will be introduced and will briefly describe their background and areas of interest.</td>
<td>American Red Cross</td>
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<td>9:50–10:15</td>
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<td>Break and Mentoring and Employer Sign-Up Time</td>
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<td>10:15–11:15</td>
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<td>Mastering the Career Transition Mindset</td>
<td>Break and Networking Opportunity</td>
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<td>Kerman Mansion, MD</td>
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<td>Work/Life Design Ltd.</td>
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<td>Wrightsville Beach, NC</td>
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<td>11:15–12:15</td>
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<tr>
<td>How to Leverage LinkedIn to Find and Land Your Dream Non-Clinical Job</td>
<td>BREAKOUT SESSION (Choose One)</td>
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<tr>
<td>Julielyn Wong, MD, MPH</td>
<td>A. Opportunities as a Physician Entrepreneur</td>
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<tr>
<td>Toronto, Ontario</td>
<td>Marshall K. Steele, MD</td>
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<td>LUNCH (Provided with Faculty, Mentors, and Recruiters)</td>
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<td>A. Opportunities for Physicians in The Pharmaceutical Industry</td>
<td>A. Opportunities for Physicians with Medical Device Companies</td>
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<td>B. Non-Clinical Jobs With Disability Insurers</td>
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<td>Break and Networking Opportunity</td>
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<td>B. Non-Clinical Opportunities with The Federal Government:</td>
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<td>Ellen Fox, MD</td>
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<td>A. Opportunities for Physicians at Consulting Firms</td>
<td>A. Non-Clinical Opportunities for Physicians in Public Health</td>
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<td>Saul B. Helman, MD, MBA</td>
<td>Ryung Suh, MD, MPP, MBA, MPH</td>
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<td>Indianapolis, IN</td>
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<td>B. Opportunities for Physicians With Health Insurers</td>
<td>B. Non-Clinical Opportunities in Workers’ Compensation Utilization Review</td>
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<td>Katherine R. Lichtenberg, DO, MPH, FAAP, PCMH, CCE</td>
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<td>Networking Reception with Colleagues, Faculty, Mentors, Recruiters, and Employers</td>
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<td>A. Non-Clinical Opportunities for Physicians as a Fee Only Financial Planner</td>
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<td>Steven D. Podnos, MD, MBA, CFP</td>
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<td>Wealth Care LLC</td>
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<td>Break and Networking Opportunity</td>
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<td>A. The Portfolio Non-Clinical Career</td>
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<td>Bruce Friedman, MD</td>
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<td>B. Opportunities for Physicians in the Life Insurance Industry</td>
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<td>Judy L. Finney, MD, FACC</td>
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<td>Allstate Financial</td>
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<td>Glenview, IL</td>
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Kim Aikens M.D., M.B.A. is the founder of the Aikens Approach, a corporate mindfulness and leadership-training program. Also a certified career coach, she offers career and business coaching services for physicians through her consulting company, Pursuit Health.

Rebekah Apple, is senior manager of physician services and support for the American Association for Physician Leadership (Formerly known as The American College of Physician Executives). She is responsible for advising physicians at all stages of their career cycle, from medical students to post-retirement. Her work with physicians includes identifying barriers, resources and strategies to successfully navigate transitions and planning strategies.

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

Joe Bormel, MD, MPH is the Acting Vice-President, Medical Informatics at Healthline Networks. His previous experience in informatics includes serving as Medical Officer in the Office of the National Coordinator for Health IT at The US Department of Health and Human Service, serving as a Vice-President at QuadraMed, and Chief Architect, Medical Management at Cerner Corporation.

Jeffery D. Brown, MD is a successful physician consultant who has built a national EHR training practice. He is available to mentor other physicians on branding yourself and running and developing a successful full or part-time consulting practice through social media and other techniques. He is a graduate of UCLA and Georgetown University School of Medicine and resides in Los Angeles.

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

Kenneth Cohn, MD, MBA is a consultant in the area of physician-hospital relations (engaging physicians and healthcare leaders to align their vision and values to improve care for their communities). Dr. Cohn is an adjunct professor of management at New England College, CEO of HealthcareCollaboration.com, and has been on SEAK's How to Start, Build, and Run a Successful Physician Consulting Practice faculty for several years.

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

Richard D. Edgerly, MD is the co-owner of Assurance Healthcare & Counseling Ctr., in Yakima, Washington - a membership only practice that takes no insurance. Rick is Board Certified in Family Practice and has extensive practice management/medical/administration experience. Rick will be providing mentoring advice for physicians interested in insurance free practices that are as lucrative or more lucrative than traditional medical practices which accept insurance.

Heather Fork, MD, CPCC is the president and founder of the Doctor's Crossing. As an ICF certified coach, she works with physicians who are seeking to renew and reinvigorate their careers, as well as find non-clinical opportunities. Dr. Fork managed her own dermatology practice for over 9 years and transitioned into full-time career coaching for doctors.

Ellen Fox, MD, is President and owner of Fox Ethics Consulting. She successfully transitioned to a non-clinical career in 1997 and has worked in a variety of organizations including medical schools, hospitals, professional societies, and federal agencies.
Connie Innis, MD is a full time staff physician at Grand Rounds Health and a contract Physician Reviewer at Lumetra Healthcare Solutions. She is Board Certified in Radiology and is a SEAK Non-Clinical Careers Alumnus.

Sima Kahn, MD is a board certified physician who practiced Obstetrics and Gynecology for more than 25 years and is the Founder and Owner of Healthcare Advocacy Partners, PLLC. Sima is a charter member of the National Association of Healthcare Advocacy Consultants, and is now the president of that organization. She is also a charter affiliate of the Alliance of Private Health Advocates, and is an affiliate of Healthcare Liaison, Inc. Sima graduated from the University of California San Diego School of Medicine. She completed her residency in Ob/Gyn at the University of Iowa Medical Center. She lives with her family in Seattle, Washington.

Bharat Kohli, MD, MBA is Chief Medical Officer for AHRM Inc. a boutique Contract Research Organization. Dr. Kohli has diverse non-clinical experience. His past employment includes being Corporate Director, Healthcare R&D at the Fortune 300 Company Praxair and Associate Medical Director at Kaleida Health, a non-profit hospital system with over 2,000 beds and 11,000 employees.

Kernan Manion, MD is a professional development coach who specializes in helping physicians deal with career dissatisfaction and burnout, develop core leadership and emotional intelligence skills, and successfully explore and complete career transitions. Dr. Manion fully transitioned from clinical practice in 2013 and now devotes his full attention to coaching, consulting, teaching and a diversity of entrepreneurial pursuits.

Heidi George Moawad, MD is a neurologist and the author of the book Careers Beyond Clinical Medicine (Oxford University Press, 2012). She frequently presents on the topic of Non-Clinical Careers. Dr. Moawad’s non-clinical experience includes writing, blogging, teaching, utilization review and grant reviewing. She received her BA and MD degrees from Case Western Reserve and resides in Ohio.

Peter S. Moskwitz, MD is a certified career transition coach and life coach for physicians and Executive Director of The Center for Professional and Personal Renewal in Palo Alto, CA. He is also Clinical Professor of Radiology, Emeritus, at the Stanford University School of Medicine. For the past 17 years he has coached physicians on career change, maintaining wellness, and preventing and recovery from professional burnout. He is co-author of Medical Practice Divorce, a primer on medical career transitions published by the AMA Press.

Michelle Mudge-Riley DO, MHA successfully transitioned into a non-clinical career as a consultant and now helps other physicians with their transition. She has spent the past 10 years mentoring and coaching other doctors in their career strategy and helping physicians with all aspects of a non-clinical transition.

Deborah Munhoz, MS, PCC is a Professional Certified Coach, Certified Physician Development Coach™ and healthcare entrepreneur. She has coached over 100 physicians on developing leadership skills and achieving a more fulfilling life. Although fully half her clients are men, she has a special interest in issues affecting women physicians.

Julia Pewitt Kinder, D.O. is a national speaker, best-selling author, career consultant, fitness expert, and mom (Ella has Down syndrome and inspired Dr. Kinder’s career transition). Board Certified in Family Medicine, she maintains a part-time hospice practice. As the founder of three companies, she has extensive knowledge of career development and teaches colleagues the steps to create a career balancing work and family while providing flexibility and security. Visit: www.physiciancareeropportunities.com, www.juliakinder.com, and www.mybabywithdownsyndrome.com.

Gary Taff, MD is Board Certified in Emergency Medicine and has been providing occupational medicine utilization reviews since 2009. His previous experience includes 8 years of experience as an Emergency Department Director, 21 years as the Owner/Operator of 5 urgent care centers, 16 years as a seminar provider, and many years’ experience as a successful real estate investor. Dr. Taff is the co-developer of the URFirst system for reviewing physicians and Independent Review Organizations and frequently lectures on the topic of utilization review. He resides in Little River, CA.

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

Julie Lynn Wong, MD, MPH is a Harvard-educated medical communications specialist who specializes in helping physicians around the world brand themselves successfully online (www.julieynnwongmd.com). She is an expert in social media with a LinkedIn profile that ranked in the top 1% most viewed profiles in 2012. Dr. Wong has reported for ABC World News, is a blog contributor to Forbes and the Huffington Post, and made numerous television appearances, including an Emmy-nominated series on Discovery Channel.

To register please see page 35.
Day One, Conference Program: Saturday, October 24, 2015

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

8:00-9:00  How to Successfully Transition to Your New Non-Clinical Career

Peter S. Moskowitz, MD

Dr. Moskowitz will provide a concise guide to non-clinical career transition success. He will discuss: the causes of physician career dissatisfaction, career transition options, the cyclical career theory, mini v. major transitions, “portfolio” career transitions, the three stages of making a career transition, how to find your calling, pitfalls to avoid and keys to success. Dr. Moskowitz will illustrate his presentation with examples of successful career transitions from his coaching practice. Questions and Answers

Peter S. Moskowitz, MD is a certified career transition coach and life coach for physicians and Executive Director of The Center for Professional and Personal Renewal in Palo Alto, CA. He is also Clinical Professor of Radiology, Emeritus, at the Stanford University School of Medicine. For the past 17 years he has coached physicians on career change, maintaining wellness, and preventing and recovery from professional burnout. He is co-author of Medical Practice Divorce, a primer on medical career transitions published by the AMA Press.

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

The conference mentors and recruiters will introduce themselves and will briefly describe their backgrounds and areas of interest.

9:50-10:15  Break and Mentoring and Employer Sign-Up Time:

Attendees will sign up for private sessions with our mentors, employers, and recruiters

10:15-11:15  Mastering the Career Transition Mindset

Kernan Manion, MD

Dr. Manion will provide attendees with a framework that helps them mobilize the energy and resolve needed for a successful career change. Using lessons learned the hard way and anecdotes from his own clients’ “misery-to-fulfillment” transitions, Dr. Manion shares his “stress biopsy,” “reflective inquiry” and “skills reframing” techniques. These help you pinpoint the key sources of your dissatisfaction, introduce some immediately implementable remedies to sustain you during the transition and rebrand your capabilities. Dr. Manion’s approach to mastering the career transition mindset offers specific measures that help you re-energize, broaden your vision and get you recharged about the capabilities you uniquely bring to the world in the next phase of your career. Questions and Answers.

Kernan Manion, MD is a professional development coach who specializes in helping physicians deal with career dissatisfaction and burnout, develop core leadership and emotional intelligence skills, and successfully explore and complete career transitions. Dr. Manion completed his residency training in Adult Psychiatry at Tufts New England Medical Center in Boston in 1983. Board-certified in psychiatry with over twenty five years of practice in a wide diversity of clinical settings, his last medical staff hospital appointment was at a medical rehabilitation hospital where he served as a psychiatric consultant to a high-intensity catastrophic illness population (traumatic brain injury, spinal cord injury, and acute and chronic neurologic disease). It was this experience especially that sparked his passionate interest in understanding more fully the dynamics behind physician stress and burnout and in promoting “worklife healthy” healthcare environments that foster engagement and career fulfillment. Dr. Manion fully transitioned from clinical practice in 2013 and now devotes his full attention to coaching, consulting, teaching and a diversity of entrepreneurial pursuits.

11:15-12:15  How to Leverage LinkedIn to Find and Land Your Dream Non-Clinical Job

Julielynn Wong, MD, MPH

LinkedIn can be a critical tool for any career transition. Dr. Wong will teach proven strategies to dramatically improve your LinkedIn profile and strengthen your online brand. She will show you how to harness the networking power of LinkedIn to find new job opportunities without revealing yourself to your employers and colleagues. Dr. Wong will also show you how to avoid common mistakes physicians make on social media and how to tactfully deal with encountering patients on social media. Questions and Answers

Julielynn Wong, MD, MPH is a Harvard-educated medical communications specialist who specializes in helping physicians around the world brand themselves successfully online (www.julielynnwongmd.com). She is an expert in social media with a LinkedIn profile that ranked in the top 1% most viewed profiles in 2012. Dr. Wong has reported for ABC World News, is a blog contributor to Forbes and the Huffington Post, and made numerous television appearances, including an Emmy-nominated series on Discovery Channel.

12:15-1:15  LUNCH (Provided with Faculty, Mentors and Recruiters)

1:15-2:15  BREAKOUT SESSION (Choose One)

A. Opportunities for Physicians in The Pharmaceutical Industry

Paul Beninger, MD

Dr. Beninger will explain how pharma companies are typically structured and will survey the numerous areas where physicians typically work such as regulatory affairs, medical affairs, clinical research, drug safety, and marketing/communications. Dr. Beninger will describe what life in industry is like including travel requirements, workloads, and typical projects/responsibilities and will provide suggestions for positioning yourself for, locating and securing positions in the pharmaceutical industry. In addition Dr. Beninger will provide insights as to typical compensation ranges and structures along with an overview of where jobs in industry tend to be physically located and which positions may allow for working remotely. Questions and Answers

Paul Beninger, MD is Therapeutic Area Head (renal, CV, Biosurgery) for Sanofi, the world’s fifth largest pharmaceutical company by prescription sales and Assistant Professor at Tufts University School of Medicine where he is the Director of the Development and Regulation of Medicines and Devices Program. Prior to working at Sanofi (Genzyme until 2012), Dr. Beninger held various positions at Merck & Co. and the US Food and Drug Administration. Dr. Beninger is Fellowship Trained in infectious diseases. He has been involved in the regulatory approval of 17 different products, has significant supervisory experience, and has 18 years of global responsibility: regulatory, product, and patient safety. He received his MD from the University of California, Davis.
Day One, Conference Program: Saturday, October 24, 2015

**B. Non-Clinical Jobs With Disability Insurers**

**John F. Coughlin, MD, PhD, FACE, FACP**

Dr. Coughlin will explain the role of physicians within disability insurance companies and how they go about analyzing complex medical claims files. He will provide insights as to what work consists of on a day-to-day basis and discuss a variety of related topics such as working conditions, benefits, vacations, CME time and hours. He will describe the adjustments that need to be made to work in a corporate atmosphere and will explain why, for the right physician, working on disability claims can be the most stimulating job they have ever had. Dr. Coughlin will provide suggestions regarding the types of physicians (including specialties) that are the best fit for these roles along with advice on how to break into this field. **Questions and Answers**

**John F. Coughlin, MD, PhD, FACE, FACP** has been a full-time Medical Consultant with Unum in Portland, ME since 2008, specializing in medical aspects of conditions resulting in long term disability. Immediately prior to coming to Unum, Dr. Coughlin was President and Medical Director of the Endocrine Center of Cape Cod. Dr. Coughlin has held teaching positions at Harvard Medical School and Tufts Medical School. Dr. Coughlin has served as the Medical Director of the Joslin Diabetes Center Satellite Clinic for Cape Cod and Southeastern Massachusetts. During that time, he developed a major regional diabetes and endocrine center that included a regional osteoporosis center. He then served as the Medical Director of the Cape Cod Endocrine Center of the Cape Cod Healthcare system before starting The Endocrine Center of Cape Cod. Dr. Coughlin also specializes in the development and presentation of educational programs and is a consultant to pharmaceutical companies on product education, development, and marketing.

**Questions and Answers**

**John F. Coughlin, MD, PhD, FACE, FACP** will provide suggestions regarding the types of physicians (including specialties) that are the best fit for these roles along with advice on how to break into this field. **Questions and Answers**

**John F. Coughlin, MD, PhD, FACE, FACP** has broad experience in health IT including Chief Medical Informatics Officer at Allscripts, Co-Founder of a health IT start-up, Consultant, Medical Informatics Director at both a hospital and a large primary care medical group, and most recently, as the Chief Medical Officer and Deputy National Coordinator in the Office of the National Coordinator for Health Information Technology at the US Department of Health and Human Services. Dr. Reider also served for nine years as the Associate Dean for Biomedical Informatics at Albany Medical College and is an experienced (and still clinically active) family physician. He received his BA from Hampshire College and his MD from Albany Medical College. Dr. Reider is a frequent presenter and a thought leader in the field of health information technology.

**Questions and Answers**

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**Questions and Answers**
**Day One, Conference Program: Saturday, October 24, 2015**

**B. Opportunities for Physicians With Health Insurers**

*Katherine R. Lichtenberg, DO, MPH, FAAFP, PCMH CCE*

Dr. Lichtenberg will describe the various roles physicians play within health insurance companies including hours, working conditions, compensation ranges, typical benefits and the types of projects worked on, what a typical day can look like and will explain that these roles go far beyond utilization review. Dr. Lichtenberg will provide suggestions for identifying and securing positions with health insurers and will provide advice on how to succeed in your first non-clinical job. She will also describe the additional opportunities that can be available to physicians as their experience grows and they take on more responsibility within an insurer.

Questions and Answers

Katherine R. Lichtenberg, DO, MPH, FAAFP, PCMH CCE has been Physician Director, Enhanced Personal Healthcare Program at Anthem Blue Cross Blue Shield in St. Louis, Missouri since 2013. She is Board Certified in both family medicine and preventive medicine and is the former President of the Missouri Academy of Family Physicians. Kate received her BS from Northeast Missouri State, her DO from Kirksville College of Osteopathic Medicine, and her MPH from St. Louis University. She is an alumnus of SEAK’s Non-Clinical Careers Conference (2012).

**4:35–6:00**  Networking Reception with Colleagues, Faculty, Mentors, Recruiters, and Employers

**Day Two: Conference Program: Sunday, October 25, 2015**

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

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

**A. How to Be a Successful Physician Consultant**

*John B. Pracyk, MD, PhD*

Dr. Pracyk will explain why physicians are already hard wired to be effective consultants and will describe the many advantages to serving as a physician consultant. He will provide practical advice for physicians considering consulting including: how to find your best niche(s), how to cultivate the correct mindset, how to win clients, how to earn repeat and word of mouth business, and how to get paid what you are worth. In addition, Dr. Pracyk will provide examples of the types of deliverables which are expected of consultants and what a typical day as a consultant may look like.

Questions and Answers

John B. Pracyk, MD, PhD is a Board Certified Neurological Surgeon and successful physician consultant. His expertise spans multiple medical niches including: Medical devices, Supply chain value analysis, and Programmatic development of multi-disciplinary neuroscience centers. Having received his BS, along with his MD & PhD from Duke University, Dr. Pracyk completed a postdoctoral research fellowship at the National Institutes of Health and a clinical spine fellowship at the University of Iowa. He is an experienced national speaker who maintains a part time clinical practice and resides in South Dakota.

**B. Non-Clinical Work with Non-Profits**

*Kathleen M. Grima, MD*

Dr. Grima will provide insights for physician who may be interested in working at non-profits. She will discuss the positive impact physicians can have when working for non-profits, how non-profits are financed and run, what typical days could be like for a physician at a non-profit, and will explain that this is not volunteer work – physicians can be paid fairly when working at non-profits. Dr. Grima will describe how and why work in a non-profit environment can differ from clinical medicine. She will offer insights into identifying non-profit opportunities that may be the best fit for your background and interests and will provide advice for getting yourself in the door and securing non-clinical positions with non-profits.

Questions and Answers

Kathleen M. Grima, MD currently serves as Executive Medical Officer for the American Red Cross in Philadelphia, PA and the Medical Director, Blood Bank, at the Brooklyn Hospital Center. Dr. Grima received her BA from St. Mary’s College and her MD from Northwestern. She is board certified in Internal Medicine, Hematology/Oncology and Transfusion Medicine.

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

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

**A. Opportunities as a Physician Entrepreneur**

*Marshall K. Steele, MD*

So you want to do something exciting and worthwhile? Use your incredible skills to leverage what you know and become a physician entrepreneur. Healthcare needs you. Every day physicians see issues that could become business opportunities. Dr. Steele feels physicians have all the right stuff. They are smart, listen, observe, sense what is needed and come up with solutions. Turning problems into opportunities and delighting customers - these are key characteristics of every entrepreneur. Dr. Steele will tell you stories where he missed obvious opportunities that were turned into businesses later by others. He will tell you how to take your idea/s, operationalize them, monetize them and turn them into a business. Deciding who to partner with, how to raise capital, how to market and sell are key success factors. Finally, Dr. Steele will provide candid advice as to the potential risks and rewards of being a physician entrepreneur.

Questions and Answers

Marshall K. Steele, MD is an orthopedic surgeon and Fellow of the AAOS who founded the Orthopedic and Sports Medicine Center in 1977. Dr. Steele retired from orthopedic surgery to create in 2005, Marshall Steele an implementation company. Prior to being bought out by Stryker in 2011, the company had 23 employees and hundreds of domestic and international hospital clients. Dr. Steele currently serves as the Medical Director of Stryker Performance Solutions. He is the author of three books including Sideline Help and 2 editions of Orthopedic and Spine. Dr. Steele earned his MD from the University of Maryland and then trained both in the US Navy and Harvard. As a former (half-time) hospital administrator he has enjoyed the opportunity of working with physicians in all specialties.

Register Early and Save! Registration is limited.

To register please see page 35.
Day Two, Conference Program: Sunday, October 25, 2015

B. Non-Clinical Opportunities Teaching and Writing
Heidi George Moawad, MD
Dr. Moawad will survey the non-clinical opportunities available to physicians teaching and writing, including blogging and webinars. She will explain how to get your foot in the door, how to negotiate payment, and most importantly, how to become highly in demand and successful. Questions and Answers

Heidi George Moawad, MD is a neurologist and the author of the book Careers Beyond Clinical Medicine (Oxford University Press, 2012). She frequently presents on the topic of Non-Clinical Careers. Dr. Moawad's non-clinical experience includes writing, blogging, teaching, utilization review and grant reviewing. She received her BA and MD degrees from Case Western Reserve and resides in Ohio.

9:40-9:50 Break and Networking Opportunity

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

A. Opportunities for Physicians with Medical Device Companies
Richard A. Conn, MD
Dr. Conn will provide an overview of the full-time, part time, and consulting opportunities available with medical device companies. He will explain the types of roles physicians may play and give pointers for both obtaining opportunities and excelling at them by adding value. Dr. Conn will explain why the world is open with non-clinical opportunities for physicians who keep their eyes open and will give advice on how to position yourself for, identify and land these opportunities through networking, thinking ahead, developing people skills, and establishing and nurturing relationships. Questions and Answers

Richard A. Conn, MD retired from clinical practice in 2012 after founding and building Mississippi's first comprehensive musculoskeletal center with 30 beds, 6 ORs and 250 FTEs. During his tenure as a surgeon Rick was exposed to the orthopedic service lines of many medical device companies. After retiring from clinical practice Rick began working in various roles at Stryker, Pacira Pharmaceuticals and HPG Ortho. Rick trained at the Mayo Clinic and is a highly experienced public speaker. He is Board Certified in Orthopedic Surgery.

B. Non-Clinical Career Opportunities in Medical Communications, CME and Marketing
Terry Ann Glauser, MD, MPH
Dr. Glauser will discuss and explain the numerous opportunities for physicians in Medical Communications and Marketing including freelance and employment by CME Companies, Medical Marketing Companies, and Pharmaceutical Companies. She will explain what these companies do, the role of physicians within these organizations, the types of projects physicians can be involved in and the compensation that physicians can expect. In addition Dr. Glauser will provide pointers on how to get your foot in the door for both freelance work and employment in these industries. Questions and Answers

Terry Ann Glauser, MD, MPH has almost 20 years of experience in the medical communications and medical marketing fields. During this time period she has worked both as a freelancer and as an employee. Dr. Glauser obtained her MD from Jefferson Medical College and her MPH from Johns Hopkins. Prior to entering the field of Medical Communications, Dr. Glauser practiced as a Board Certified Emergency Medicine Physician. Dr. Glauser also has substantial editorial experience and is the former President of the Philadelphia Chapter of the American Medical Writers Association.

10:50-11:00 Break and Networking Opportunity

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

A. Non-Clinical Opportunities for Physicians in Public Health
Ryung Suh, MD, MPP, MBA, MPH
Dr. Suh will survey the numerous opportunities available for physicians in the field of public health including positions in the private sector, public sector and at non-profits. He will explain what this work may consist of on a day to day basis, the positive impact physicians involved in this field can enjoy, as well as providing insights as to working conditions and compensation. Dr. Suh will provide tips for how to position yourself for and transition into a career in public health. Questions and Answers

Ryung Suh, MD, MPP, MBA, MPH, is the President of the American Association of Public Health Physicians and co-founder and Chief Executive Officer for Atlas Research. Dr. Suh has over eighteen years of public sector experience as a health care consultant, policy analyst, and research scholar and has served for over twenty years as an infantry and medical corps officer with a diverse set of operational, special operations, and military health system responsibilities. He brings a wealth of public and private sector health systems management experience, along with a proven reputation as a valued strategic advisor. Dr. Suh holds faculty appointments at Georgetown University and the Uniformed Services University of the Health Sciences and has served as a Senior Fellow for NORC at the University of Chicago. Dr. Suh is board-certified in occupational and environmental medicine and is a Fellow of the American College of Preventive Medicine (FACPM) and a Fellow of the American College of Occupational and Environmental Medicine (FACOEM). He graduated from the United States Military Academy and completed his medical, public policy, and management studies at Georgetown University, with additional studies at the Yonsei University School of International Studies and Trinity College, Oxford University. His military qualifications include airborne, ranger, and static line jumpmaster; and he holds a Top Secret/Sensitive Compartmented Information security clearance.

B. Non-Clinical Opportunities in Workers’ Compensation Utilization Review
Gary Taff, MD
Dr. Taff will describe the lucrative (i.e. paying more than clinical medicine) and lifestyle friendly opportunities for physicians performing workers’ compensation file reviews. He will describe the benefits of this work including working remotely, flexible schedule, free E & O insurance, no call, no patient contact, having a portfolio of clients and being able to ease yourself into this field by starting with part time work. Dr. Taff will explain how to get started and, more importantly, how to rapidly grow your practice. Dr. Taff will provide practical advice for physicians considering WC File Review work such as how to meet any requirements to maintain an “active” clinical practice. Questions and Answers
Day Two, Conference Program: Sunday, October 25, 2015

Gary Taff, MD is Board Certified in Emergency Medicine and has been providing occupational medicine utilization reviews since 2009. His previous experience includes 8 years of experience as an Emergency Department Director, 21 years as the Owner/Operator of 5 urgent care centers, 16 years as a seminar provider, and many years’ experience as a successful real estate investor. Dr. Taff is the co-developer of the URFirst system for reviewing physicians and Independent Review Organizations and frequently lectures on the topic of utilization review. He resides in Little River, CA.

12:00-1:00 LUNCH (Provided with Faculty, Mentors and Recruiters)
1:00-2:00 BREAKOUT SESSION (Choose One)
A. Non-Clinical Career Opportunities in Medical Administration
Rebekah Apple
Ms. Apple will describe the numerous opportunities available for physicians in medical administration at all stages of their careers from residency through retirement. For both traditional and emerging roles she will discuss and explain what is available, what the work consists of on a day-to-day basis, expected working conditions, the types of doctors that tend to be a good fit for the roles, and how to position yourself for and break into this field. Ms. Apple will provide practical insights and strategies for transitioning into a part-time or full time administrative position. Questions and Answers

Rebekah Apple is senior manager of physician services and support for the American Association for Physician Leadership (Formerly known as The American College of Physician Executives). She is responsible for advising physicians at all stages of their career cycle, from medical students to post-retirement. Ms. Apple’s focus is on assisting physicians to reach their full professional and personal potential. Her work with physicians includes identifying barriers, resources and strategies to successfully navigate transitions and planning strategies. She has written and lectured extensively on transitioning into administrative medicine at your own or another institution. Ms. Apple holds a master’s degree in bioethics from the University of South Florida and is pursuing a doctorate in health science.

Judy L. Finney, MD, FACC
Judy L. Finney, MD, FACC was named one of the Best Doctors in America in 2014. She is also a Fellow of the American College of Cardiology and Past President of the Chicago Congestive Heart Failure Society. Additionally, she is a Board Certified Internist. She is a frequent speaker at conferences and a glowing alumnus of SEAK’s Non-Clinical Careers for Physicians Conference.

B. Opportunities for Physicians as a Fee Only Financial Planner
Steven D. Podnos, MD, MBA, CFP
Dr. Podnos will explain the field of fee only financial planning and the full and part time opportunities for physicians in this field working for firms and running your own practice. He will explain how to break into the field, what the work consists of, lifestyle, how you get paid, how much you can earn, time frames to success, and required credentials. He will also contrast fee only financial planners with fee and commission based jobs such as working as a stockbroker. Dr. Podnos will explain how being a trusted financial advisor is surprisingly similar to practicing medicine and why you do not need to be an investment wiz to succeed in this field. Dr. Podnos will give practical advice on how to start and build a successful financial planning practice. Question & Answers

Steven D. Podnos, MD, MBA, CFP is a fee only financial planner and the founder and owner of Wealth Care LLC (a registered investment advisor) which he started part time while still practicing medicine. Dr. Podnos completed his transition from clinical medicine in 2006-2008. He still treats patients by serving in the Air Force Reserve as a Flight Surgeon. Dr. Podnos is Board Certified in both Internal Medicine, Pulmonology and Critical Care Medicine. He is a graduate of the University of Florida and the University of Florida School of Medicine. Approximately half of his clients are medical families.

2:00-2:10 Break and Networking Opportunity
2:10-3:10 BREAKOUT SESSION (Choose One)
A. The Portfolio Non-Clinical Career
Bruce Friedman, MD
A portfolio non-clinical career consists of a combination of part time activities. Dr. Friedman will explain the advantages and disadvantages of a portfolio non-clinical career. In addition, he will discuss the following endeavors: Medical Director for Second Opinions, Physician Advisor, Research Director/Principle Investigator, Pharma Speaker’s Bureaus, Pharma Consulting, and Expert Witnessing. For each of the above areas Dr. Friedman will concisely explain what the work consists of on a day to day basis, how to obtain the work and how much these endeavors typically pay. Questions and Answers

Bruce Friedman, MD currently enjoys a portfolio career as a Medical Director for a large corporation, Physician Advisor to a hospital, Research Director for a large research foundation, Consultant and Speaker for the pharmaceutical industry, expert witness, and clinician. Dr. Friedman is a Board Certified Internist and a Professor of Medicine at Georgia Regents University of Augusta. He received his BA from Boston University and his MD from the University of Miami School of Medicine. Dr. Friedman is a very experienced presenter and is an alumnus of SEAK’s Non-Clinical Careers for Physicians Conference.

B. Non-Clinical Opportunities in the Life Insurance Industry
Judy L. Finney, MD, FACC
Dr. Finney will describe the work available for physicians with the 100s of US Life Insurance Companies. She will explain the work physicians typically do in a life insurance company, hours, work environment, the compensation range that can be expected for new hires, the typical corporate compensation and benefit structure, what the work consists of on a day-to-day basis, and the specialties and clinical experience which are most appropriate for this endeavor. In addition, Dr. Finney will explain the benefits and potential drawbacks of working in a corporate environment and, in particular, at life insurance companies. She will provide practical tips for positioning yourself for such work and landing a first time position in the life insurance industry. Questions and Answers

Judy L. Finney, MD, FACC has been an Associate Medical Director with Allstate Financial in Chicago since 2012 where her responsibilities mainly involve underwriting. Originally from the Midwest, Dr. Finney received her MD from Michigan State, where she graduated in the top 5% of her class. Dr. Finney is Board Certified in Internal Medicine, Cardiology, and Interventional Cardiology. Prior to joining Allstate, Dr. Finney practiced Medicine for more than 25 years in Arizona. She enjoys mentoring former colleagues regarding career transition.

Questions and Answers

Registration is Limited. Register Early and Save! To register please see page 35.
12th Annual Non-Clinical Careers for Physicians Conference:
Your Action Plan for the Future

Frequently Asked Questions:
Q. Do other physicians feel the same way as me?
A. Yes. Over 2,100 of your colleagues have attended our non-clinical careers training programs. You are far from alone.

Q. What is the age of your typical attendee?
A. It runs the full range. Each year we have interns, residents and physicians in their 70s.

Q. I’m “just” a primary care physician, didn’t go to an Ivy League College and don’t have an MBA. What’s out there for me?
A. A lot. One of the main things you will learn is how to not sell yourself short and how to leverage the tremendous skills, expertise and core competencies that you have.

Q. Do I need to be actively looking for a job to attend or benefit from this course?
A. No. Many, if not most, of the attendees at the conference are not actively looking for jobs, rather they just want to see the breadth of opportunities that are available to them.

Q. Do attendees find jobs at the conference?
A. We will once again be inviting recruiters and employers to the conference. Our recruiters and employers traditionally conduct hundreds of interviews onsite and hire many of our physician attendees. Last year our employers were looking to fill over 100 positions.

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

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

“Remarkable amount of information and expertise presented”

“Excellent conference, very informative, lots of meaningful suggestions and ideas to consider”

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

“Excellent info, well organized, inspiring”

“Excellent speakers. Thorough handouts”

“Fantastic, lots of valuable info”

“Great information to get me started”

“Helpful and empowering”

“I’m very glad I came. It is a good start to the whole process of wanting to leave clinical medicine”

“(Full of) life transforming pragmatic things that one could take away and apply on the current job”

“Networking very helpful”

“Excellent exposure to opportunities”

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

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

“Excellent for networking”

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

“Mentors were an excellent aspect of the conference”

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

“The mentors with whom I interacted were very helpful & encouraging this is most appreciated”

“The mentors seem to have a genuine interest in helping us to find alternative careers”
Preconference Workshop:

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

Thursday, October 22, 2015
Crowne Plaza Chicago O’Hare Hotel & Conference Center, Rosemont, IL

Executive Summary

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

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

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

Registration Information:
Tuition is $445 prior to August 16, 2015; $495 August 16 – October 11, 2015; and $545 After October 11, 2015. To register please use the form on page 35, visit www.seak.com or call 508-457-1111.

Faculty

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

James J. Mangraviti, Jr., Esq. is the co-author of 29 non-fiction books whose cumulative sales have totaled several million dollars. Jim’s books have been published by major publishers such as St. Martins, Aspen, Wiley, and Wolters Kluwer as well being self-published through SEAK, Inc. Jim is also a prolific teacher. He has designed and taught well over 160 continuing education courses for physicians, engineers, accountants, and other professionals. Jim is an expert on expert witnessing. He is a co-founder of SEAK’s National Directory of Expert Witnesses (www.seakexperts.com) and has trained thousands of expert witnesses. Jim designed and teaches SEAK’s highly acclaimed courses How to Start, Build and Run a Successful Expert Witness Practice and How to Be an Effective Expert Witness. Jim also maintains an active consulting practice where he works primarily with expert witnesses.

Here’s what last year’s attendees have to say:

“Eye opening, promising options, hopeful solutions for me.”
“Very interesting”
“It’s been a long time since I’ve learned so much at a meeting!”
“Excellent”
“Very informative”
“Well done”
How to Supplement Your Clinical Income with Lucrative Home-Based Work
Thursday, October 22, 2015
Crowne Plaza Chicago O’Hare Hotel & Conference Center, Rosemont, IL

8:00–8:30  REGISTRATION & CONTINENTAL BREAKFAST

8:30–10:30  Niche Consulting
A proven way to either supplement your income or transition out of a clinical career is to serve as a consultant. Consulting can be highly lucrative, most of the work can usually be done from a home office and overhead, start-up costs and risks are small. Best of all, consulting can be used to test the waters and position yourself for a new career. In this segment, attendees will be given an overview of serving as a niche consultant. Topics addressed include identifying the best consulting niches, setting (and collecting) your fee, marketing, and pleasing the client. Questions and Answers.

10:30–10:45  BREAK AND NETWORKING OPPORTUNITY

10:45–12:00  Writing/Teaching
Writing and teaching can be personally, professionally, and financially rewarding. In this segment physicians will learn how monetize their subject matter expertise through teaching and writing. Topics covered include evaluating writing ideas, how to price and sell your work, how to obtain teaching assignments, how to produce the highest quality work, and how to market yourself. In addition, attendees will learn how to use their teaching and writing experience to position themselves for a high paying non-clinical job and/or land high-end consulting assignments. Questions and Answers.

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

1:00–2:30  File Review Consulting
Disability and file review consulting is a growing and lucrative field. In this segment the faculty will explain what file reviewers do and the specific types of matters physicians will typically be called to work on (e.g. disability reviews, utilization reviews, pre-authorizations, chart reviews, peer reviews, and medical necessity reviews). Physicians will be introduced to the marketplace for file reviews including who typically hires physicians, how to obtain this work, how much it pays, and how to excel at this work such that they can obtain repeat business. Questions and Answers.

2:30–2:45  BREAK AND NETWORKING OPPORTUNITY

2:45–4:30  Medical-Legal Consulting
In this segment the attendees will be introduced to the extremely lucrative opportunities available serving as an expert witness or independent medical examiner. Physicians who serve as expert witnesses typically bill themselves out at $500+ per hour. Successful expert witnesses and independent medical examiners can earn $100,000 per year extra by devoting a few hours per week to medical-legal consulting. In this segment attendees will learn what expert witnesses andIME examiners do, what they don’t do, which clinicians are best positioned to perform this work, the drawbacks associated with this type of work, and what they would need to do to start serving as a medical-legal consultant. Questions and Answers.

“Wonderful sampler of what is out there and feasible”
“That was another excellent seminar. It gave a great overview of different areas”
“Great job, as SEAK always does”
“Very eye opening”

“Good overview of the options presented and the requirement/training recommended to pursue them”
“Both speakers were engaging and well spoken. Learned about a variety of opportunities”
Preconference Workshop: How to Find & Land High Paying Non-Clinical Jobs
Friday, October 23, 2015
Crowne Plaza Chicago O’Hare Hotel & Conference Center, Rosemont, IL

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

At the Completion of this Dynamic Interactive Workshop, You Will Be Able to:
• Identify and persuasively articulate your strongest, most marketable skills.
• Determine what specific career options are available to physicians with your preferences, values, and skills.
• Learn what non-clinical careers are the best fit for 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
Tuition is $445 prior to August 16, 2015; $495 August 16 - October 11, 2015; and $545 After October 11, 2015. To register please use the form on page 35, visit www.seak.com or call 508-457-1111.

Faculty

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

Michael J. McLaughlin, MD is co-founder of Peloton Advantage, a medical communications company. He received degrees from Harvard College and Columbia University. After four years as a plastic surgeon and hand specialist, he was recruited into a career change into medical communications. Along the way, he also founded Physician Renaissance Network (PRNresource.com), a free resource for doctors with non-clinical careers and interests, and wrote the book Do You Feel Like You Were Tied All That Training? Questions from Doctors Considering a Career Change. He wrote the medical thriller, Extinction, and collaborated with Dr. N. Michael Caputo on the innovative and controversial story, The Satin Strangler Blogs.

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

James J. Mangraviti, Jr., Esq. is the co-founder and co-seminar leader of SEAK's annual Non-Clinical Careers for Physicians conference. He is the co-author of the book Non-Clinical Careers for Physicians (www.nonclinicalcareers.com) and the article The Biggest Mistakes Physicians Make When Transitioning to a Non-Clinical Career. Jim is a highly experienced presenter who has trained thousands of physicians on topics including expert witnessing, non-clinical careers, negotiating, writing, and how to supplement clinical income. He currently serves as a Principal of SEAK, Inc. an ACCME accredited continuing education, training, consulting, and publishing firm. In addition to his teaching and writing, Jim has mentored numerous physicians. He is a summa cum laude graduate of Boston College and a cum laude graduate of Boston College Law School.

Here’s what Past Attendees Have to Say about this Program:

“Very informative”
“I was astounded by the huge number of young physicians looking to get out”
“Great, well organized, thought out, well presented, meeting participants with careers in flux is invaluable”
“What I needed at this point in the journey”
“An excellent starting point for determining my next step in planning for my transition”
“Thought provoking, self reflective”
“Very informative and supportive”
“Very inspiring, well focused, the specifics are very helpful”
“Very well organized and presented expertly”
“Excellent, well worth the money.”
“I was pleasantly surprised at the number of people here and that the speakers were excellent”
“Lots of helpful information on where to start”
“Excellent, will really help me prioritize and determine how to make a transition out of my current situation”
“Inspirational, eye opening, wish I was here 20 years ago”
“Informative, eye opening, motivating”
Preconference Workshop:
How to Find & Land High Paying Non-Clinical Jobs
Friday, October 23, 2015
Crowne Plaza Chicago O’Hare Hotel & Conference Center, Rosemont, IL

8:00–8:30  Registration and Continental Breakfast

8:30–9:15  Available Jobs and Where to Find Them
The faculty will review many of the financially and personally rewarding non-clinical career areas available to physicians including: consulting, education, management, biotechnology, public service, insurance, utilization review, forensic examinations and consultation, entrepreneur/business owner, media, writing, association and non-profit management, occupational health, and many more. The faculty will also disclose how to best find high paying non-clinical positions. Each field will be evaluated according to potential earnings, need to travel, whether work can be from home, and which physicians tend to be the best fit in the field. Questions and Answers

9:15–10:15  Selling Yourself and Leveraging Your Medical Degree and Experience
In this segment, the faculty will begin by utilizing a demonstration with a volunteer attendee to show the absolute importance of being able to sell yourself. Attendees will then learn specific techniques (with examples) on how to persuasively and confidently articulate how their skills, education, and experience as medical doctors should be characterized as talents that any employer would seek. Attendees will be provided with an extensive set of “talking points” that they can use to help articulate their transferable skills and why an employer should hire them. Questions and Answers

10:15–10:30  BREAK AND NETWORKING OPPORTUNITY

10:30–11:15  The Truth About Non-Clinical Career Transition for Physicians
Dr. McLaughlin will recount his path from a practicing surgeon to a non-clinical executive, to becoming the owner of his own highly successful medical communications company. He will explain his successful methodology for career transition and offer frank comments about the process of transition, the time it takes, what sacrifices need to be made, and common issues physicians run into during transition. Questions and Answers

11:15–12:00  How You Can Transition and How Others Have Transitioned
This segment will focus on identifying which careers you would most want, positioning yourself for your chosen career and landing your first job. The faculty will utilize and open for discussion numerous concise case studies of physicians who have successfully made the switch to a high paying non-clinical career. Included in each case study is the personal and professional background of the physician, what they were looking for, how they found it, and most importantly, the valuable lessons which should be learned from the examples. Questions and Answers

12:00–1:00  LUNCH WITH FACULTY PROVIDED

1:00–2:00  How to Define Your Personal Brand and Express it on Your Resume
The faculty will explain what a personal brand is and how a personal brand should be used to distinguish yourself from the competition. The faculty will present a methodology for determining your personal brand and show attendees how to best express that brand on your resume. The faculty will provide practical, proven suggestions for drafting a more attractive resume. Questions and Answers

2:00–2:30  Networking
Faculty will discuss how to start networking, the process to utilize, getting people to talk to you and help you, the questions to ask during your call, and the methods to use for follow-up. Questions and Answers

2:30–2:45  BREAK AND NETWORKING OPPORTUNITY

2:45–3:45  Excelling at Your Job Interview
This segment will consist of numerous mock interviews with volunteer attendees. The aim is constructive critique to help dramatically improve performance. The faculty will review 12 rules for interviewing, such as 1) “Listen 80%/Talk 20%,” 2) “No negatives about anything,” and 3) “More good than bad.” Participants will learn to use “closing comments” to create lasting positive impressions. The group will review and learn to answer the 25 most difficult interview questions, including 1) “Why did you leave?” 2) “How are you different?” and 3) “What do you earn?” The faculty will discuss strategies for group interviews and learn the full power of thank you notes. Attendees will be encouraged to “start the job before you are hired,” and learn when and how to use references. Questions and Answers

3:45–4:30  Your Action Plan to Land Your First Non-Clinical Job
An action plan is a one-page document detailing how you are going to find your new job. During this module the faculty will review sample action plans that can be used to find non-clinical careers. Attendees will be asked to draft their own action plans which will then be discussed and critiqued. Questions and Answers

“Well-organized, very useful”  “Inspiring, brings hope back”
“Excellent—I’m blown away”  “Overall a great motivational exercise and practical”
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.

Competitive vs. Cooperative Negotiations
You 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.

Asking and Answering Questions
You 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.

Needs, Interests, and Desires
You will learn how to find out an opponent’s X factor and turn a potential adversary into an ally. Questions and Answers.

Deadlines
You will learn how to use deadlines effectively and use accelerated deadlines. Questions and Answers.

Power and How to Develop It
You 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.

Negotiating Employment Terms, Conditions and Contracts
You will learn specific techniques for negotiating employment terms, conditions and contracts and will practice these techniques with a detailed negotiation exercise. Questions and Answers.

Preparation and Aspiration Levels
You will learn how to reduce your opponent’s aspiration levels, how to make sure you do not sell yourself short, and how to go about information gathering prior to a negotiation. Questions and Answers.

Silence is Golden
You will learn why loose lips sink ships and how to use silence as an effective negotiating tactic. Questions and Answers.

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

Deadlock
You will learn how to use the fear of deadlock to your advantage. Questions and Answers.

Negotiating Business Deals
You will learn how to become proficient at negotiating business deals with other businessperson, vendors and partners. Questions and Answers.

How to Become a Successful Physician Inventor: Bringing Your Ideas to Market; 5-DVD SET

Physician inventors have improved the lives of patients, saved lives, and been handsomely rewarded for their efforts. Viewers will be taught how to supplement their clinical income by bringing one or more of their physician invention ideas to market. These hands-on intensive DVDs will show physicians how to critically evaluate their invention ideas and take the steps necessary to bring one or more of them to market.

Emphasis is placed on the practical needs of the new physician inventor and getting them up to speed on what they need to know to proceed with their inventions. At the conclusion of the DVD course each viewer will have a detailed protocol and plan to bring their idea to market. Includes 150 page printed manual. $895

After watching these DVDs you will be able to:

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

Medical Malpractice Survival Training for Physicians; 5-DVD SET

Malpractice Survival Training for Physicians is essential training for any physician who is currently being sued or is at risk for being sued over the course of his or her career. We teach you how to give yourself the best chance of successfully defending an accusation of medical malpractice. We further show you how to be a more effective witness in your own defense. In addition, we teach you what you can and should do to assist in your own defense including making sure the insurance company hires the right lawyer, assisting in case preparation and expert selection, and making a favorable impression upon the jury. We also flag common and avoidable mistakes that can destroy an otherwise defensible case. Includes 158 page printed manual. $895. We cover:

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

30 DAY MONEY BACK GUARANTEE
TO ORDER CALL 508-457-1111 OR VISIT WWW.SEAK.COM
Non-Clinical Careers for Physicians

Non-Clinical Careers For Physicians Registration Information

LOCATION/HOTEL ACCOMMODATIONS: Non-Clinical Careers for Physicians will be held at the Crowne Plaza Chicago O’Hare Hotel & Conference Center in the Village of Rosemont, IL. This full service “fly in fly out” property is easily accessible to Chicago’s O’Hare airport and provides complimentary 24 hour shuttle service to and from O’Hare Airport. SEAK has secured a special group rate of $139/night for single occupancy. Rooms are limited and this rate expires on October 11, 2015. To make your reservations, please call 877-337-5793 and refer to the SEAK Group rate.

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

CANCELLATIONS: Conference cancellations received in writing prior to October 11, 2015 will receive a full tuition refund. Persons cancelling on or after October 11, 2015 will receive a full tuition credit.

Please register me for the following preconferences:
- How to Supplement Your Clinical Income with Lucrative Home-Based Work Thursday, October 22, 2015
- How to Find and Land High Paying Non-Clinical Jobs Friday, October 23, 2015

Please register me for the main conference:
- $1195 prior to August 16, 2015; $1295 August 16 – October 11, 2015; and $1395 After October 11, 2015

Physician training seminars available on DVD:
- Medical Malpractice Survival Training for Physicians ($895)
- How to Become a Successful Physician Inventor ($895)
- Negotiating Skills for Physicians ($495)

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 print or type all items to assure accuracy. All confirmations will be sent to the individual indicated. Priority Code: FEB16NCC

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Last Name:

Title:

Specialty:

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Preconferences, October 22–23, 2015

How to Supplement Your Clinical Income with Lucrative Home-Based Work
Thursday, October 22, 2015

How to Find & Land High Paying Non-Clinical Jobs
Friday, October 23, 2015

Faculty

Your Action Plan for the Future
October 24–25, 2015, Chicago, IL

For further information, visit us at www.NonClinicalCareers.com

Featuring Mentoring, Recruiters, and Employers