

# Future Career Options – Thinking Outside the Box

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Adjunct Clinical Assistant Professor, Indiana School of Medicine

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## About me

- Residency – Internal Medicine, University of Tennessee
- Fellowship – THE Ohio State University
- Assistant Professor, OSU/Nationwide Children's Hospital
- Private Practice, Allergy Partners
- Educational activities – IU School of Medicine
- Leadership – President Indiana Allergy Society, AP Board of Directors
- Community outreach/advocacy
- Pharma – speaker bureau, scientific advisory boards, clinical trials

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## Step 1 – Know yourself!

- Our entire careers have been dictated by computers (the match) or staged (interviews)
- Take time to truly understand, and embrace, your strengths and weaknesses
- ***Emotional Intelligence 2.0*** by Travis Bradberry
- ***Outliers*** by Malcom Gladwell (Blink, The Tipping Point, David and Goliath)
- Be honest... there is nobody left to impress

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## Mentorship

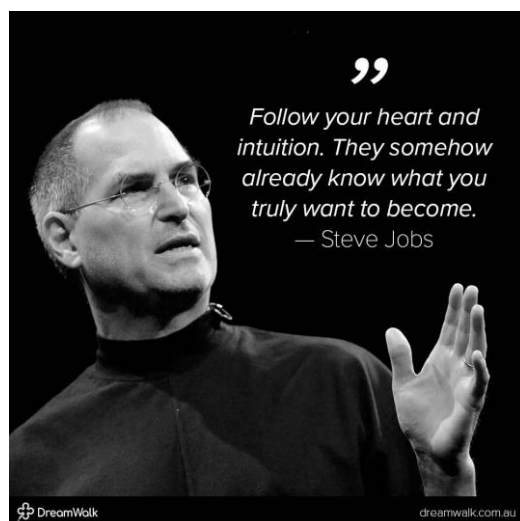
- Surround yourself with not only good people, but ones with different interests/backgrounds
- Relationships you foster now will last you a lifetime!
- Phil Lieberman, MD – Past President AAAAI
- Bryan Martin, MD – Past President ACAAI
- David Brown, MD – President and CEO, Allergy Partners

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## My Journey

- Academic career
  - Interaction/collaboration with national experts, interdisciplinary teams within your institution
  - Clinical education, lectures, research
  - Intellectually stimulating, kept current
- Private practice
  - Ability to focus on patient care
  - Can afford more flexibility – time, workflows, practice focus
  - Learn the business of medicine

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## Leadership Opportunities

- AAAAI Leadership Summit
- AAAAI/ACAAI Committees
- Local/State Allergy Societies
- Community Advocacy Councils
- Local Hospital leadership
- Group medical director
- Executive MBA

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## Pharmaceutical Industry

- Become friends with your drug reps!
- Speaker Bureaus
- Scientific Advisory Boards
- Clinical trial opportunities
- Industry jobs – Safety officers, Medical affairs

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## Social Media/Online presence

- Blogging/Podcasting
- Twitter/Facebook
- Telemedicine
  - Can provide access to those who otherwise may not have it
  - Provides flexibility for the physician practicing, allowing them to be anywhere while seeing their patients.
  - Reimbursable by insurance
  - Easily start your own virtual practice
  - <https://www.aaaai.org/Allergist-Resources/Telemedicine>

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## Concierge Medicine

- For physicians who want to continue to provide quality patient care but on their own terms
- Can see patients for longer times, see fewer patients overall and give more personalized care
- Cash-based model, cuts thru layers of payer bureaucracy you always receive 100 percent of what you bill.
- Membership models (monthly/annually) and hybrid insurance models
- Hiring a practice consultant familiar with these types of practices is a good way to get started

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## Tech Start up

- VC's are investing more every year into healthcare startups
- Doctors are uniquely qualified to be excellent healthcare tech founders
  - Bring invaluable knowledge of the complex healthcare system
  - Know how money moves, how incentives work, and which regulations apply in which circumstances
  - Have relationships with institutions
- Identify a problem to solve
  - Start with the problem, not the solution or the product
- Become a CEO vs finding a partner
  - Many doctors are better suited to product development or roles like chief science officer/chief medical officer

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## Final Words of Wisdom

- Say yes to everything
- Be open about your interests and career goals – can help craft pathway for you, even if one does not exist
- You will learn more within your first year out of fellowship than you do during your entire training
- Continue to reassess... change is nothing to be afraid of

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# Job Hunt Boot Camp-Mixing Academics and Private Practice into One Job

Vivian Hernandez-Trujillo, MD, FAAAAI  
Allergy and Immunology Care Center of South Florida  
Director, Division of Allergy and Immunology Nicklaus Children's Hospital  
Fellowship Training Program Director, A/I  
Miami Lakes, FL

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## Conflicts of Interest

- Member of AAAAI Practice Management Committee
- Member of AAAAI Practice Management Workshop Planning Committee

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## My story

- Starting a Division for Allergy and Immunology at Children's Hospital
- Starting a Fellowship Training Program
- Making a Change- Hybrid- Be Creative if ideal job doesn't exist

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## Starting off on the right foot

- It can be done!
- You can build a private practice or division after graduation- you are not alone!
- Reach out to your mentors and meet new mentors to help you care for patients – form a network
- Leverage the AAAAI Committees-including Practice Management, NAIA and leaders to help you start off strong

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## Types of Academic Practice

- University setting- tenure system versus Free-standing teaching (Children's) hospital affiliated to university/ medical school versus Community teaching hospitals
- Clinician
- Clinician educator
- Researcher
- Hybrid

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## Academics

- Reach out to local medical schools- especially new schools- start as voluntary faculty- give lectures
- Ask about teaching opportunities at local teaching institutions- Grand Rounds, core curriculum lectures or board review- fellow/ resident/medical student teaching
- Get involved in Hospital Committees- Graduate Medical Education Committee
- Get involved in research
- Work on publications- interesting cases
- Collaborate with A/I department and other specialties

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Promote yourself

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## Recognize Your Value - training

- Allergy or Immunology, BMT, special areas of interest
- Good News- With decreasing numbers of training programs, and MDs retiring, **a real need exists** for A/I, especially in academics- voluntary
- **Align with the strategic plans of the institution**
- **What is your value add** and present this to the administration

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## Review possible Service Line Expansion

- Expand locations- institutional satellites may exist without specialty representation
- Provide/Expand new procedures- (ie Challenges- drug and food; Desensitization to meds or build OIT program)
- Collaborate with other specialties to build centers of excellence- PIDD, Food Allergy

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## Get on your feet!

- Go out and visit referring doctors- take business cards and speak to front office staff
- Hit the pavement- lecture at local society meetings, participate in journal club
- Get involved locally, attend regional meetings and nationally- AAAAI- NAIA and FIT, ACAAI, AAP Section of Allergy/Immunology

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## Building your hybrid practice

- Get involved in Committees at the institution/ hospital where you have admitting privileges
- Meet doctors within the teaching institution- different specialties
- Involve learners- medical students, residents, fellows- in academic-presenting abstracts at meeting

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## Thank You

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Allergy and Immunology  
Care Center of South  
Florida, LLC



# Physician Side Hustle

Maria Slack MD, MMSc  
Allergy and Immunology Associates of Northwest Ohio  
Blanchard Valley Hospital

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## Disclosures

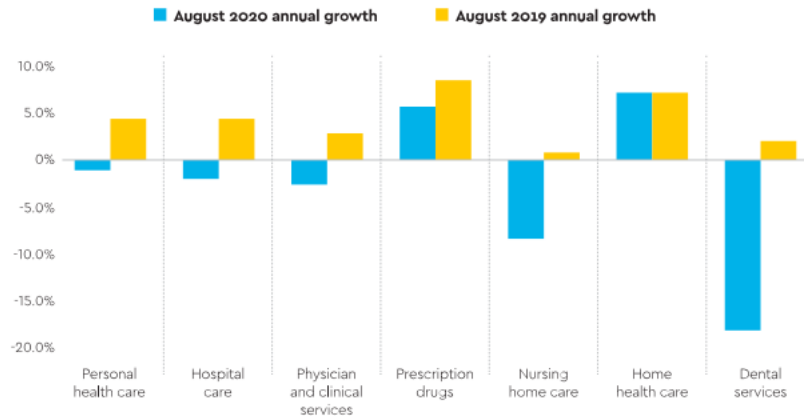
- Nothing to Disclose

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# Healthcare Landscape



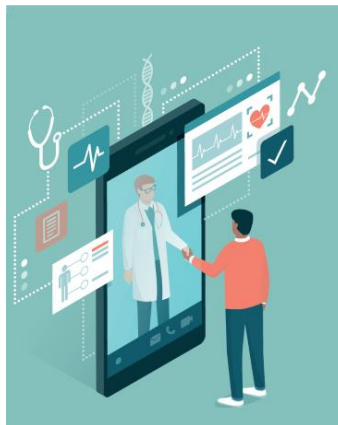
<https://www.commercehealthcare.com/trends-insights/2020/2021-healthcare-trends>

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# Healthcare Delivery and Access



<http://kivatinos.com/2020/12/03/2021-medical-healthcare-api-hackathon-15k-in-prizes/>

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## Considering a Side Gig

- Why:
  - Make More Money – Secondary or Primary Sources of Income
  - Backup Plan – Market Shifts, Post Pandemic Recovery, Next Pandemic
  - Financial Independence – Traditional Retirement, Early Retirement
  - Combat Physician Burnout
  - Foster Your Passion/Creativity
- When:
  - Career
  - Finances
  - Resources

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## Physician Side Hustles

- Blogs
- Book, E-Book, Audiobook
- Podcasts/YouTube Channel
- Expert Witness
- Consulting
- Business Ventures: Online Business Marketplace, Franchise, Develop a Device
- Real estate: Rental, Vacation Rental/Air BnB

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## Blogging

- What is the focus of your site, niche/need?
- Topic (Niche) – 5-10 Subtopics
- Domain Name: yourname.com, fancytopic.com
- Platform to build/create
- Hosting Site (\$cost/month or yr)
- Theme: free, paid
- Marketing: Search Engine Optimization, Ads, Traffic, Email Subscribers

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## Write a Book, E-Book, produce an Audiobook

- Book/E-Book Writing:
  - Environment, Outline, Focus, Schedule
  - Edit and Proofread, Target Audience
- Publishing:
  - Traditional Publishing:
    - Finding a literary agent or publisher,
    - Prepare submissions materials (query letter)
    - Submit materials to agents or editors
  - Self Publish- Print on Demand, E-Book, Audiobook, Print and Sell



Paperbook vs ebook vs audiobook

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## Podcasts and YouTube Channel

- What is the focus of your Podcast/YouTube channel, niche/need?
- Choose and purchase a domain name.
- What will be your show and episode format, do you need a co-host?
- Cover Art
- Intro & outro plus music
- Equipment
- Audio recording & editing
- Submission to Apple Podcasts (iTunes)



**Conversations from the  
World of Allergy**

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## YouTube Channel

- So you've gone to settings and created a YouTube channel for yourself/business. Now what?
- Fill in the "about" section: profile and channel description
- Create a cover photo
- Create content that's aimed at your target audience
- Create your channel trailer/intro
- Upload your first video and fill in title, description, and tags
- Plan upcoming videos and be consistent
- Engage with your viewers: reply to comments, post and answer questions

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## Expert Witness



- Expert Witness
  - Medical Malpractice:
    - Word of mouth: professional referral to an attorney's office, reputable attorney
    - Professional organizations
    - Qualifications
    - Fee schedule, Out of pocket expenses
    - Written fee/retention agreement

<https://www.kevinmd.com/blog/2018/05/the-good-bad-and-the-ugly-of-being-a-medical-expert-witness.html>

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## Consulting

- Management Consulting:
  - Businesses across multiple industries request input from physicians
    - Medical supplies
    - New avenues for growth
    - Consumer goods
    - Education
    - Defense
- Healthcare Consulting
  - Specific niches:
    - External peer review - chart review
    - Expert witness
    - Medical writing
- Expertise Consulting
  - Drug and Device

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## Things to Consider

- Contractual limitations/Non-compete
- Location, Location, Location
- What is Your Time Worth?
- What are You Passionate About?

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??Questions??  
Here is my why:



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