

# the WOMAN PHYSICIAN'S PLAYBOOK



7 Strategies to Gain  
Confidence and  
Control for Your  
Personal and  
Professional Success

## MODULE 5: COMMUNICATE TO CONNECT AND PROTECT

Slide Collection



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#### **Woman Physician's Playbook: 7 Strategies to Gain Confidence and Control for Your Personal and Professional Success**

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Slide 3

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Slide 4

**Communication**

- Definition: act of information exchange
- Verbal, written, signed
- Common system of symbols, signs, rules, behaviors
- Purposes
  - *Share*: information, feelings, thoughts
  - *Connect*: establish relationships
  - *Protect*: documentation

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Slide 5

**Your Communication Needs**

- Document YOUR Professional Journey**
  - Curriculum Vitae
  - Administrative
  - Contracts
- Document/Perform Clinical Activities**
  - Patient records
  - "Productivity" measures
- Other**
  - Use of technology
  - Social media
  - Notes to myself

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**Your Professional Journey**



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**Your Professional Journey:**  
*The Curriculum Vitae*

**What is a "Curriculum Vitae"?**

- It is a detailed overview of your professional accomplishments.
- A CV is useful in both academic and non-academic medical settings.
- It is a living document that needs frequent updates.
- Reflects developments in multiple areas relevant to your career.
- Content and style both need consideration.

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**Curriculum Vitae:**  
**FAQs**

1. What are the components of a CV?
2. When should I create mine?
3. How often should it be updated?
4. With whom should I share it?
5. How do I get started?

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**Curriculum Vitae:**  
**Components**

1. Varies between organizations/institutions
2. Components:
  - Name, address, contact information
  - Professional appointments/activities
  - Education
  - Training/military service
  - Licensure/added certifications
  - Awards/Honors
  - Research activities/grant funding
  - Appointments to journal editorial boards
  - Professional society memberships

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**Curriculum Vitae: Components**

- Service to:
  - Organized medicine—international, national, regional and local
  - Institution/organization—committees, elected offices, appointments
  - Community
- Speaking
  - Invited lectures/visiting professorships
  - Scientific presentations (podium/poster)
- Publications
  - Peer reviewed journals
  - Other publications
  - Books and book chapters
- Teaching
  - Instruction courses (meetings/symposia)
  - Lectures/grand rounds
  - Medical school commitments—formal and informal
  - Mentees

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**Curriculum Vitae**

**When should I create mine?**

- Start it when you apply to college
- Items will drop off as they become less relevant to future workplace situations

**How often should I update it?**

- As often as necessary but at least twice yearly

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**Curriculum Vitae**

**With whom should I share it?**

- Potential employers
- Promotion committees
- Colleagues
- Patients

**How do I get started?**

- Ask someone you respect who is senior to see your CV
- Check for a "template CV" used at your school, organization/institution

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**Administrative Communications**

- Document, document, document
- Business only—formal greetings and sign offs
- Use institutional email or separate business email account
- Follow-up every meeting or important phone conversation with a letter
- Save a hard copy in case your email crashes
- Wait a day or two to answer emails that may be politically charged—give yourself time to think
- Have someone else read important communications received and sent

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**Contracts**

- Absolutely necessary when taking a new job, including residency and fellowship
- A "letter of intent" is NOT a contract
- Sometimes an employment letter will serve as a contract
- Read them very carefully—over and over
- Read all documents to which they refer
- Have a qualified attorney explain the document to you
- Covered in detail in *Negotiate Your Way to a Better Career*

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**Clinical Communications**

**Patient Records**

- Be detailed but relevant—learn about patient narrative
- Date/time each entry (non-EMR environment)
- Write legibly (non-EMR environment)
- Never go back and change a record
- Notes written stylistically—usually institution specific
- Include with whom you spoke and about what
- Include what you reviewed (e.g. x-ray, pathology slide) and with whom (e.g. name of radiologist, pathologist)
- Include rationale for all diagnostic and therapeutic recommendations

**Invest the time to learn to do this well.**

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**Document Clinical Activities**

**Your Clinical Productivity**

- Not included on CV
- Becomes important in salary/contract negotiations
- Women tend to underestimate their time commitments/productivity
- Keep good records (e.g. numbers of patients seen, complexity-RVUs, number of surgeries)—review with “business office” monthly or quarterly
- Track progress, know expectations and who are comparitors
- Call schedule commitments
- Administrative work you do for the clinical practice
- New programs/services you establish or expand

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**Technology, Social Media & Notes to Myself**

**Technology**

- Be careful what you text or email
- HIPAA rules rule
- Create a separate, personal email account for personal emails

**Social Media**

- Be careful what you post
- If it might embarrass you or violate HIPAA, don't post it
- Check institutional policies of social media

**Notes to Myself**

- If something happens and it feels “strange”, it probably is
- Document all “strange” or unusual occurrences/conversations
- Write an email to yourself—legal document

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**Verbal Communications**

- Misunderstandings are frequent, correct ASAP
- Develop a professional style that works for you
- Adapt the style that fits the situation
- Chose words and inflection carefully: Declarative “I need help to...” instead of Request “Would you help me...?”
- Gender stereotyping: however we communicate we are penalized
  - Sugar coated = ignored
  - No-nonsense/direct =branded as cold, unapproachable
  - Overly friendly = may be misunderstood/not taken seriously

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**Next Steps: Homework**

1. If you don't have one, set up a personal email account to house non-professional, non-work related correspondences.
2. Review your CV and make sure you have it up to date. If you don't have one, create one.
3. If you have had any difficulty with communications, engage a coach to help you with your communication style.

**Women communicate differently.  
Go write it down!**

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**CONGRATULATIONS!**  
YOU HAVE FINISHED MODULE 5.  
NEXT: MASTER YOUR WORKPLACE: PEOPLE, POLICIES AND PROCEDURES  
**CREATE CLARITY, BUILD CONFIDENCE, and TAKE CONTROL**  
For Your Personal and Professional Success!

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