



# Achieving Healthcare Leadership and Impact through Writing, Publishing and Social Media

**Boston, MA | April 9-11, 2015**

*Under the direction of Julie Silver, MD*



*Earn up to 26 AMA PRA Category 1 Credits™*

**This program is among the highest-rated Harvard Medical School CME courses**

- Best practices for connecting the public with your ideas and insights
- Communication strategies of Key Opinion Leaders (KOLs)
- Access to and personalized instruction from top-tier writing coaches, editors and literary agents
- Book publishing updates: new protocols and procedures
- Introductory and advanced social media strategies
- Strategies for impacting national and international healthcare audiences
- Guidance from editors for oral book pitches
- Updates for self-publishing books, blogs and websites
- Workshops to assist in the development of memoirs and narrative nonfiction
- Techniques to hone your “elevator pitch”

Register at **Leadership.HMSCME.com**



**HARVARD**  
MEDICAL SCHOOL

Dear Colleague,

There's value in your knowledge and body of work. Developing expert communication skills will enable others to tap into this value, and let your ideas achieve national and international recognition and impact.

Talk to alumni of this course and you hear an inspiring array of successes that they credit, in large measure, to the time and effort they invested in honing their communication skills. Many of them have led changes in healthcare, published award-winning books, and routinely appear as key opinion leaders on television and radio.

If you are reading this brochure, it is likely that you are a highly educated healthcare professional who already has very good communication skills: written and verbal. This course will help you hone and diversify these skills and arm you with best strategies for modern-day communication.

Every year we change this course to keep up with the dynamic and evolving world of healthcare leadership and communication. In the past, the focus was on publishing books. Today, book publishing is a very important part of the course, but it's not the sole focus. The course now has a broader charter consistent with a world dominated by the Internet, social media and instantaneous connectivity.

Traditional book publishing takes about 3 years to go from proposal to finished product. A blog can take 3 hours and a Tweet can take 30 seconds. All are potent mediums for healthcare communication.

I have seen this course change the trajectory of its attendees' careers. The education you will receive as well as the contacts you will make can be truly life changing.

I hope you will join us in April for this unique educational and networking opportunity.



**Julie Silver, MD**  
*Associate Professor*  
*Harvard Medical School*

# Learning Objectives

Upon completion of this course, you will be able to:

1. List the elements of a nonfiction book proposal.
2. Determine the key strategies that successful writers use to publish their work and apply to your own writing.
3. Evaluate common mistakes in narrative writing that lead to errors and poor communication.
4. Compare and contrast narrative, memoir, self-help and other nonfiction genres.
5. Apply the three phases of the book publishing process.
6. Analyze various forms of writing and how they are used in educating the public.
7. Determine the next steps in advancing publishing goals.

## Who is attending

- Physicians of all specialties
- Healthcare executives
- Psychologists
- Medical writers
- Other healthcare professionals

## Accreditation

The Harvard Medical School is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Harvard Medical School designates this live activity for a maximum of 26 AMA PRA Category 1 Credits™. Physicians should claim only credit commensurate with the extent of their participation in the activity.

The Royal College of Physicians and Surgeons of Canada recognizes conferences and workshops held outside of Canada that are developed by a university, academy, hospital, specialty society or college as accredited group learning activities.

AMA PRA Category 1 Credits™ claimed by physicians attending live events certified and organized in the United States for AMA PRA Category 1 Credits™ can be claimed through the agreement on mutual recognition of credits between UEMS and AMA, considered as being equal to the European Continuous Medical Education Credits (ECMEC©) granted by the UEMS. One AMA PRA Category 1 Credit™ is equivalent to one (1) hour of European EACCME Credit (ECMEC©), therefore up to 26 ECMEC© Credits are available. Each medical specialist should claim only those hours of credit that he/she actually spent in the educational activity.

# Agenda

## Thursday, April 9, 2015

|                                     |   |
|-------------------------------------|---|
| 7:00 - 8:00                         | Registration/Continental Breakfast  |
| 8:00 - 9:00                         | <b>Understanding the Dynamic Publishing Industry</b><br>Julie Silver, MD  |
| 9:00 - 10:00                        | <b>Writing a Nonfiction Book Proposal</b><br>Julie Silver, MD   |
| 10:00 - 10:45                       | <b>Self-Publishing: An Introduction to a Brave New World</b><br>Salvatore Iaquinta, MD  |
| 10:45 - 11:00                       | Break   |
| 11:00 - 11:45                       | <b>My Journey as a Medical Author: From the Bedside to the Bookshelf</b><br>Malissa Wood, MD  |
| 11:45 - 12:30                       | <b>Transforming a Clinical Treatment Plan into a Public Health Wellness Initiative through Publishing</b><br>Osama Hamdy, MD, PhD   |
| 12:30 - 1:45                        | Lunch (on your own)   |
| 1:45 - 2:45                         | <b>Advice from Editors on Publishing in Healthcare</b> (Panel Discussion)<br>Moderator: Julie Silver, MD  |
| 2:45 - 3:30                         | <b>My Journey from Writing Psychology Self-Help Books to Becoming an Award-Winning Author and Radio Host</b><br>Joseph Shrand, MD   |
| 3:30 - 4:15                         | <b>How to Use Elements of Memoir Writing in Narrative Nonfiction and Self-Help Books</b><br>Julie Silver, MD  |
| 4:15 - 4:30                         | Break   |
| <b>Evening Workshops (optional)</b> |   |
| 4:30 - 5:45                         | <b>Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches*</b><br><i>(Attendance limited to participants who signed up for this workshop)</i><br>Julie Silver, MD |
| 5:45 - 7:00                         | Dinner (on your own)  |
| 7:00 - 8:45                         | <b>Writers Workshop A*</b>  |

\* Description appears under "Optional Workshops"

**Register at [Leadership.HMSCME.com](http://Leadership.HMSCME.com)**

# Agenda

## Friday, April 10, 2015

|                                     |   |
|-------------------------------------|---|
| 7:00 - 8:00                         | Continental Breakfast   |
| 8:00 - 9:00                         | <b>The Role of Literary Agents in Publishing</b> (Panel Discussion)<br>Moderator: Julie Silver, MD            |
| 9:00 - 10:00                        | <b>Writing Powerful Prose in Narrative Nonfiction and Memoir</b><br>Regina Brooks                             |
| 10:00 - 10:45                       | <b>Becoming an Author: My Journey From Taking this Course to Publishing Success</b><br>Vint Virga, DVM, DACVB |
| 10:45 - 11:05                       | Break   |
| 11:05 - 11:50                       | <b>Narrative Writing in Healing: The Power of Stories</b><br>Elizabeth Rider, MD, MSW                         |
| 11:50 - 12:35                       | <b>Short Stuff: Crafting Compelling Blogs, Blurbz and Bios</b><br>Susan Aiello, DVM                           |
| 12:35 - 1:45                        | Lunch (on your own)   |
| 1:45 - 2:30                         | <b>Making English Move</b><br>Susan Aiello, DVM   |
| 2:30 - 3:15                         | <b>How to Get Your Message Out in Today's Changing Media Environment</b><br>Rusty Shelton                     |
| 3:15 - 3:45                         | Break   |
| 3:45 - 5:30                         | <b>Elevator &amp; Oral Book Pitches</b><br><i>(All course participants may attend)</i><br>Julie Silver, MD    |
| 5:30 - 7:00                         | Dinner (on your own)  |
| <b>Evening Workshops (optional)</b> |   |
| 7:00 - 8:45                         | <b>Writers Workshop B*</b>  |

## Saturday, April 11, 2015

|               |  |
|---------------|--|
| 7:00 - 8:00   | Continental Breakfast  |
| 8:00 - 9:00   | <b>Elevator &amp; Oral Book Pitches</b><br><i>(All course participants may attend)</i><br>Julie Silver, MD |
| 9:00 - 9:45   | <b>How to Effectively Use Social Media to Get Meaningful Results</b><br>Rusty Shelton                      |
| 9:45 - 10:00  | Break  |
| 10:00 - 10:45 | <b>Social Media Tips from a Busy Surgeon</b><br>Diane Radford, MD  |
| 10:45 - 11:30 | <b>Publishing is Changing the Way Medicine is Practiced</b><br>Julie Silver, MD                            |
| 11:30 - 12:15 | <b>A Plan to Get Your Work Published This Year</b><br>Julie Silver, MD                                     |
| 12:15 - 1:30  | Lunch (on your own)  |
| 1:30 - 4:30   | <b>Advanced Workshops (optional)</b>   |
|               | <b>Social Media Bootcamp*</b><br>Rusty Shelton   |
|               | <b>Writing a Winning Book Proposal*</b><br>Martha Murphy and Lisa Tener, MBA                               |
|               | <b>Techniques to Maximize Your Writing Creativity and Productivity*</b><br>Shelley Carson, PhD             |
|               | <b>Memoir Writing*</b><br>John Hanc  |
|               | <b>Transforming Your Writing from Good to Great*</b><br>Susan Aiello, DVM                                  |

*Program changes/substitutions may be made without notice.*

\*Description appears under "Optional Workshops"

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# Agenda

## Optional Workshops

### Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches

Thursday, April 9 • 4:30 pm-5:45 pm

Receptivity to a book or business idea often hinges on a minute or two in front of the right people. Oral book pitches and elevator pitches can be defining moments for your work. This workshop helps you make the most of that pivotal moment.

On Thursday, April 9, participants get expert advice to develop and refine their pitch. Then, on Friday, April 10 or Saturday, April 11, participants get 70 seconds to verbally pitch their book (or other) idea to a panel of editors, literary agents and publishing professionals. At the conclusion, the panelists provide instant written feedback that is constructive and designed to help you hone your pitch.

Please note:

- You may attend the Thursday, April 9 workshop, where you receive help in developing your pitch, and not deliver your pitch to an audience on Friday or Saturday (some participants prefer to have the training but opt out of actually giving the pitch in front of a live audience and panel of experts).
- No on-site registrations will be accepted for this workshop.
- This workshop is limited to the first 75 registrants.
- Some past participants of this course have had editors and agents sign deals on ideas they pitched during this session.

### Writers Workshop A: Thursday, April 9 • 7:00 pm-8:45 pm

### Writers Workshop B: Friday, April 10 • 7:00 pm-8:45 pm

Boost the impact of your writing by having it critiqued by a publishing professional who is an expert in healthcare publishing.

The workshop instructors will review a sample of your writing that you submit (this is optional) approximately one month prior to the course. During the workshops, they will lead small-group discussions — with no more than nine attendees — about the strengths and opportunities for improvement in each participant's writing sample.

Not only will you get valuable feedback on your own writing, but you will pick up many insights from the instructor's comments about your peers' writing. If you don't have a writing sample, the tips you get from the critiques of others' work make the workshop well worth attending — attendees without writing samples to submit are encouraged to attend anyway.

NOTE: Most participants in Writers Workshop register for BOTH workshops A and B, respectively on the evenings of Thursday, April 9, and Friday, April 10. While this is not required, it is recommended, because we ensure you get a different expert critiquing your work each evening. This way, you get twice the insight and ideas to strengthen the impact of your writing.

## Advanced Workshops (Select One)

Saturday, April 11 • 1:30 pm-4:30 pm

### Social Media Bootcamp

Rusty Shelton

A special 3-hour immersive workshop for healthcare professionals who want a current understanding of the uses, career-building attributes, infrastructure, time requirements, benefits and risks of social media. The velocity of communications is also examined — how you can garner attention in as little as one week. Take home resources to start or refine your social media infrastructure, including your website, blog, Twitter account, Facebook page, LinkedIn profile, Google+ and Pinterest presence.

### Writing a Winning Book Proposal

Martha Murphy and Lisa Tener, MBA

Led by award-winning authors and writing coaches, this 3-hour workshop offers expert recommendations to capture an editor's attention in the first few lines of your writing and to optimize the content, length and approach of your book proposal while capturing your passion and staying true to your unique voice.

### Techniques to Maximize Your Writing Creativity and Productivity

Shelley Carson, PhD

This special, 3-hour workshop focuses on the creative process that all writers go through and how this process can be enhanced to improve your work. The workshop leader is an expert in creativity from a behavioral/neurocognitive approach. She will educate you about the specific brain activation states that are associated with creativity and how they engage when you are writing. Participants leave this workshop knowing how to use specific techniques that will enable them to maximize their creative efforts in the limited time that they have to write and avoid "writer's block".

### Memoir Writing

John Hanc

This interactive 3-hour workshop delves into techniques of memoir writing and will help you to make your personal narrative stand out. The topics covered include, but are not limited to: the construction and value of narrative voice; the five essential ingredients of the first-person essay; how to read your own work as an editor would; and how research can bolster your writing.

### Transforming Your Writing from Good to Great

Susan Aiello, DVM

This 3-hour skills-development workshop helps participants take their writing skills to the next level. Explore how word choice affects the precision and clarity of your writing and how misused words can compromise its credibility. Get professional writing advice about commonly cited rules of sentence structure that can be overlooked versus those that cannot. Leave this workshop with concrete ideas to improve the clarity of your writing by identifying and correcting jargon, obfuscation and verbosity.



# HARVARD MEDICAL SCHOOL

## COURSE DIRECTOR

**Julie Silver, MD**

*Associate Professor of Physical Medicine & Rehabilitation*

Julie Silver, MD, is the former Chief Editor of Books at Harvard Health Publications and is an award-winning author and entrepreneur. She has spent nearly two decades successfully teaching and mentoring physicians and other healthcare professionals in how to take their careers to the next level. Dr. Silver is the founder of Oncology Rehab Partners LLC, a healthcare company dedicated to helping hospitals and cancer centers develop and implement cancer rehabilitation services through the STAR Program® Certification. Hundreds of hospitals and cancer centers throughout the United States have adopted the STAR Program. For her work in developing the STAR Program, Dr. Silver has received many awards including the *Boston Globe's* Top Innovator in Medicine, and *Bloomberg/Businessweek* selected Oncology Rehab Partners as one of the most promising social entrepreneurial companies in 2012. She has collaborated with Discovery Channel and been a guest on the *Today Show*, *CBS Early Show* and *Dr. Oz*. Her work has been featured in hundreds of media outlets including the *Wall Street Journal*, *USA Today*, the *London Times* and *NPR*. Dr. Silver, currently on the medical staff at Spaulding Rehabilitation, Massachusetts General and Brigham and Women's Hospitals, is an associate professor at Harvard Medical School in the Department of Physical Medicine and Rehabilitation.

**DISCLOSURE POLICY:** Harvard Medical School (HMS) adheres to all ACCME Essential Areas, Standards, and Policies. It is HMS's policy that those who have influenced the content of a CME activity (e.g., planners, faculty, reviewers, and others) disclose all relevant financial relationships with commercial entities so that HMS may identify and resolve any conflicts of interest prior to the activity. These disclosures will be provided in the activity materials along with disclosure of any commercial support received for the activity. Additionally, faculty members have been instructed to disclose any limitations of data and unlabeled or investigational uses of products during their presentations.

## Harvard Medical School Faculty

**Osama Hamdy, MD, PhD**  
*Assistant Professor of Medicine*  
*Harvard Medical School*

**Elizabeth Rider, MD, MSW**  
*Assistant Professor of Pediatrics*  
*Harvard Medical School*

**Joseph Shrand, MD**  
*Instructor in Psychiatry*  
*Harvard Medical School*

**Julie Silver, MD**  
*Associate Professor of Physical Medicine & Rehabilitation*  
*Harvard Medical School*

**Malissa Wood, MD**  
*Assistant Professor of Medicine*  
*Harvard Medical School*

## Harvard University Faculty

**Shelley Carson, PhD**  
*Associate of the Department of Psychology*  
*Harvard University*

## Guest Faculty

**Susan Aiello, DVM**  
*Writing instructor and past President of the Board of Editors in the Life Sciences*

**Regina Brooks**  
*Founder and President*  
*Serendipity Literary Agency*

**John Hanc**  
*Associate Professor*  
*New York Institute of Technology*

**Salvatore Iaquinta, MD**  
*Chief of Mohs Surgery*  
*Kaiser Permanente*

**Martha Murphy**  
*Book writing coach and author*

**Diane Radford, MD**  
*Mercy Clinic St. Louis*

**Rusty Shelton**  
*President and CEO*  
*Shelton Interactive*

**Lisa Tener, MBA**  
*Book writing coach and author*

**Vint Virga, DVM, DACVB**  
*Founder and CEO*  
*Zoological Behavioral Medicine Consulting*

## Workshop Instructors, Pitch Judges and Other Publishing Professionals

**Jean E. Thomson Black**  
*Senior Executive Editor*  
*Yale University Press*

**Debbie Carvalko**  
*Senior Acquisitions Editor*  
*ABC-CLIO*

**Don Fehr**  
*Literary Agent*  
*Trident Media Group*

**Jeanne Fredericks**  
*Literary Agent*  
*Jeanne Fredericks Literary Agency, Inc*

**Linda Konner**  
*Literary Agent*  
*The Linda Konner Literary Agency*

**Albert LaFarge, PhD**  
*Literary Agent*  
*Albert LaFarge Literary Agency*

**Liz Neporent**  
*Medical Social Media Director*  
*ABC News*

**Christopher Reid**  
*Medical Editor*  
*Oxford University Press*

**Jacqueline Wehmueler**  
*Executive Editor*  
*Johns Hopkins University Press*

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# Achieving Healthcare Leadership and Impact through Writing, Publishing and Social Media

April 9-11, 2015

Boston, MA

Course # 352363

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## To Register by Mail:

Complete the fields below and on the attached page(s) and include a check (draft on a United States bank) payable to:

**Harvard Medical School Department of Continuing Education**

Mail these completed forms and your check to:

**Harvard Medical School Department of Continuing Education**  
P.O. Box 417476  
Boston, MA 02241-7476

Payment, Confirmation, Refund Policy

Refunds, less an administrative fee of \$75, will be issued for all cancellations received two weeks prior to the start of the course. Refund requests must be received by postal mail, email, or fax. No refund will be issued should cancellation occur less than two weeks prior. "No shows" are subject to the full course fee and no refunds will be issued once the conference has started. Please do not make non-refundable travel arrangements until you have received an email confirming your registration.

You can also register by credit card (VISA, MasterCard or American Express) online at  
[www.Leadership.HMSCME.com](http://www.Leadership.HMSCME.com)

**Please print your name clearly below. All fields are required.**

Full Name \_\_\_\_\_  
First \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last \_\_\_\_\_

Profession \_\_\_\_\_ Degree \_\_\_\_\_

Mailing Address \_\_\_\_\_  
Street \_\_\_\_\_

City \_\_\_\_\_  
State/Prov \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Fax Number(\_\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

**Please note: Your email address is used for critical information, including registration confirmation, evaluation, and certificate. Please be sure to include an email address that you check daily or frequently.**

## **Physicians, Please Also Complete These Required Fields**

Primary Specialty \_\_\_\_\_ Board Certified?  Yes  No

Professional School Attended  Harvard Medical School  US Medical School  International Medical School

Year of Graduation \_\_\_\_\_

Questions? Call 617-384-8600 Monday-Friday 9am – 5pm (EST) or send email to [hms-cme@hms.harvard.edu](mailto:hms-cme@hms.harvard.edu)

Source Code=D



# Achieving Healthcare Leadership and Impact through Writing, Publishing and Social Media

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Full Name \_\_\_\_\_  
First \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last \_\_\_\_\_

## Achieving Healthcare Leadership and Impact through Writing, Publishing and Social Media

|   |                            |
|---|----------------------------|
| <b>Course Tuition</b>   | \$995                      |
| <b>Optional Add-On Workshops</b><br><i>Please check the box(es) below to indicate your selection(s).</i>  |                            |
| <input type="checkbox"/> <b>Developing and Delivering Persuasive Pitches: Oral Book Pitches &amp; Elevator Pitches</b><br><i>Date: Thursday afternoon, April 9, 2015 Time: 4:30pm - 5:45pm</i>  |                            |
| <input type="checkbox"/> <b>Writers Workshop A*</b><br><i>Date: Thursday evening, April 9, 2015 Time: 7:00pm- 8:45pm</i>  | \$125                      |
| <input type="checkbox"/> <b>Writers Workshop B*</b><br><i>Date: Friday evening, April 10, 2015 Time: 7:00pm- 8:45pm</i>   | \$125                      |
| <input type="checkbox"/> <b>Your Choice of Advanced Workshop</b><br><i>Date: Saturday afternoon, April 11, 2015 Time: 1:30pm- 4:30pm</i>  | \$250                      |
| Select one of the following workshops:<br><input type="radio"/> Social Media Bootcamp<br><input type="radio"/> Writing a Winning Book Proposal<br><input type="radio"/> Techniques to Maximize Your Writing Creativity and Productivity<br><input type="radio"/> Memoir Writing<br><input type="radio"/> Transforming Your Writing from Good to Great |                            |
| <b>All fees shown in USD</b>  | <b>Your Total</b> \$ _____ |

\* While not required, most attendees participate in Writers Workshops A & B. When enrolling for both evening workshops, you will be placed with different instructors to afford you access to different perspectives, skills development and support to meet your writing and publishing goals.