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■ Let's Do Dallas!

■ Revenue a Physician
Generates and What it
Means for Your Salary

■ Common
Interview Errors
to Avoid

Career Guide

MATERNAL-FETAL MEDICINE

Society for Maternal-Fetal Medicine (MFM) Annual Meeting
January 29 - February 3, 2018 - Dallas, TX

Employment Opportunity Available



Maternal Fetal Medicine Physician Wausau, Wisconsin

Aspirus is a nationally recognized, physician-driven health system based in Wausau which is located in the center of Wisconsin. The care we give to others is the reason Aspirus is thriving and unifying in spite of national health care changes.

We are currently looking for a Maternal Fetal Medicine physician to help lead the way in expanding our Perinatology services in Wausau, WI:

- Join an excellent and experienced team of 3 Neonatologists, 4 OB/GYNs, 1 Certified Nurse Midwife, and 1 OB/GYN NP. We previously had a contract with 1 Perinatologist, but we are growing and now have a need for a full time employee.
- As an interactive partner, you will take the lead in evolving our MFM services. This includes establishing protocols, guidelines, policies and standards of care.
- Co-management with inpatient consults and outpatient clinic
- 14 bed, level III NICU onsite
- Aspirus Wausau Hospital is the tertiary center for a growing eight hospital system, which allows us to see high risk patients on a regular basis
- Convenient access, as our offices are connected to Aspirus Wausau Hospital and our Birthing Center
- Birthing center averages 1,500 deliveries per year, 2,500 within the entire system
- Epic EMR utilized throughout our entire system
- Highly competitive salary with two year income guarantee

We invite you to explore what sets us apart at AspirusProviderOpps.org.

**If interested in learning more,
please contact Karen Lindstrum at
Karen.Lindstrum@aspirus.org or 800.792.8728**



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Let's Do Dallas Texas!

There's so much to do in Dallas, so make the most of your stay!

Dallas has a unique vibe and plenty to see. It is the most populous city in the Dallas–Fort Worth metroplex who's prominence arose from its historical importance as a center for the cattle, cotton and later oil industries, as well as its position along numerous railroad lines. Dallas has developed into a strong industrial and financial center, and a major inland port, due to the convergence of these railroad lines, their interstate highways, and the construction of Dallas/Fort Worth International Airport, one of the largest and busiest airports in the world. It's no wonder their city motto is "Big Things Happen Here!"

When tourists think of Dallas Texas, Dealey Plaza (aka The Grassy Knoll), the site of one of America's most important events comes to mind quickly. And while this can be an interesting tour for the history buff, there is so much more to do in Dallas during your stay. Hop on their free M-Line Trolley or the free D-Link shuttle and take in all of the southwest culture you can squeeze into your trip.

Dallas Museum of Art

The galleries of the Dallas Museum of Art hold artwork that spans centuries and continents. Here, work by Rothko and Lichtenstein rubs shoulders with Degas, Toulouse-Lautrec and an impressive collection of pre-Hispanic New World art. Pick up one of the museum's Art to Go totes on the way in. They contain art-themed activity ideas to inspire the whole family and help you get the most from your visit. The museum also hosts a busy program of talks, tours and events, so it's worth checking its event calendar online before you visit.

1717 North Harwood, Dallas, TX 75201. Tel: (214) 922-1200
dma.org

Nasher Sculpture Center

Just opposite the Dallas Museum of Art, the Nasher Sculpture Center offers another family-friendly day out. Wandering its carefully manicured lawns and gardens amidst the contemporary and modern art sculptures is a wonderful way to spend a sunny afternoon (and Dallas averages more than 230 of these a year!). The collection includes work by Calder, Hepworth, Matisse, Picasso and Giacometti as well as leading figures in contemporary art. On the first Saturday of every month, the Center hosts a program of family-friendly events and the on-site café offers a kids' menu throughout the week.

c2001 Flora St, Dallas, TX 75201. Tel: (214) 242-5100
nashersculpturecenter.org

Klyde Warren Park

This downtown park borders Dallas's Arts District. As well as beautiful green lawns, colorful borders and fragrant planting, the park features a reading room and lending library, a butterfly garden and game carts and tables. The shaded avenues and water fountains create a pleasant spot to relax on a hot sunny day. The park is popular with families thanks to its vibrant program of events and fitness classes and the lunchtime food truck that it hosts on its southern edge along the Woodall Rodgers Freeway (opposite the Dallas Museum of Art).

2012 Woodall Rodgers Fwy., Dallas, TX 75201. Tel: (214) 716-4500
klydewarrenpark.org

Truck Yard Dallas

If you enjoy the food trucks at Klyde Warren Park, you'll love this dining spot on Sears Street in downtown Dallas. Truck



Hop onto the free M-Line Trolley or the D-Link shuttle of Dallas. Take in all of the southwest fun you can squeeze into your stay.

Yard is a laid back open-air venue with a rotating roster of food trucks and regular live music sessions. Its house special is a Philly cheesesteak, but the food trucks can range from Greek to Mexican, and Korean to Italian. Despite all the beers on offer, it does have a family-friendly vibe during the day. After 9pm however, the venue turns 21+ only.

5624 Sears St., Dallas, TX 75206. Tel: (469) 500-0139
truckyarddallas.com

Dallas Farmers Market

The recently renovated Dallas Farmers Market first opened its doors in 1941. It now opens every Friday, Saturday and Sunday to sell seasonal locally grown produce and locally sourced artisan food from its downtown “Shed”. The anchor stores and restaurants on the site are open 7 days a week and include furniture and gift stores and the one of the best farm-to-table restaurants in Dallas, Mudhen Meat and Greens.

920 S Harwood St, Dallas, TX 75201. Tel: (214) 664-9110
dallasfarmersmarket.org

AT&T Stadium

If you're in town with your family during football season, do try to get tickets for a Dallas Cowboys home game. This popular sports

team plays at the AT&T stadium in Arlington, 20 miles west of Dallas. If you aren't lucky enough to be in town on a game day, why not book a stadium tour? You can take a look in the press box, interview room and locker rooms and get a picture of yourself on the field.

1 AT&T Way, Arlington, TX 76011. Tel: (817) 892-4000
attstadium.com

Six Flags over Texas

Just around the corner from the Dallas Cowboys' stadium, this Six Flags theme park makes for a thrilling and fun-packed family day out. With more than 50 rides across its 200 acres – from sky-scraping rollercoasters and stomach-churning spinners to family-friendly river rides, go karts and steam trains – this park has something for everyone.

2201 E Road to Six Flags St, Arlington, TX 76010. Tel: (817) 640-8900
sixflags.com/overtexas

Fort Worth Stockyards Historic District

Another 20 miles west of Arlington and you reach Fort Worth, about an hour's drive from downtown Dallas. Stockyards is a living museum that offers a real feel of Texan living. Take the stagecoach from Stockyards Station to tour the area, which is packed with traditional saloons, restaurants and live music venues and hosts

a twice-daily round-up when Texas longhorn cattle are driven through the streets! Take your time to explore the Stockyards museum, which houses interesting artefacts from the Old West era, or visit the Texas Cowboy Hall of Fame to learn about some of the state's famous former residents. On Friday and Saturday nights, you can catch a Championship Rodeo at Stockyards Rodeo.

130 E Exchange Ave, Fort Worth, TX 76164 Tel: (817) 624-4741
stockyardsstation.com/attractions

Perot Museum of Nature and Science

Downtown Dallas is home to a fun science museum, packed with family-friendly interactive exhibits. The Perot Museum of Nature and Science has 11 permanent exhibition halls, covering topics as diverse as dinosaurs, conservation, innovation, being human, birds and the universe. Each has hands-on experiments and displays which will be sure to fire your children's curiosity. The museum runs varied events for toddlers, pre-teens and teens in the exhibition halls and in its multimedia 3D theatre. The Museum also hosts off-site events on the first Saturday of each month at Klyde Warren Park, just a few blocks to the northeast

2201 N Field St, Dallas, TX 75201. Tel: (214) 428-5555
perotmuseum.org

Cane Rosso

Family-friendly dining experiences don't come much better than Cane Rosso, arguably Dallas's best pizza restaurant. With authentic wood-fired Neapolitan pizzas, salads, pasta dishes and a choice of Italian desserts, even without a kids' menu you can be sure there's something for the whole family to enjoy. The chain operates five restaurants in the greater Dallas area, including Austin and Houston. The Dallas Deep Ellum branch is the original, but all offer great pizza.

2612 Commerce St., Dallas, TX 75226. Tel: (214) 741-1188
canerosso.com

Dallas Zoo

Just southeast of all the restaurants, bars and boutiques of Dallas's hip Bishop Arts District, the Dallas Zoo is home to more than 2,000 animals. If you have animal-mad kids, they will love a day out here. With more than 100 acres to explore, you can see an enormous variety of animals, including tigers, flamingos, giraffes, lions, hippos and elephants as well as birds, amphibians and reptiles. On sunny days, pack a picnic so you can take your time exploring or, feel free to choose from several restaurants and grills around the zoo.

650 South R L Thornton Freeway, Dallas, TX 75203. Tel: (469) 554-7500
dallaszoo.com ■

Maternal-Fetal Medicine Faculty Penn State Health Milton S. Hershey Medical Center/ Penn State College of Medicine Hershey, PA

The Division of Maternal-Fetal Medicine in the Department of Obstetrics and Gynecology at the Penn State University College of Medicine, Hershey Medical Center is seeking candidates for an Assistant, Associate or Full Professor position in either the tenure or non-tenure track. Applicants must have an M.D., M.D./Ph.D. or equivalent degree and have demonstrated excellent qualifications in education, research, and clinical care. Candidates must be BC/BE in Ob/Gyn and Maternal-Fetal Medicine. Physician Scientists are encouraged to apply.

This new position involves a well-balanced combination of consultation, genetics, prenatal diagnosis/treatment, and ultrasound based care of high risk obstetric patients, education of fellows, residents and students and clinical and/or basic science research.

PLEASE SEND LETTER OR EMAIL OF INTEREST
AND A CURRENT CV TO:

**Serdar H. Ural, M.D., FACOG, Chief,
Division of Maternal Fetal Medicine,**

Penn State Health Milton S. Hershey Medical Center, 500 University Drive, Hershey, PA 17033.

Email: sural@pennstatehealth.psu.edu

Fax: 717-531-0947



PennState Health
Milton S. Hershey
Medical Center

Penn State Health Milton S. Hershey Medical Center is committed to affirmative action, equal opportunity, and the diversity of its workforce. Equal Opportunity Employer – Minorities/Women/Protected Veterans/Disabled.



Mercy Clinic is seeking **Maternal-Fetal Medicine Physicians** to join our established group of seven on campus of Mercy Hospital St. Louis in Creve Coeur, Missouri.

This Opportunity Includes:

- Flexible schedule; great work/life balance and no in house call required
- Consult only service
- Support staff of genetic counselors, outreach coordinators, women's health nurse practitioners, & fetal care team coordinators
- Mature telehealth program in perinatal center
- Over 80 fellowship-trained pediatric specialists including surgeons, cardiologists, geneticists, urologists, neurologists, etc...
- 24 hour OB hospitalist group and a dedicated OB anesthesia group
- **OBGYN Residency Program with 6 residents per year**

For more information, please contact:

Megan Sievers | Physician Recruiter

314-364-3840 | Fax: 314-364-2597

Megan.Sievers@Mercy.net | Mercy.net



Department of OB/GYN – UT Health San Antonio Maternal Fetal Medicine Specialist

The Department of Obstetrics and Gynecology in the Joe R. and Teresa Lozano Long School of Medicine at UT Health San Antonio is seeking a Maternal-Fetal Medicine (MFM) or MFM/Genetics Specialist. The MFM Division provides comprehensive obstetrical care, perinatal consultations and outreach, genetic counseling, and prenatal diagnosis for San Antonio and our primary referral basis of South Texas. We have a fully accredited MFM fellowship dedicated to educating the next generation of academic MFM physicians. This position provides an excellent opportunity for new clinical and basic research, as well as the development of new clinical care programs.

Responsibilities include care of inpatient and outpatient obstetric patients; education of medical students, residents, and fellows; and participation in the Division's research mission.

The successful candidate must be Board-eligible or Board-certified in Obstetrics and Gynecology and in Maternal-Fetal Medicine or Maternal-Fetal Medicine/Genetics, qualifications for a Texas Medical License, and dedication to academic medicine with a commitment to clinical service, education and/or research. Successful applicants will also have excellent communication, administrative, and leadership skills. Academic rank and salary will be based on experience, qualifications and academic accomplishments.

A comprehensive fringe benefit package is available. Applicants should submit an application and curriculum vitae along with the names of three references through the UT Health candidate portal: <http://uthscsa.edu/hr/employment.asp>. All current faculty UT Health job openings, can be viewed through this portal. All faculty appointments are designated as security sensitive positions. The University of Texas Health Science Center at San Antonio is an Equal Employment Opportunity/Affirmative Action Employer including protected veterans and persons with disabilities.


Physician-Led Medicine in Montana

Maternal-Fetal Medicine



Billings Clinic

*Please visit us at booth #409 at
the 2018 MFM Conference!*

- Advanced facilities, advanced care
- Flexible practice opportunity, deliveries optional
- AIUM accredited ultrasound techs and ultrasound unit
- Family Birth Center – LDRP, Level III NICU
- 3 Neonatologists
- Maternal/NICU flight team
- Innovative approach to health care delivery
- "America's Best Town of 2016" 

Contact: Rochelle Woods 1-888-554-5922
physicianrecruiter@billingsclinic.org billingsclinic.com



Billings Clinic is nationally recognized for clinical excellence and is a proud member of the **Mayo Clinic Care Network**. Located in Billings, Montana – this friendly college community is a great place to raise a family near the majestic Rocky Mountains. Exciting outdoor recreation close to home. 300 days of sunshine!

**#1 Hospital
in Montana**


Revenue a Physician Generates and What it Means for Your Salary

Physicians are among the highest earning professionals in the world. But while years of medical school and residency arm doctors with highly specialized skills in their fields, more frequently, practitioners are seeking additional guidance to help plan their careers and navigate the changing landscape of medical practice. From new residents, laden with student loan debt and considering which specialty to pursue, to seasoned professionals pondering private practice, physicians at every level in their careers find it necessary to keep a finger on the pulse of the industry.

Physicians Are Valuable to Facilities

While shifting compensation models are a rising concern for many, a new survey confirms physicians' pivotal role in hospitals —not only as healthcare providers, but as the financial keystones of their institutions. A recent study, released by national physician search and consulting firm Merritt Hawkins, reported that physicians and surgeons generated \$1.56 million in average annual net revenue on behalf of their affiliated hospitals in 2016.

AVERAGE NET ANNUAL REVENUE

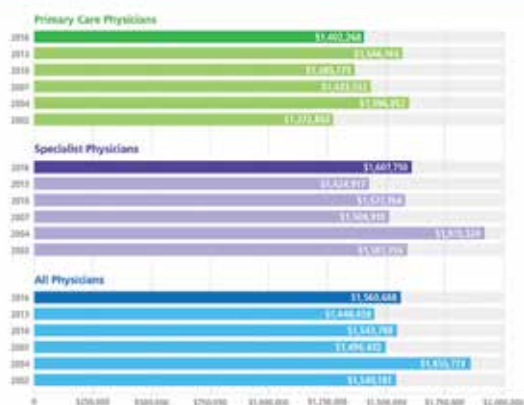


Image courtesy of Merritt Hawkins

Greater Opportunity in Larger Facilities

Where you want to work as a doctor affects your salary and negotiating power. If you choose to work in a large practice or hospital, you may have more negotiating room because of larger budgets than with a smaller practice. Compensations also vary depending on where you choose to practice. (see chart below) If you choose to work in a private practice or medical facility, there are different types of working agreements such as partnership, independent contractor and practice support that may affect the compensation. Depending on your agreement, you may receive a fixed salary, percentage of profits or collections, or pay based on how much work you complete.

There is more to compensation than just salary. If you find that a salary offer is on the low end, consider adding other perks to your negotiations. Some of the factors to consider include vacation time, call schedule, teaching schedule and responsibilities as well as contract terms. You can also ask for a signing bonus or that the employer cover the cost of your malpractice insurance. When adding these types of perks to your negotiations, work them into your counter offer.

10 Top-Earning States for Physicians Overall

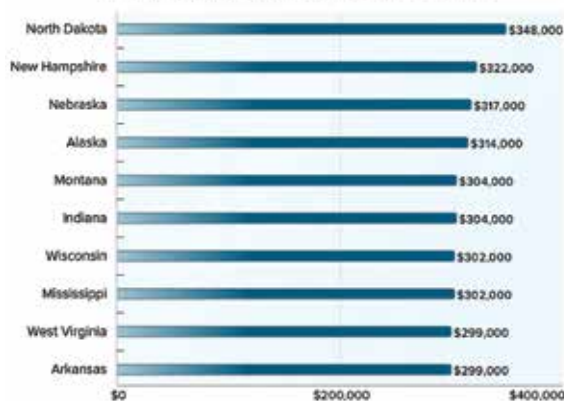


Image courtesy of Medscape Physician Compensation Report 2016



Where to work as a physician affects your salary and negotiating power. Compensation will also vary depending on where you choose to practice.

PCPs in Highest Demand

Although Primary Care Physicians (PCP) bring in revenues of just \$1.4 million as compared to specialists (at about \$200,000 more), PCPs have an opportunity to be on the front lines of medicine. PCPs are the first line of defense for patients — which means that you see all the newest bugs and ailments first. PCPs are the key players in treating everything from national flu epidemics to local Lyme disease upticks to widespread food poisonings and recalls. It's a role that can be exciting and diagnostically challenging, and that is vital to the success of the healthcare system.

Primary care also offers a good opportunity for work-life balance and a lot of choice as to how, where, and how many hours to practice. There are many employment and practice models to choose from, and options for part-time schedules and fewer nights on call. Although many PCPs work hectic schedules packed with patients and paperwork, there are still more options for flexibility and balance than in many specialties.

In fact, the Academy of Family Physicians indicated that by 2020, demand for family physicians in the U.S. will exceed the supply. Though the future of the private practice model is a moving target and there may be changes in how and where care will be delivered, it's clear that with physician shortages looming, primary care offers job security for the long haul.

Conversely, physician specialists are generating the highest revenues for hospitals. As the Merritt Hawkins analysis shows, in 2016, specialist revenues increased 14% to \$1.6 million, up

from \$1.4 million in 2013. This varies for different specialties (see chart).

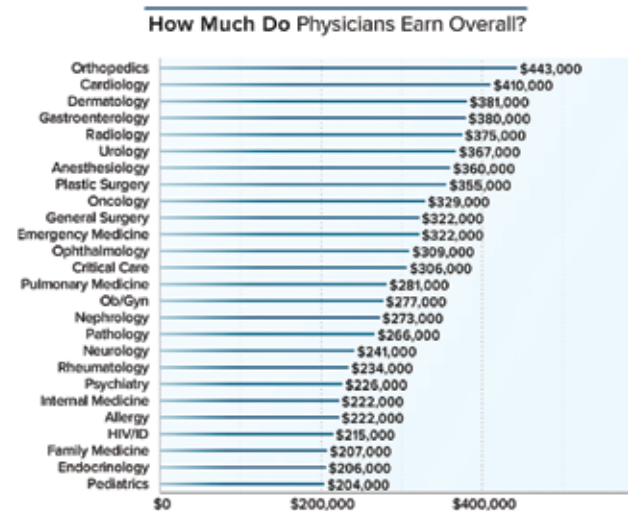


Image courtesy of Medscape Physician Compensation Report 2016

On average, a doctor brings in \$1.56 million in direct net inpatient and outpatient revenue to a hospital. This is an increase of nearly 8% from \$1.45 million in 2013. The upward trend in revenues bodes well for all physicians across the board.

Do Your Research

Gauge how well your credentials (education, training and experience) match the needs of your potential employer (for example, patient volumes, managed care experience, prior employment in a specific type of practice setting). You should

be able to ascertain this during the interview process. Your recruiter should also be able to tell you. If you have what they want, you're in a good position. You'll be in an even better position if you have a skill, interest or expertise that no one else in the practice or the immediate area has, particularly one that will attract patients or referrals. The more closely your experience matches what a potential employer needs and the more in demand your expertise is, the more leverage you've got during salary negotiations.


So, whether you are a PCP, a specialist, some private practitioner or locum tenens, exercise due diligence before going for that interview. Research the local precedent -- what others in the area or in the practice you're interviewing with are making. Understand the local, regional and national markets. You can't merely insist that you be paid more than you made in your last job or, if it's your first job, a salary comparable to what your fellow resident will be making elsewhere.

If, during your research into your new potential employers, you discover that they have a solid need for your skills set, the next step is to consider your competition. It's good to know how many other physicians have applied for the job and, if possible, who they are and their qualifications. However, this is much easier said than done. The best approach is to ask the recruiter you are working with and hope they are forthcoming.


Medicine is a business, and like all businesses, your future employer will need you to generate income and to keep it coming. If you have a patient following and no encumbrances, such as a previous non-compete agreement that would prevent you from bringing your patients to your new practice, or if you have a reputation that precedes you, you'll be in a stronger position to discuss salary, benefits, perquisites and relocation. Most newcomers don't provide incremental income to a practice, so if you are able to, you will be in a stronger negotiating position. And, if there's a need for your services and little or no competition for the position, you've got leverage. ■

ABOUT THE AUTHOR

Melanie Grano is a freelance business writer and 20-year Journalism veteran who regularly contributes to career-based publications, including *ThirdCertainty* and *Computer Times*.



JOHNS HOPKINS
MEDICINE



MATERNAL FETAL MEDICINE, FETAL THERAPY SPECIALTY
JOHNS HOPKINS UNIVERSITY

Assistant or Associate Professor

The Johns Hopkins University School of Medicine, Department of Gynecology and Obstetrics, Johns Hopkins Center for Fetal Therapy has available a full time faculty position for a BC/BE Maternal-Fetal Medicine subspecialist with expertise and focused interest in Fetal Therapy. Become part of our dynamic team and actively perform a comprehensive range of medical and surgical fetal therapies in a high-volume, multi-disciplinary, academic setting. Our Center is one of the few in the country performing fetoscopic laser surgeries, tracheal occlusion for CDH and fetoscopic spina bifida repair. All inquiries will be held in strict confidence. The Johns Hopkins University School of Medicine is an equal opportunity/affirmative action employer.

Interested applicants should send a letter of introduction with current curriculum vitae to
 Ahmet A Baschat, MD, Professor & Director
 Johns Hopkins Center for Fetal Therapy
 600 North Wolfe Street, Nelson 228, Baltimore, MD 21287
Abascha1@jhmi.edu

Come to the Rockies and join a multidisciplinary Maternal-Fetal Medicine program!

Hiring Assistant Professor or above

- Join our team of internationally recognized maternal, fetal and pediatric care providers, in a program offering more adult and pediatric subspecialties than any other program in the Rocky Mountain region.
- Full-time faculty position available for a Board Certified or Board Eligible Maternal-Fetal Medicine Specialist.
- Clinical position with teaching, and opportunities for research as desired.
- Competitive salary and full benefits package offered.



For more information and to apply, contact:
Chris Hodges, (303) 724-2032, christine.hodges@ucdenver.edu
or, visit <http://bit.ly/cu-mfm>



Obstetrics and Gynecology
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Maternal-Fetal Medicine Opportunity in Indianapolis, Indiana. Visit us at Booth 162!



Community Health Network is seeking a fellowship trained, BE/BC Maternal-Fetal Medicine physician for a thriving, hospital-based practice. This opportunity entails performing general Maternal-Fetal Medicine services, including procedures, in a cutting edge maternal-fetal medicine office.

- Largest number of LDRPs in the nation – 60 private suites
- State-of-the-art NICU
- MFM and genetics trained physicians and medical specialists
- On-site pediatric and adult specialty services

With an appealing blend of big-city amenities, cosmopolitan style, small-town affordability and communities which boast top-notch school systems, the Indianapolis, Indiana, area is consistently ranked nationally among the best places to live. Indiana is also consistently ranked one of the top 5 physician-friendly states. Indy.org.

To apply or for more information visit Caitlin Gallagher, Senior Physician Recruiter, in booth 162, email KMontgomery5@eCommunity.com, or call 317-621-7347



SCOTTSDALE PERINATAL ASSOCIATES - AMOMI PREGNANCY WELLNESS~SPA SCOTTSDALE, ARIZONA

We are currently seeking an additional Maternal-Fetal Medicine physician for our BEAUTIFUL practice in Scottsdale, Arizona! Scottsdale Perinatal Associates-AMOMI Pregnancy Wellness~Spa is a clinical Maternal-Fetal Medicine practice that offers specialized prenatal care focused on collaborative management and an exceptional relationship-centered patient experience. Our practice provides a variety of services to patients and referring physicians, including advanced ultrasound, prenatal diagnosis, outpatient consultation, inpatient consultation and management of acute obstetrical emergencies, and complete prenatal care with delivery.

All inpatient care and consultations are offered within the two Scottsdale HonorHealth Hospitals which offer maternity services. Majority of the inpatient care and consultations are offered at the Scottsdale Shea Campus which is recognized for Women's and Children's services with over 3,000 deliveries annually and a 24-bed Level III NICU. Inpatient consultations are also offered at the Scottsdale Osborn campus.

Scottsdale offers great weather, excellent public schools and nationally recognized charter schools, and a wide variety of recreational activities for the entire family year-round. In addition, you have easy access to nearby skiing in the northern Arizona mountain ranges, or a short drive to San Diego beaches, Disneyland or Las Vegas.

Applicant Requirements:

- Board-certified/Board-eligible in Maternal-Fetal Medicine and licensed to practice in Arizona by the time of employment.
- Nuchal Translucency and CLEAR certifications are required.
- Training in CVS, amniocentesis, and PUBS/FITS is preferred.
- Experience with advanced obstetrical ultrasonography is required and fetal echocardiography is preferred.
- Salary will be commensurate with experience and skills.

If interested, please submit a curriculum vitae to the practice administrator, Heather Hall, at hhall@amomispa.com.

Common Interview Errors to Avoid

Helpful communication pitfalls for all stages of the interview process.

Good communication isn't only an important component of the physician-patient relationship, it also demonstrates your professionalism and the working relationship your colleagues can expect to have with you. You can state on your resume that you have excellent communication skills, but during your interview you will actually have to prove it – so avoiding these common pitfalls is important.

Error #1: Creating a poor pre-interview impression

The biggest mistake you can make on your CV is not including all of your relevant information. At the same time, be careful not to overdo it. In most instances, a two- to four-page CV is enough. However, experienced academics would usually have longer CVs because of the nature of their jobs. There aren't strict rules to the structure of your CV as accepted practices. Your name, your education, and details of your current and previous positions are by far the most important. According to Ladders, employers focus the majority (80%) of the initial six seconds on these areas.

Getting your communication right pre-interview ensures that you make it to the interview stage. At this stage, you're relying on your CV to speak for you – so make sure that this is as polished as it can be. You may want to tweak it slightly for each of the roles you apply for, to call out different aspects of your experience and training. Take the time to at least consider this.

Label your CV and other supporting documentation in a way that makes it easy for your interviewer. Your name and the position you are applying for are a good place to start (Resume from Jane Doe for position of Physician at X Hospital). Your CV isn't the only communication by which you will be judged. Make sure your voicemail message sounds professional and you return calls promptly. Use a professional sounding email address (John.Brown@email.com, rather than

JohnnyBeGood@email.com) and ensure your profile pictures are equally professional (use a headshot).

Aside from having all of the correct information, you must also make sure that your CV is well-structured and accurate. It is important that you don't embellish because chances are it will be spotted quickly. The Society for Human Resource Management found that 60% of HR professionals discover "inaccuracies" in the resumes they review.

Error #2: Passing up valuable interview experience

Even if you aren't sure whether a role is right for you, if you are offered an interview it is worth attending. Things can look very different on paper than they do in practice – and the job you most fancied on paper might not be your top-runner after you've toured the facilities and met the team.

There is a huge benefit to having several irons in the fire. If you have more than one offer on your desk, you'll be in a better position to negotiate terms and salary – especially if your potential employer knows they aren't the only facility making you an offer.

There's no harm in keeping your options open: you can always say no; but make sure you turn down an offer in a professional and timely manner.

If you decide a position is not for you, you now have more interview experience under your belt. You've had chance to perfect your answers and get a grip on your nerves – helping to prepare you for when you do get that interview for the job of your dreams.

Error #3: Creating a poor interview impression

The American College of Physicians offers some great guidance

on getting the basics right - including presentational advice, not wearing overpowering scents, and simple slip-ups, such as not making sure your cell phone is switched off.

They also recommend that you check your schedule before you agree to an interview date: you don't want to show up and try to be at your best at the end of a long shift. Showing your enthusiasm for the role is vital – however many irons you have in the fire.

According to Dr Robert Kuramoto, Assistant Medical Director of the Christie Clinic in Champaign, Illinois, candidates should “act like this is the only interview that matters.”

Error #4: Going in unprepared

You can't control how your interviewers will conduct the interview, so try not to worry about that. You can control your preparation, however – so don't skip on it.

Think about what you want from the role; create a list of your priorities and be prepared to be asked and to ask about them during the interview. The American Academy of Neurology recommends that candidates “practice answers to the most anticipated questions” – good advice no matter what your specialty is.

- Review the position and the list of candidate requirements. Consider how well your skills and experience match what the interviewer will be looking for and prepare how you can present this information to demonstrate that you are a good fit for the job and the organization.
- Research the employer's reputation, significant recent news, achievements, investments, background, the local area and demographics, and other relevant information you can find. Not only will this help you come across as well informed and interested, it will help you to consider whether the position is right for you. You'll also identify some of the questions you will want to have answered during the interview.

Your preparation will pay off during your interview.

Error #5: Making the employer do all the work

Don't forget the interview is for you to decide whether the role, people, and facility are a fit for you as much as it is for the interviewer to find out about you.

Hopefully, you've already prepared and thought carefully about what is important to you and what it is about the role or facility that you want to know more about – so you should find it easy to ask questions throughout the interview.

In addition to helping you remain calm because you know you are well prepared, you will impress your interviewer by being able to ask informed and pertinent questions about the facility and the role. You don't need to wait to the end to raise pertinent questions; this is a dialogue between you and a future potential colleague – and treating it as such should help you to represent yourself professionally and confidently. The ease with which you conduct yourself during the interview will speak volumes about your professional conduct.

Error #6: Not taking notes – or taking poor notes

Don't be afraid to take notes during the interview process; it's perfectly acceptable to jot down names, information about the role, reporting structures, or salary. You are going to make a major life decision based on what is said during the interview, so it is important that you know exactly what was said or promised.

However, make sure your notetaking doesn't happen at the expense of making eye contact with your interviewer. National locum tenens agency Locum Leaders advises that maintaining a connection with your interviewer is important.

And never refer to your notes when answering a question. Don't jeopardize the impression that you are a subject matter expert and are good at your job.

Error #7: Not following up post interview

Follow up with your interviewer after the interview to thank them for their time and consideration. As well as being common courtesy, this small act of appreciation adroitly demonstrates your communication skills – and offers a positive glimpse of what it might be like to work alongside you.

According to Merritt Hawkins, this step is also your opportunity to reiterate your interest and your qualification for the role, as well as to highlight something unique about your candidacy that might give you an edge.

Make your thank you message personal and thoughtful. If you find yourself in a highly competitive situation with another candidate, this small courtesy could be the action that tips the balance in your favor.

Error #8: Failing to play the long game

If you are offered the role, but decide it's not for you, ensure you let the interviewer know as soon as possible. Don't drag things half-heartedly in order to “keep your options open” or because you don't like delivering bad news. Remain professional and wish the interviewer good luck with their search.

You'll never know when you might come into contact with them in a future professional capacity or whether you would like to reapply to that facility – you don't want to burn bridges through a simple deficiency of communication.

Candidates who adopt a professional manner and communicate clearly throughout the process should find this a breeze. When it comes to job searches, applications, and interviews, a little research goes a long way. And first among everything must be clarity about what you want from a position. We hope alerting you to these eight common communication mistakes will help you be more confident about the choices you are making and more successful in the interview.

The recruitment process can be stressful for candidates, so make sure you schedule in downtime and relaxation. And, every now and then, force yourself to take a step back and look at the big picture. ■



The DEPARTMENT of OBSTETRICS *and* GYNECOLOGY

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Media Bar & Grille
Friday, February 2, 2018
7:30 pm – 8:30 pm



Assistant Professor

Maternal-Fetal Medicine

McGovern Medical School at The University of Texas Health Science Center at Houston (UTHealth)

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- Medical student, resident, and fellow teaching experience in the outpatient and inpatient setting.
- Opportunities for additional training in quality improvement and Lean/Six Sigma available for interested faculty.

Division of Maternal Fetal Medicine

- 21 current MFM faculty, 15 genetic counselors, 24 MFM sonographers, 9 MFM fellows.
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Applicants should send a letter of interest and a current CV to:

Sean C. Blackwell MD

Sean.Blackwell@uth.tmc.edu

6431 Fannin Street Suite 3.286

Houston, Texas 77030

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