Writing, Publishing, and Social Media for Healthcare Professionals

March 17-19, 2016
Boston, MA

• Best practices for connecting the public with your ideas and insights
• Getting your book published in 2016: new challenges and options
• Lectures and workshops to improve your writing and your oral pitches
• Personalized instruction from top-tier writing coaches, editors, and literary agents
• Social media: introductory and advanced topics
• Self-publishing books, blogs, and websites
• Strategies for impacting national and international healthcare audiences
• Workshops to assist in the development of memoirs and narrative nonfiction
• Techniques, guidance, and practice to hone your “elevator” or book pitch
• Steps to ensure the success of your published work

Register at WPS.HMSCME.com

Under the direction of Julie Silver, MD
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 experts 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, both written and verbal. This course will help you hone and diversify these skills and arm you with best strategies for modern-day communication.

You can rely on the 2016 program to help you connect with publishing experts as well as keep up with current communication strategies and options for healthcare professionals. 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 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 alter 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 March for this unique educational and networking opportunity.

Julie Silver, MD
Associate Professor
Harvard Medical School

Reasons to Attend in 2016

You will:

• Improve your current communication skills
• Evaluate new opportunities to publish
• Hear how to secure and prepare for speaking engagements on television, radio, and live events
• Get expert guidance to hone your “elevator pitch”
• Learn about how to productize your intellectual property
• Make invaluable contacts with editors, writing coaches, and literary agents
• Have fun and meet wonderful colleagues who share your creative energy
Who Should Attend

- Physicians from all specialties
- Psychologists
- Educators
- Scientists
- Pharmacists

...and other health-related professionals who want to improve their communication skills and publish their work

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 them 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 your publishing goals.

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 26.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

PSYCHOLOGISTS

This program is sponsored by the Massachusetts Psychological Association (MPA) and the Department of Continuing Education at Harvard Medical School. MPA is approved by the American Psychological Association to sponsor Continuing Education (CE) for psychologists. MPA maintains responsibility for the program and its content. This program offers a maximum of 22.5 CE hours:

- 16 CE hours for the core course
- 1.75 CE hours for each Writers Workshop
- 3 CE hours for any Advanced Workshop

INTERNATIONAL ACCREDITATION

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.

Through an agreement between the American Medical Association and the European Union of Medical Specialists, physicians may convert AMA PRA Category 1 Credit™ to an equivalent number of European CME Credits (ECMECs®). Information on the process of converting AMA PRA Category 1 Credits™ to ECMECs® can be found at: www.eaccme.eu.

ACGME Competencies

This course is designed to meet the following Accreditation Council of Graduate Medical Education competencies: interpersonal and communications skills, professionalism, and systems-based practice.

Agenda

Thursday, March 17, 2016

7:00 - 8:00 Registration/Continental Breakfast

8:00 - 9:00 **Understanding the Dynamic Publishing Industry**
Julie Silver, MD

9:00 - 10:00 **Writing a Nonfiction Book Proposal**
Julie Silver, MD

10:00 - 10:45 **Short Stuff: Crafting Compelling Blogs, Blurbs, and Bios**
Susan Aiello, DVM

10:45 - 11:05 Break

11:05 - 12:05 **Successful Publishing: Advice from Past Course Participants**
Panel Discussion
Julie Silver, MD

12:05 - 1:15 Lunch break

1:15 - 2:15 **Advice from Editors on Publishing**
Panel Discussion
Julie Silver, MD

2:15 - 3:00 **Self-Publishing: An Introduction to a Brave New World**
Salvatore Iaquinta, MD

3:00 - 4:00 **How to Use Elements of Memoir Writing in Narrative Nonfiction and Self-Help Books**
Julie Silver, MD

4:00 - 4:15 Break

Evening Workshops (optional)

4:15 - 5:30 **Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches**
(Attendance limited to participants who signed up for this workshop)
Julie Silver, MD

5:30 - 7:00 Dinner break

7:00 - 8:45 **Writers Workshop A**

*Description appears under “Optional Workshops”

Program changes/substitutions may be made without notice. To view the most up-to-date version of the course program, please visit the course website.
### Friday, March 18, 2016

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>7:00 - 8:00</td>
<td>Continental Breakfast</td>
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<tr>
<td>7:00 - 8:00</td>
<td><strong>Pitches Practice Session</strong> (for attendees of Thursday’s optional Pitches Workshop) Julie Silver, MD</td>
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<tr>
<td>8:00 - 9:00</td>
<td>The Role of Literary Agents in Publishing Julie Silver, MD</td>
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<tr>
<td>9:00 - 10:00</td>
<td>Writing Powerful Prose in Narrative Nonfiction and Memoir Regina Brooks</td>
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<tr>
<td>10:00 - 10:45</td>
<td>Making English Move Susan Aiello, DVM</td>
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<td>10:45 - 11:15</td>
<td>Break</td>
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<tr>
<td>11:15 - 12:15</td>
<td>How to Get Your Message Out in Today’s Changing Media Environment Rusty Shelton</td>
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<td>12:15 - 1:30</td>
<td>Lunch break</td>
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<td><strong>Pitches Practice Session</strong> (for attendees of Thursday’s optional Pitches Workshop) Julie Silver, MD</td>
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<tr>
<td>1:30 - 2:15</td>
<td>Narrative Writing in Healing: The Power of Stories Elizabeth Rider, MD, MSW</td>
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<td>2:15 - 3:00</td>
<td>From Draft to Craft: Writing Books that Heal Joseph Shrand, MD</td>
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<td>Elevator &amp; Oral Book Pitches (All course participants may attend) Julie Silver, MD</td>
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<td>5:30 - 7:00</td>
<td>Dinner break</td>
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### Evening Workshop (optional)

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<tr>
<td>7:00 - 8:45</td>
<td>Writers Workshop B*</td>
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### Saturday, March 19, 2016

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<tr>
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<tr>
<td>7:00 - 8:00</td>
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<td>Elevator &amp; Oral Book Pitches (All course participants may attend) Julie Silver, MD</td>
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<tr>
<td>9:00 - 10:00</td>
<td>How to Effectively Use Social Media to Get Meaningful Results Rusty Shelton</td>
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<tr>
<td>10:00 - 10:20</td>
<td>Break</td>
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<tr>
<td>10:20 - 11:10</td>
<td>Publishing is Changing the Way Medicine is Practiced Julie Silver, MD</td>
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<tr>
<td>11:10 - 12:00</td>
<td>A Plan to Get Your Work Published This Year Julie Silver, MD</td>
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<td>12:00 - 1:00</td>
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### Afternoon Workshops (optional)

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<th>Time</th>
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<tr>
<td>1:00 - 4:00</td>
<td><strong>Advanced Workshops</strong> (select one)*</td>
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<tr>
<td>1:00 - 4:00</td>
<td>Social Media Bootcamp Rusty Shelton</td>
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<tr>
<td>1:00 - 4:00</td>
<td>Writing a Winning Book Proposal Martha Murphy and Lisa Tener, MS</td>
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<tr>
<td>1:00 - 4:00</td>
<td>Techniques to Maximize Your Writing Creativity and Productivity Shelley Carson, PhD</td>
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<tr>
<td>1:00 - 4:00</td>
<td>Memoir Writing John Hanc</td>
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<tr>
<td>1:00 - 4:00</td>
<td>Transforming Your Writing from Good to Great Susan Aiello, DVM</td>
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<tr>
<td>1:00 - 4:00</td>
<td>Getting Started in Self-Publishing Randy Kamen, EdD</td>
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* Description appears under “Optional Workshops”
Writers Workshop B:

• Some past participants of this course have had editors and agents sign deals on ideas they pitched during this session.
• This workshop is limited to the first 100 registrants.

Transforming Your Writing from Good to Great

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.

Getting Started in Self-Publishing

Randy Kamen, EdD

Many of the hurdles and barriers to get traditionally published have led prospective authors to explore self-publication as an effective means for delivering their content and message. This 3-hour strategy-based workshop takes writers who are considering self-publication out of the mire of this complex and confusing undertaking. Learn practical, realistic solutions, strategies, and tips — and feel empowered as you move through this exciting process.

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 communication 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.

Techniques to Maximize Your Writing Creativity and Productivity

Shelley Carson, PhD

This special 3-hour workshop focuses on the writer’s creative process and how this process can be enhanced to improve your work. The workshop leader, an expert in behavioral/neurocognitive approaches to creativity, will educate you about the specific brain activation states associated with creativity and how they engage when you are writing. Participants leave this workshop with specific techniques to enable them to maximize their creative efforts in their limited writing time, and to avoid “writer’s block.”

Writing a Winning Book Proposal

Martha Murphy and Lisa Tener, MS

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. Optimize the content, length, and approach of your book proposal while capturing your passion and staying true to your unique voice.

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.

At this Thursday afternoon workshop, participants get expert advice to develop and refine their pitch. Further practice will be offered during breaks on Friday, and then on Friday or Saturday, participants will have 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, constructive, written feedback designed to help you hone your pitch.

Please note:
• You may attend this Thursday, March 17 workshop and develop your pitch, but opt not to deliver your pitch to an audience on Friday or Saturday.
• No on-site registrations will be accepted for this workshop.
• This workshop is limited to the first 100 registrants.
• Some past participants of this course have had editors and agents sign deals on ideas they pitched during this session.

Optional Workshops

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

Thursday, March 17 • 4:15 pm–5:30 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. Even if you don’t have a writing sample, you are encouraged to attend — the tips you get from the critiques of others’ work make the workshop well worth attending.

NOTE: Most participants in Writers Workshop register for BOTH workshops A and B on successive evenings. 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)

Social Media Bootcamp

Rusty Shelton

Writing a Winning Book Proposal

Martha Murphy and Lisa Tener, MS

Techniques to Maximize Your Writing Creativity and Productivity

Shelley Carson, PhD

Memoir Writing

John Hanc

Getting Started in Self-Publishing

Randy Kamen, EdD

Martha Murphy and Lisa Tener, MS
Julie Silver, MD  
Associate Professor  
Associate Chair, Strategic Initiatives  
Department of Physical Medicine & Rehabilitation  
Harvard Medical School  

Dr. Silver is the Associate Chair for Strategic Initiatives in the Department of Physical Medicine and Rehabilitation at Harvard Medical School. She is the former Chief Editor of Books at Harvard Health Publications and is an award-winning author. She has spent more than a decade teaching and mentoring physicians and other healthcare professionals in writing, publishing, public speaking, and interacting with the media. The focus of her work is on healing, with an emphasis on cancer rehabilitation. She has written and edited too many books to list here, and this has led to many important career opportunities — including developing the STAR Program certification, which is an evidence-based and best practices model for cancer rehabilitation care that has been adopted by hundreds of hospitals throughout the United States. Dr. Silver has received many awards, including the Boston Globe’s Top Innovator in Medicine. The Discovery Channel featured her work and the STAR Program in the show Innovations. She has been a guest on the Today Show, the CBS Early Show, and Dr. Oz. Her work has been featured in hundreds of media outlets, including the New York Times, the Wall Street Journal, USA Today, the London Times, and NPR. Dr. Silver is currently affiliated with Spaulding Rehabilitation, Massachusetts General, and Brigham and Women’s Hospitals.

Register at WPS.HMSCME.com

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.

Julie Silver, MD  
Associate Professor  
Associate Chair, Strategic Initiatives  
Department of Physical Medicine & Rehabilitation  
Harvard Medical School  

Dr. Silver is the Associate Chair for Strategic Initiatives in the Department of Physical Medicine and Rehabilitation at Harvard Medical School. She is the former Chief Editor of Books at Harvard Health Publications and is an award-winning author. She has spent more than a decade teaching and mentoring physicians and other healthcare professionals in writing, publishing, public speaking, and interacting with the media. The focus of her work is on healing, with an emphasis on cancer rehabilitation. She has written and edited too many books to list here, and this has led to many important career opportunities — including developing the STAR Program certification, which is an evidence-based and best practices model for cancer rehabilitation care that has been adopted by hundreds of hospitals throughout the United States. Dr. Silver has received many awards, including the Boston Globe’s Top Innovator in Medicine. The Discovery Channel featured her work and the STAR Program in the show Innovations. She has been a guest on the Today Show, the CBS Early Show, and Dr. Oz. Her work has been featured in hundreds of media outlets, including the New York Times, the Wall Street Journal, USA Today, the London Times, and NPR. Dr. Silver is currently affiliated with Spaulding Rehabilitation, Massachusetts General, and Brigham and Women’s Hospitals.

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Writing, Publishing, and Social Media for Healthcare Professionals
(Course #732363-1602)

Course Tuition $995

Optional Add-On Workshops

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<td>Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches</td>
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<tr>
<td>Writers Workshop A*</td>
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<td>7:00 pm - 8:45 pm • Friday, March 18, 2016</td>
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<tr>
<td>Your Choice of Advanced Workshop</td>
<td>$250</td>
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Select one of the following workshops:
- Social Media Bootcamp
- Writing a Winning Book Proposal
- Techniques to Maximize Your Writing Creativity and Productivity
- Memoir Writing
- Transforming Your Writing from Good to Great
- Getting Started in Self-Publishing

All fees shown in USD. All attendees of Writing, Publishing, and Social Media for Healthcare Professionals will receive a printed syllabus.

*Note: While run the same way, most attendees elect to attend both Writers Workshops because they are placed with different instructors.

Registration, Payment, Confirmation, and Refund Policy

Registrations for Harvard Medical School CME programs are made via our secure online registration system. To register for this course, please visit the course website.

At the end of the registration process you will have the choice of paying by check or credit card (Visa, MasterCard, or American Express). If you are paying by check, the online registration system will provide you with instructions and a printable form for remitting your course fees by check. Postal, telephone, fax, and cash-payment registrations are not accepted.

Upon receipt of your paid registration, an email confirmation from the HMS DCE office will be sent to you. Be sure to include an email address that you check frequently. Your email address is used for critical information, including registration confirmation, evaluation, and certificate.

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.

Venue
The Fairmont Copley Plaza • 138 St. James Avenue
Boston, Massachusetts 02116 • 617-267-5300

Accommodations
A limited number of rooms have been reserved at the Fairmont Copley Plaza Hotel until February 22, 2016. Please call the Global Reservations Centre at 1-800-441-1414 to reserve a room. When calling the hotel, be sure to specify that you are enrolled in the HMS CME Publishing program to receive a reduced room rate. You can also make your hotel arrangements online by visiting our course website by February 22 and using the course-specific reservation link on the Venue page.

Please do not make non-refundable travel plans until you have received an email from our office confirming your paid registration.

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

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