



**HARVARD**  
MEDICAL SCHOOL

# Writing, Publishing, and Social Media for Healthcare Professionals

**April 26 - 28, 2018**  
**Boston, MA**



*Under the direction of Julie Silver, MD*

*Earn up to 26.25 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
- Getting your book published in 2018: new challenges and options
- Lectures and workshops to improve your writing and your “elevator” or book pitch
- 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
- Steps to ensure the success of your published work

Register at **WPS.HMSCME.com**

Writing, Publishing, and Social Media for Healthcare Professionals provides physicians and other professionals with the tools they need to publish health-related content beyond the scope of traditional medical journals. This course covers nonfiction book publishing in all of its forms, as well as writing for many other types of outlets, including magazines, newspapers, online websites, patient brochures, newsletters, mobile apps, and many other forms where consumers are educated about their health issues.

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

Early registration to the 2018 program is strongly advised.

## Reasons to Attend in 2018

- Improve and expand your communication skills
- Get ideas to reframe your professional life
- Make invaluable contacts with editors, writing coaches, and literary agents
- Receive expert guidance (and practice time) to hone your “elevator pitch”
- Learn about how to productize your intellectual property
- Hear how to secure and prepare for speaking engagements on television, radio, and at live events
- Have fun and meet wonderful colleagues who share your creative energy

## Harvard Medical School Faculty

**Saurabha Bhatnagar, MD**

*Pitch coach*

*Instructor in Physical Medicine and Rehabilitation*

**Elizabeth Rider, MSW, MD**

*Narrative writing expert*

*Assistant Professor of Pediatrics*

**Joseph Shrand, MD**

*Author*

*Instructor in Psychiatry*

**Julie Silver, MD**

*Course Director*

*Associate Professor of Physical Medicine & Rehabilitation*

## Harvard University Faculty

**Shelley Carson, PhD**

*Author*

*Associate in Psychology*

## Guest Faculty: Literary Agents, Editors and Other Publishing Professionals

**Susan Aiello, DVM, ELS**

*Writing instructor*

*Past President*

*Board of Editors in the Life Sciences*

**Lisa Akoury-Ross**

*Editor*

*SDP Publishing Solutions*

**Regina Brooks**

*Literary agent*

*Serendipity Literary Agency*

**Debbie Carvalko**

*Senior Acquisitions Editor*

*ABC-CLIO*

**Leigh Devine**

*Editorial Director, MedscapeTV/WebMD*

**Dana Dreibelbis**

*Principal, Stony Point Consulting*

**Don Fehr**

*Literary agent*

*Trident Media Group*

**Gustavo Ferrer, MD**

*Author*

*Founder, Cleveland Clinic Florida Cough Center*

**Jeanne Fredericks**

*Literary agent*

*Jeanne Fredericks Literary Agency*

**Linda Girgis, MD, FAAFP**

*Author, social media expert*

**Jill Grimes, MD**

*Author and pitch coach*

*University of Texas, Austin*

**John Hanc**

*Author, journalist, educator*

*Associate Professor*

*New York Institute of Technology*

**Tracy Hart, LICSW**

*Editor and writing coach*

*Editing with Hart*

**Randy Kamen, EdD**

*Author and self-publishing expert*

*Boston University School of Education*

**Matthew Katz, MD**

*Social media expert*

*Lowell General Hospital*

**Linda Konner**

*Literary agent*

*The Linda Konner Literary Agency*

**Albert LaFarge, PhD**

*Literary agent*

*Albert LaFarge Literary Agency*

**E. Connie Mariano, MD, FACP**

*Author; Former Physician to the*

*President of the United States;*

*Founder, Center for Executive Medicine*

**Sharon McLaughlin-Weber, MD, FACS**

*CEO and Founder, Health Street Journal*

**Ginger Moran, PhD**

*Book coach, author*

*Retired faculty, University of Virginia*

**Martha Murphy**

*Book writing coach and author*

**Liz Neporent**

*Managing Editor*

*WebMD/Medscape*

**Diane Radford, MD**

*Author, social media expert,*

*and pitch coach*

*Cleveland Clinic*

**Joe Rusko**

*Health and Wellness Editor*

*Johns Hopkins University Press*

**Rusty Shelton**

*Publicist and social media expert*

*CEO, Zilker Media*

**Lisa Tener, MS**

*Book writing coach, book proposal*

*coach and author*

**Jean E. Thomson Black, PhD**

*Senior Executive Editor, Science &*

*Medicine, Yale University Press*

**Cheryl Woodruff**

*Publishing consultant, BookMavericks*



# 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 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 2018 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 two years from proposal to finished product. A blog can take two hours and a tweet can take 20 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 April for this unique educational and networking opportunity.



**Julie Silver, MD**

*Course Director*

*Associate Professor and Associate Chair*

*Department of Physical Medicine and Rehabilitation*

*Harvard Medical School and Spaulding Rehabilitation Network*

Dr. Silver is a physician, an award-winning writer, and an editor whose latest book is *You Can Heal Yourself* (St. Martin's Press). She is the former Chief Editor of Books at Harvard Health Publications and an associate professor at Harvard Medical School. She has appeared on *The Dr. Oz Show*, the *Today Show*, CBS's *Early Show*, *ABC News Now*, *AARP Radio*, and *NPR*. Her work has been featured in *The New York Times*, *USA Today*, *The London Times*, *The Boston Globe*, *The Washington Post*, *Parade*, and other newspapers and magazines.



# Agenda

## Who Should Attend

- Physicians of all specialties
- Psychologists
- Educators
- Scientists
- Pharmacists
- Nurse Practitioners
- Physician Assistants
- Administrators
- Social Workers
- Medical Writers

...and other healthcare professionals who want to improve their communication skills and publish their work

## Learning Objectives

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

- List the elements of a nonfiction book proposal.
- Determine the key strategies that successful writers use to publish their work and apply them to your own writing.
- Evaluate common mistakes in narrative writing that lead to errors and poor communication.
- Compare and contrast narrative, memoir, self-help, and other nonfiction genres.
- Apply the three phases of the book publishing process.
- Analyze various forms of writing and how they are used in educating the public.
- Determine the next steps in advancing publishing goals.
- Name the most useful social media outlets for healthcare professionals.
- Identify new venues for professional lectures.
- Improve your narrative writing skills.
- Describe the roles of various publishing professionals.

## Accreditation

### ACCREDITATION COUNCIL FOR CONTINUING MEDICAL EDUCATION

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*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### PSYCHOLOGISTS

We have applied to the Massachusetts Psychological Association (MPA) to offer Continuing Education (CE) credit to psychologists who attend this course. Please check the course website for updated information. MPA is approved by the American Psychological Association to sponsor Continuing Education (CE) for psychologists.

### CANADIAN 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.

## Thursday, April 26

7:00 - 8:00	Registration/Continental Breakfast
8:00 - 9:00	<b>Understanding the Dynamic Publishing Industry</b> Julie Silver, MD
9:00 - 10:00	<b>Writing a Nonfiction Book Proposal</b> Julie Silver, MD
10:00 - 10:45	<b>Short Stuff: Crafting Compelling Blogs, Blurbs, and Bios</b> Susan Aiello, DVM, ELS
10:45 - 11:00	Morning break
11:00 - 12:00	<b>Writing Powerful Prose in Narrative Nonfiction and Memoir</b> Regina Brooks
12:00 - 1:15	Lunch break
1:15 - 2:15	<b>Advice from Literary Agents and Editors on Publishing</b> <i>Panel Discussion</i> Julie Silver, MD
2:15 - 3:00	<b>Introduction to Self-Publishing: An Exciting and Evolving Option</b> Randy Kamen, EdD
3:00 - 3:45	<b>How to Use Elements of Memoir Writing in Narrative Nonfiction and Self-Help Books</b> Julie Silver, MD
3:45 - 4:00	Afternoon break

## Evening Workshops (optional)

4:00 - 5:15	<b>Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches</b> <i>(Attendance limited to participants who signed up for this workshop)</i> A full description of this session appears on page 6. Julie Silver, MD
5:15 - 7:00	Dinner break
7:00 - 8:45	<b>Writers Workshop A</b> A full description of this session appears on page 6.

### EUROPEAN ACCREDITATION

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

# Agenda

## Friday, April 27

7:00 - 8:00	Continental Breakfast
7:00 - 8:00	<b>Pitches Practice Session</b> <i>(for attendees of Thursday's optional Pitches Workshop)</i>
8:00 - 9:00	<b>Publishing Thought Leader Articles</b> Julie Silver, MD and Rusty Shelton
9:00 - 10:00	<b>Successful Publishing: Advice from Past Course Participants</b> E. Connie Mariano, MD, FACP and Gustavo Ferrer, MD
10:00 - 10:45	<b>Making English Move</b> Susan Aiello, DVM, ELS
10:45 - 11:15	Morning break
10:45 - 11:15	<b>Pitches Practice Session</b> <i>(for attendees of Thursday's optional Pitches Workshop)</i>
11:15 - 12:00	<b>How to Get Your Message Out in Today's Changing Media Environment</b> Rusty Shelton
12:00 - 1:15	Lunch break
12:00 - 1:15	<b>Pitches Practice Session</b> <i>(for attendees of Thursday's optional Pitches Workshop)</i>
1:15 - 1:45	<b>Narrative Writing in Healing: The Power of Stories</b> Elizabeth Rider, MSW, MD
1:45 - 2:30	<b>From Draft to Craft: Writing Books That Heal</b> Joseph Shrand, MD
2:30 - 3:15	<b>Finding Your Narrative Voice</b> John Hanc
3:15 - 3:45	Afternoon break
3:15 - 3:45	<b>Pitches Practice Session</b> <i>(for attendees of Thursday's optional Pitches Workshop)</i>
3:45 - 5:30	<b>Elevator &amp; Oral Book Pitches</b> <i>(All course participants may attend)</i> Julie Silver, MD
5:30 - 7:00	Dinner break

## Evening Workshop (optional)

7:00 - 8:45	<b>Writers Workshop B</b> A full description of this session appears on page 6.
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## Saturday, April 28

7:00 - 8:00	Continental Breakfast
8:00 - 9:00	<b>Elevator &amp; Oral Book Pitches</b> <i>(All course participants may attend)</i> Julie Silver, MD
9:00 - 10:00	<b>How to Effectively Use Social Media to Get Meaningful Results</b> Rusty Shelton
10:00 - 10:20	Morning break
10:20 - 11:10	<b>Publishing Is Changing the Way Medicine Is Practiced</b> Julie Silver, MD
11:10 - 12:00	<b>A Plan to Get Your Work Published This Year</b> Julie Silver, MD
12:00 - 1:00	Lunch break

## Advanced Workshops (optional)

1:00 - 4:00	<b>Advanced Workshops (select one)</b> Full descriptions of these sessions appear on page 6.
	<b>Social Media Bootcamp</b> Rusty Shelton
	<b>Writing a Winning Book Proposal</b> Martha Murphy and Lisa Tener, MS
	<b>Techniques to Maximize Creativity</b> Shelley Carson, PhD
	<b>Memoir Writing</b> John Hanc
	<b>Transforming Your Writing from Good to Great</b> Susan Aiello, DVM, ELS
	<b>Getting Started in Self-Publishing</b> Randy Kamen, EdD

*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.*

DISCLOSURE POLICY: Harvard Medical School (HMS) adheres to all ACCME Accreditation Criteria 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.

# Agenda

## Optional Workshops

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

Thursday, April 26 • 4:00 pm-5:15 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.

At this Thursday afternoon workshop, participants get expert advice to develop and refine their pitch. Further practice is offered during breaks on Friday, and then on Friday afternoon or Saturday morning, participants are given 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, April 26 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.

### Writers Workshop A: Thursday, April 26 • 7:00 pm-8:45 pm

### Writers Workshop B: Friday, April 27 • 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 are invited to submit (this is optional) approximately one month prior to the course. During the workshops, the instructors lead small-group discussions — with no more than 10 attendees — about the strengths and opportunities for improvement in each participant's writing sample.

Not only do you receive valuable feedback on your own writing, but you will gain crucial insights from the discussion of your peers' writing. You are invited to participate in these workshops even if you don't have a writing sample—the tips you get from the critique of others' work make them well worth attending.

NOTE: While not required, most attendees participate in both Writers Workshops A & B. When enrolling for both of these 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.

### Advanced Workshops (select one)

Saturday, April 28 • 1:00 pm-4:00 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 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.

#### Writing a Winning Book Proposal

*Martha Murphy and Lisa Tener, MS*

Led by award-winning authors and writing coaches, this 3-hour workshop will help you to start or develop your book proposal. Capture an editor's attention in the first few lines and develop each section in a sophisticated manner. Optimize the content, length, and approach of your book proposal while conveying your passion and staying true to your unique voice.

#### Techniques to Maximize Creativity

*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."

#### 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, ELS*

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 advice about which commonly cited rules of sentence structure can and cannot be overlooked. Leave this workshop with concrete ideas to improve your writing by identifying and correcting jargon, obfuscation, and verbosity.

#### Getting Started in Self-Publishing

*Randy Kamen, EdD*

Many of the hurdles and barriers to getting 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.





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

<b>Course Tuition</b>	\$1,095
<b>Optional Add-On Workshops</b>	
<b>Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches</b> <i>Thursday afternoon • April 26 • 4:00pm - 5:15pm</i>	\$125
<b>Writers Workshop A*</b> <i>Thursday evening • April 26 • 7:00pm - 8:45pm</i>	\$125
<b>Writers Workshop B*</b> <i>Friday evening • April 27 • 7:00pm - 8:45pm</i>	\$125
<b>Your Choice of Advanced Workshop</b> <i>Saturday afternoon • April 28 • 1:00pm - 4:00pm</i> <i>Select one of the following workshops:</i> <ul style="list-style-type: none"> <li>• Social Media Bootcamp</li> <li>• Writing a Winning Book Proposal</li> <li>• Techniques to Maximize Creativity</li> <li>• Memoir Writing</li> <li>• Transforming Your Writing from Good to Great</li> <li>• Getting Started in Self-Publishing</li> </ul>	\$250

All attendees of Writing, Publishing, and Social Media for Healthcare Professionals will receive both an electronic and a printed syllabus. Your tuition also includes continental breakfast, morning coffee and afternoon refreshment breaks, and complimentary internet in the meeting room.

\*While not required, most attendees participate in both Writers Workshops A & B.

## 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 [WPS.HMSCME.com](http://WPS.HMSCME.com).

At the end of the registration process, a \$5 non-refundable processing fee will be added to your registration, and you will have the choice of paying by check or credit card (Visa, MasterCard, or American Express). If you are paying by check (draft on a United States bank), 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. All fees shown in USD.

Upon receipt of your paid registration, an email confirmation from the HMS GCE 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 email. 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

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



## Accommodations

A limited number of rooms\* have been reserved at Fairmont Copley Plaza until April 2, 2018. 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 request a reduced room rate. You can also make hotel arrangements online before April 2 by going to the course website at [WPS.HMSCME.com](http://WPS.HMSCME.com) and clicking on the dedicated link on the Venue page.

\*Please note that the discounted rooms may sell out before the deadline.

**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 (ET) or send email to [CEPrograms@hms.harvard.edu](mailto:CEPrograms@hms.harvard.edu)