



HARVARD
MEDICAL SCHOOL

Writing, Publishing, and Social Media for Healthcare Professionals

April 16 - 18, 2020
Boston, MA



Under the direction of Julie Silver, MD

Earn up to 27.00 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 2020: 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**



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 2020 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 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

Spaulding Rehabilitation Network

Massachusetts General Hospital

Brigham and Women's Hospital

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.

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, office kiosks, 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 2020 program is
strongly advised.

Reasons to Attend in 2020

- Improve and expand your writing and 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 how to productize your intellectual property
- Discuss 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

Jeremy Samuel Faust, MD, MS
Instructor in Emergency Medicine

Susan Pories, MD
Associate Professor of Surgery

Ali S. Raja, MD, MBA, MPH
*Author, social media expert
Associate Professor of Emergency
Medicine*

Elizabeth Rider, MSW, MD
*Narrative writing expert
Assistant Professor of Pediatrics*

Julie Silver, MD
*Course Director
Associate Professor of Physical
Medicine & Rehabilitation*

Michael S. Sinha, MD, JD, MPH
*Policy expert and writer
Fellow, Harvard-MIT Center for
Regulatory Science*

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
*Independent Publisher & Publishing
Consultant
SDP Publishing Solutions*

Rana Lee Adawi Awdish, MD, FCCP, FACP
*Author
Assistant Professor, Wayne State
University School of Medicine*

Regina Brooks
*Literary agent
Serendipity Literary Agency*

Debbie Carvalco
*Senior Acquisitions Editor
ABC-CLIO*

Karen Chernyaev
Editor and writer

Dana Corriel, MD
*Social media expert
Founder, @SoMeDocs*

Leigh Devine
Editorial Director, MedscapeTV/WebMD

Marissa Giambelluca
*Acquisitions and Editorial Manager
Page Street Publishing Company*

Linda Girgis, MD, FAAFP
Author, social media expert

Jill Grimes, MD
Author and pitch coach

John Hanc
Author, journalist, educator

Tracy Hart, LICSW
Editor and writing coach

Stuart Horwitz
*Ghostwriter, independent editor,
and founder of Book Architecture*

Paula Christian Kliger, PhD, ABPP
Psychologist, author, and pitch coach

Linda Konner
*Literary agent
Linda Konner Literary Agency*

Albert LaFarge, PhD
*Literary agent
Albert LaFarge Literary Agency*

Tiffany Love, PhD, APRN, FACHE
*Social media expert
Regional Chief Nursing Officer for
Coastal Healthcare Alliance*

John Maas
*Literary agent
Park & Fine Literary and Media*

Ginger Moran, PhD
*Book coach, author
Retired faculty, University of Virginia*

Martha W. Murphy
*Writing and book proposal coach,
platform development designer*

Liz Neporent
*Managing Editor
WebMD/Medscape*

Diane Radford, MD, FACS, FRCSEd
*Author, social media expert,
and pitch coach*

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*

Lauren Westafer, DO, MPH, MS
*Clinical Instructor, University of
Massachusetts Medical School at
Baystate Medical Center*

Writing, Publishing, and Social Media for Healthcare Professionals 2020

Who Should Attend

- Physicians of all specialties
- Psychologists
- Educators
- Scientists
- Pharmacists
- Nurse Practitioners
- Physician Assistants
- Nurses
- 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.
- Develop 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 (ACCME) to provide continuing medical education for physicians.

The Harvard Medical School designates this live activity for a maximum of 27.00 AMA PRA Category 1 Credits™.

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.

NURSE PRACTITIONERS and REGISTERED NURSES

For the purpose of recertification, the American Academy of Nurse Practitioners Certification Board and American Nurses Credentialing Center accept AMA PRA Category 1 Credit™ issued by organizations accredited by the ACCME (Accreditation Council for Continuing Medical Education). We would also suggest that learners check with their state licensing board to ensure they accept reciprocity with AMA PRA Category 1 Credit™ for re-licensure.

Thursday, April 16

| | |
|---------------|--|
| 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, ELS |
| 10:45 - 11:10 | Morning break |
| 11:10 - 12:00 | Developing Powerful Content for Nonfiction and Memoir Regina Brooks |
| 12:00 - 1:15 | Break for lunch* |
| 1:15 - 2:15 | Advice from Literary Agents and Editors on Publishing <i>Panel Discussion</i> Julie Silver, MD, Moderator |
| 2:15 - 2:45 | Writing and Publishing in Healthcare Advocacy Michael Sinha, MD, JD, MPH |
| 2:45 - 3:30 | How to Use Elements of Memoir Writing in Narrative Nonfiction and Self-Help Books Julie Silver, MD |
| 3:30 - 4:00 | Afternoon break |

Afternoon Workshop (optional)

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|-------------|--|
| 4:00 - 5:15 | Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches Julie Silver, MD <i>(Attendance limited to participants who signed up for this workshop)</i> A full description of this session appears on the Optional Workshops page. |
| 5:15 - 7:00 | Break for dinner* |

Evening Workshop (optional)

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| 7:00 - 8:45 | Writers Workshop A A full description of this session appears on the Optional Workshops page. |
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PHYSICIAN ASSISTANTS

The National Commission on Certification of Physician Assistants (NCCPA) states that AMA PRA Category 1 Credits™ are acceptable for continuing medical education requirements for recertification. We would also suggest that learners check with their state licensing board to ensure they accept reciprocity with AMA PRA Category 1 Credit™ for re-licensure.

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.

Writing, Publishing, and Social Media for Healthcare Professionals 2020

Friday, April 17

| | |
|---------------|--|
| 7:00 - 8:00 | Continental Breakfast |
| 7:00 - 8:00 | Pitches Practice Session <i>(for attendees of Thursday's optional Pitches Workshop)</i> |
| 8:00 - 9:00 | Publishing Thought Leader Articles Julie Silver, MD and Rusty Shelton |
| 9:00 - 10:00 | A Physician's Publishing Journey Rana Lee Adawi Awdish, MD, FCCP, FACP |
| 10:00 - 10:45 | Making English Move Susan Aiello, DVM, ELS |
| 10:45 - 11:15 | Morning break |
| 10:45 - 11:15 | Pitches Practice Session <i>(for attendees of Thursday's optional Pitches Workshop)</i> |
| 11:15 - 12:00 | How to Get Your Message Out in Today's Changing Media Environment Rusty Shelton |
| 12:00 - 1:30 | Break for lunch* |
| 12:00 - 1:30 | Pitches Practice Session <i>(for attendees of Thursday's optional Pitches Workshop)</i> |
| 1:30 - 2:15 | Narrative Writing in Healing: The Power of Stories Elizabeth Rider, MSW, MD |
| 2:15 - 3:25 | Using Social Media in Your Professional Work Tiffany Love, PhD, APRN, FACHE and Ali Raja, MD, MBA, MPH |
| 3:25 - 3:45 | Afternoon break |
| 3:25 - 3:45 | Pitches Practice Session <i>(for attendees of Thursday's optional Pitches Workshop)</i> |
| 3:45 - 5:30 | Elevator & Oral Book Pitches <i>(All course participants may attend)</i> Julie Silver, MD |
| 5:30 - 7:00 | Break for dinner* |

Evening Workshop (optional)

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| 7:00 - 8:45 | Writers Workshop B A full description of this session appears on the Optional Workshops page. |
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Saturday, April 18

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|---------------|---|
| 7:00 - 8:00 | Continental Breakfast |
| 8:00 - 8:45 | The Art and Science of Publishing Op-Eds in Newspapers and Online Magazines Jeremy Samuel Faust, MD, MS |
| 8:45 - 9:30 | How to Effectively Use Social Media to Get Meaningful Results Rusty Shelton |
| 9:30 - 10:00 | Morning break |
| 10:00 - 10:50 | Publishing Is Changing the Way Medicine Is Practiced Julie Silver, MD |
| 10:50 - 11:40 | A Plan to Get Your Work Published This Year Julie Silver, MD |
| 11:40 - 1:00 | Break for lunch* |

Advanced Workshops (optional)

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|-------------|---|
| 1:00 - 4:00 | Advanced Workshops (select one) Advanced workshops are hosted on Saturday afternoon. Registrations are accepted on a first-come, first-served basis. Full descriptions of these sessions appear on the Optional Workshops page. |
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*There are many convenient and varied lunch and dinner options within a short walking distance of the course.

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.

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™* 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.

Optional Workshops

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

Thursday, April 16 • 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, 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 16 workshop and develop your pitch, but opt not to deliver your pitch to an audience on Friday.
- This workshop is limited to the first 85 registrants. No on-site registrations will be accepted for this workshop.
- Some past participants of this course have had editors and agents sign deals on ideas they pitched during this workshop.

Writers Workshop A: Thursday, April 16 • 7:00 pm-8:45 pm

Writers Workshop B: Friday, April 17 • 7:00 pm-8:45 pm

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

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 nine attendees — about the strengths and opportunities for improvement in each participant's writing sample.

Not only will 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 18 • 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, Instagram, and Pinterest presence.

Writing a Winning Book Proposal *Martha Murphy or 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 you take your 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 on commonly cited rules of sentence structure that can be overlooked versus those that cannot. Leave this workshop with concrete ideas to improve your writing by identifying and correcting jargon, obfuscation, and verbosity.

Cultivating Humanism through Narrative Writing *Susan Pories, MD*

This 3-hour workshop is led by the associate co-director of the Arts and Humanities Initiative at Harvard Medical School and focuses on the power, process, and publication of narrative writing. Interactive group discussion and writing exercises with prompts and real-time feedback will keep everyone engaged. You'll leave this workshop with many ideas about how to improve your own narrative writing and where to publish your important ideas and insights.

How to Develop a Medical Podcast *Jeremy Samuel Faust, MD, MS and Lauren Westafer, DO, MPH, MS*

Podcasts have become a popular medium for educating students, trainees, colleagues, and even patients. In this 3-hour workshop, you will receive a step-by-step introduction in how to start your own successful podcast. You will learn what equipment you need, how to set up a website, how to get your podcast to the listener's earbuds, and innovative and effective content creation methods.

Advanced Social Media Skills to Build Your Professional Reputation *Dana Corriel, MD*

This 3-hour advanced workshop is for participants who are already using social media and want to learn more about how to use it effectively and efficiently to disseminate important health information and build your professional reputation. This workshop will focus on tools, strategies, and platforms that can bring your work to the right audience at the right time. Structured and interactive exercises will help you to focus on goals and create content. You will leave armed with a more sophisticated and dynamic social media toolbox that you can use to support your work.



Register at WPS.HMSCME.com

| | Register after February 29, 2020 | Register on or before February 29, 2020 |
|--|-------------------------------------|--|
| Course Tuition | \$1,095 | \$995 (Save \$100) |
| Optional Add-On Workshops | | |
| Developing and Delivering Persuasive Pitches: Oral Book Pitches and Elevator Pitches <i>Thursday afternoon • April 16 • 4:00 pm - 5:15 pm</i> | | \$150 |
| Writers Workshop A* <i>Thursday evening • April 16 • 7:00 pm - 8:45 pm</i> | | \$150 |
| Writers Workshop B* <i>Friday evening • April 17 • 7:00 pm - 8:45 pm</i> | | \$150 |
| Your Choice of Advanced Workshop <i>Saturday afternoon • April 18 • 1:00 pm - 4:00 pm</i> <i>Select one of the following workshops:</i> <ul style="list-style-type: none"> • Social Media Bootcamp • Writing a Winning Book Proposal • Techniques to Maximize Creativity • Memoir Writing • Transforming Your Writing from Good to Great • Cultivating Humanism through Narrative Writing • How to Develop a Medical Podcast • Advanced Social Media Skills to Build Your Professional Reputation | | \$275 |

All attendees of Writing, Publishing, and Social Media for Healthcare Professionals will receive an electronic 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 and 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.

At the end of the registration process, a \$10 non-refundable processing fee will be added to your registration, and you will have the choice of paying by check, credit card (Visa, MasterCard, or American Express), or wire transfer in USD. If you are paying by check (draft on a United States bank) or by wire transfer, the online registration system will provide you with instructions for remitting your course fees. Postal, telephone, fax, and cash-payment registrations are not accepted. All fees shown in USD.

Upon receipt of your paid registration, an email confirmation 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. **Please do not make non-refundable travel plans until you have received an email from our office confirming your paid registration.** 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 course has started.

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

Venue

Renaissance Boston Waterfront Hotel
606 Congress Street, Boston, MA 02210 • (617) 338-4111

Accommodations

Renaissance Boston Waterfront Hotel has reserved a block of discounted rooms for course participants.

Important to note:

- The number of discounted rooms is limited.
- Discounted rooms are available on a first-come, first-served basis.
- The discounted room rate is only available until March 25, 2020, or until the block sells out, which typically occurs well ahead of this date.

To reserve your room:

- **Online:** To reserve your room online, please visit WPS.HMSCME.com/Venue—the Venue page of the course website—and use the dedicated reservation link.
- **By phone:** If you are calling the hotel rather than using the dedicated link to request a discounted room, please call 1 (800) 468-3571 or (617) 338-4111, and be sure to specify that you are enrolled in this course.

