

# From Meaning to Mission: Finding Your Voice and Speaking Up For Change

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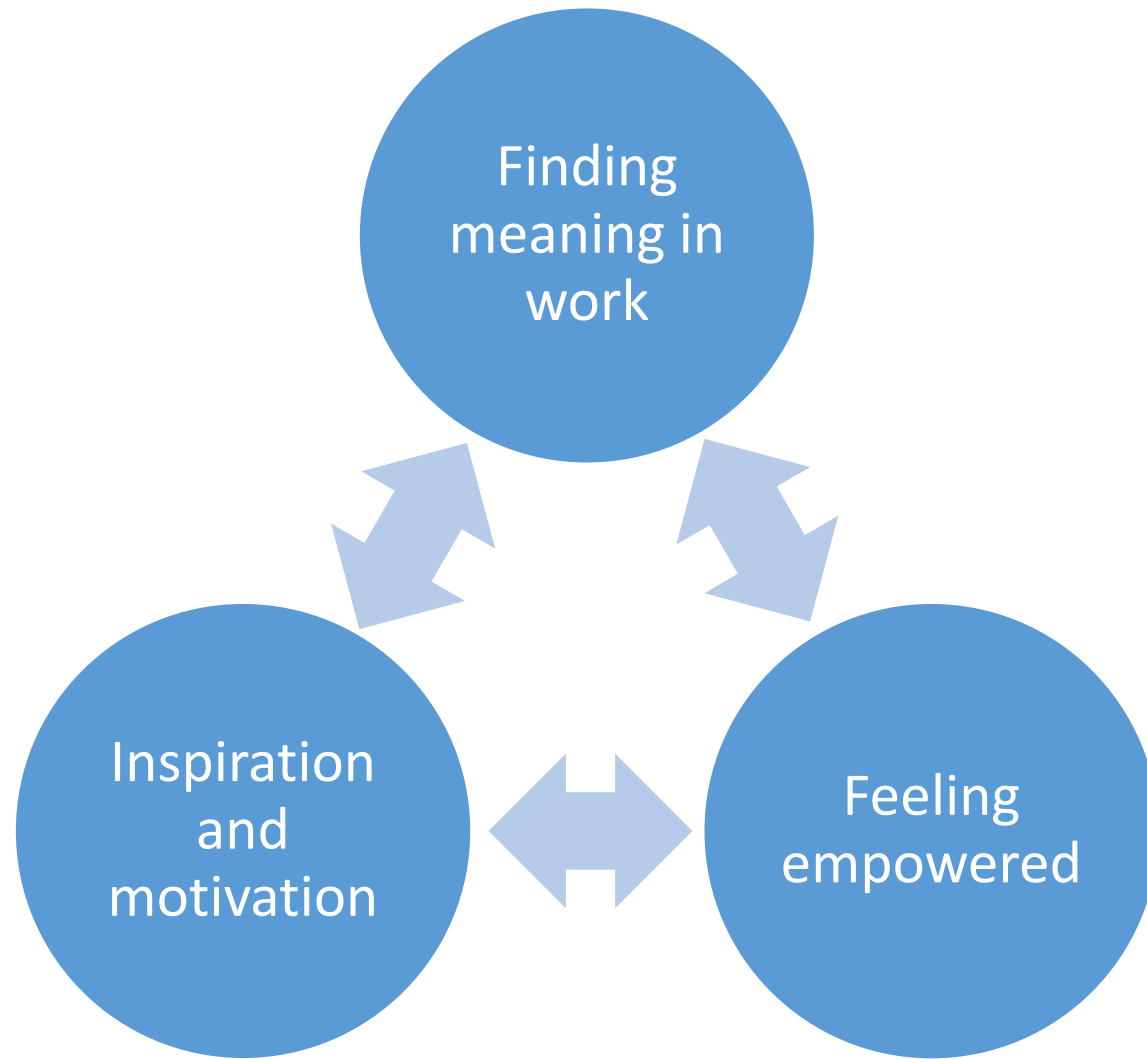
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# Disclosures

- We have no financial or other conflicts of interest



# "No Margin, No Mission" Is Too Simplistic

Alessandra Colaianni

[Citation](#)

[PDF](#)

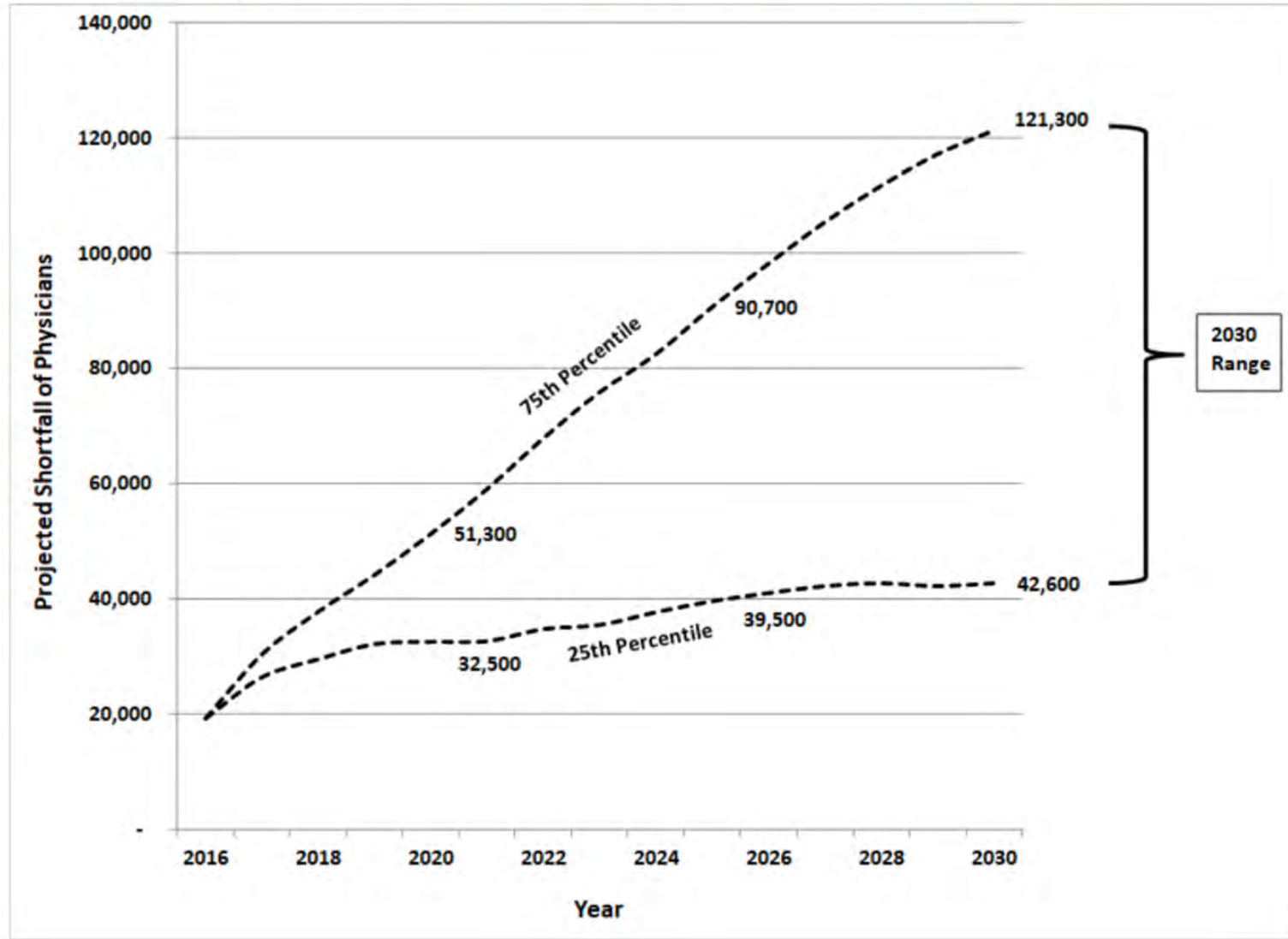
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# We are all valuable

- We need to personally believe this
- There are objective means of demonstrating this

Exhibit ES-1: Total Projected Physician Shortfall Range, 2016–2030



**ANALYSIS**

**We're graduating more doctors than ever, so why is it so hard to find a GP?**

**ICPH 2018**

Opinion **The FT View**

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# Britain pays dearly for the shortfall in doctors

One answer is to improve working conditions for practitioners

**FINANCIAL TIMES**

 **ICPH 2018**



Medscape

# PHYSICIAN COMPENSATION REPORT 2017



 **ICPH 2018**

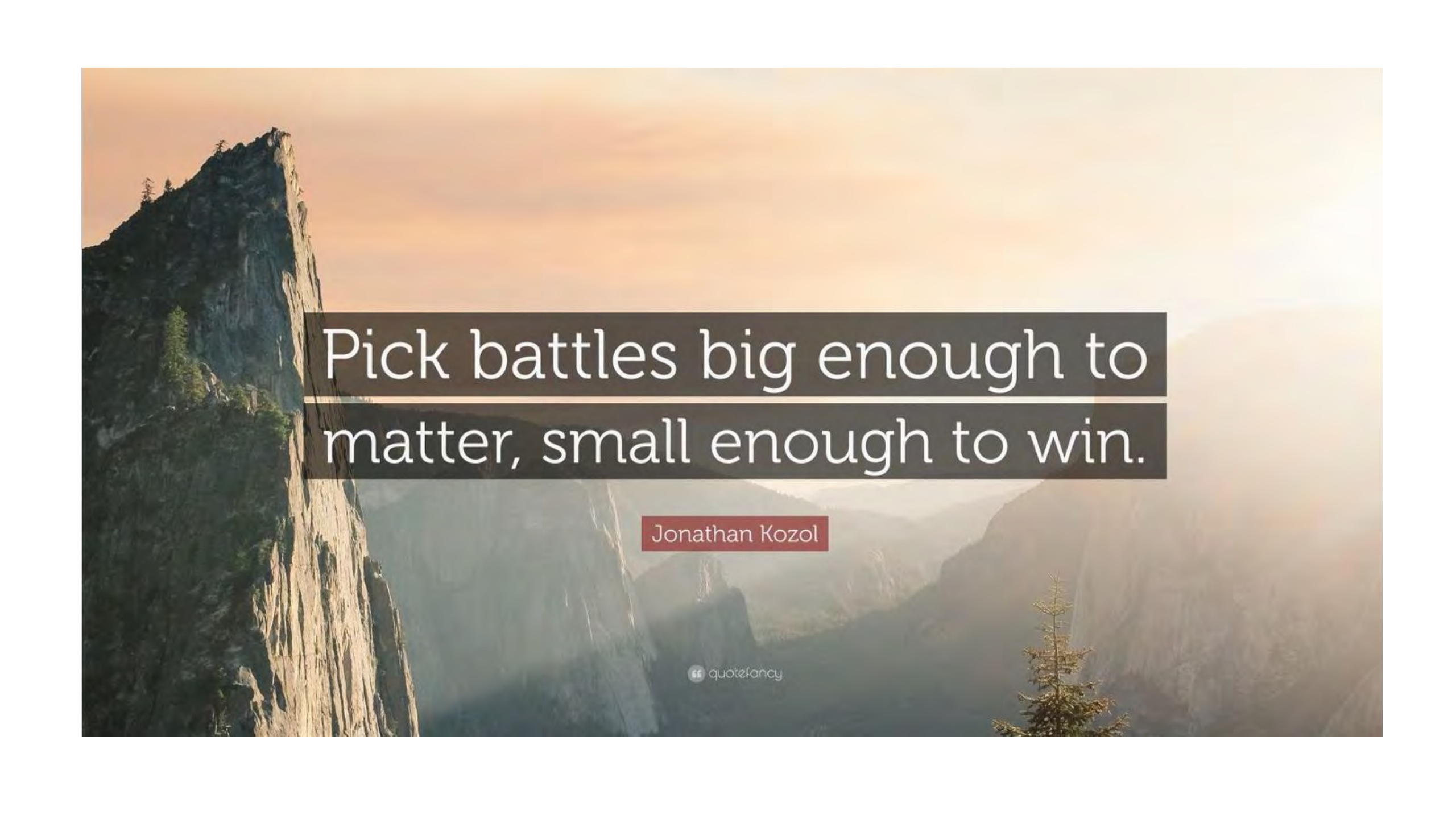
# You're not being boastful, you're being honest

- Patient attestations
- Community work
- Learner and peer evaluations
- Quality metrics
- Publications
- Professional society awards and positions



We also demonstrate our value by our choices





Pick battles big enough to  
matter, small enough to win.

Jonathan Kozol

quote fancy

# Small Group Work: Part 1

Partner with someone sitting near you

- Take one minute to describe:
  - how you find meaning in work AND
  - 3 personal strengths you demonstrate at work
- Partner listens generously, no interruption, no judgement
- Switch when time is called
- Partner then takes a minute to describe meaningful work and personal strengths

# Small Group Work: Part 1

- Debrief

# Small Group Work: Part 2

Pair up with same partner:

- Work alone for five minutes to:
  - identify a project to change one aspect of wellness at your institution
  - analyze how this project/goal will
    - enhance your meaningful work
    - utilize your strengths

# Small Group Work: Part 2

Pair up with same partner:

- Discuss your project with respect to topics/issues listed on worksheet
- Switch when time is called
- Discuss your partner's project with respect to topics/issues listed on worksheet



# Small Group Work: Part 2

- Debrief

# Bottom Line

- Know your ASK
- Know your Audience
- Make them the HERO
- Practice Practice Practice



# The Elevator Pitch

- Define the problem
- Describe your solution
- Know your target audience/market
- Acknowledge the barriers
- Identify your team
- Recognize resources required
- Propose metrics to show progress

# New Partner Practice

- Find a new partner
- Pitch your idea: 60-90 seconds
- Receive feedback from new partner
  - What was great
  - What would make it better
- Repeat
- Switch



# What's next?

- You are in it for the long game
- Don't underestimate the power of small changes