

John Tooker Evergreen Awards 2022 Nomination Form

Chapter

Missouri

Type of Nomination

New Nomination

Title of Nomination

Career Paths in IM Video Series

Contact for Nomination

Sarah Luebbert

Nomination Theme

- Early Career Physicians
- Medical Students and Residents/Fellows

Executive Summary

The Career Paths in IM video series was created to provide students, resident, fellows and early career physicians an insight into the many and varied career paths in Internal Medicine. The interviewees also provided wellness, career and work-life balance tips.

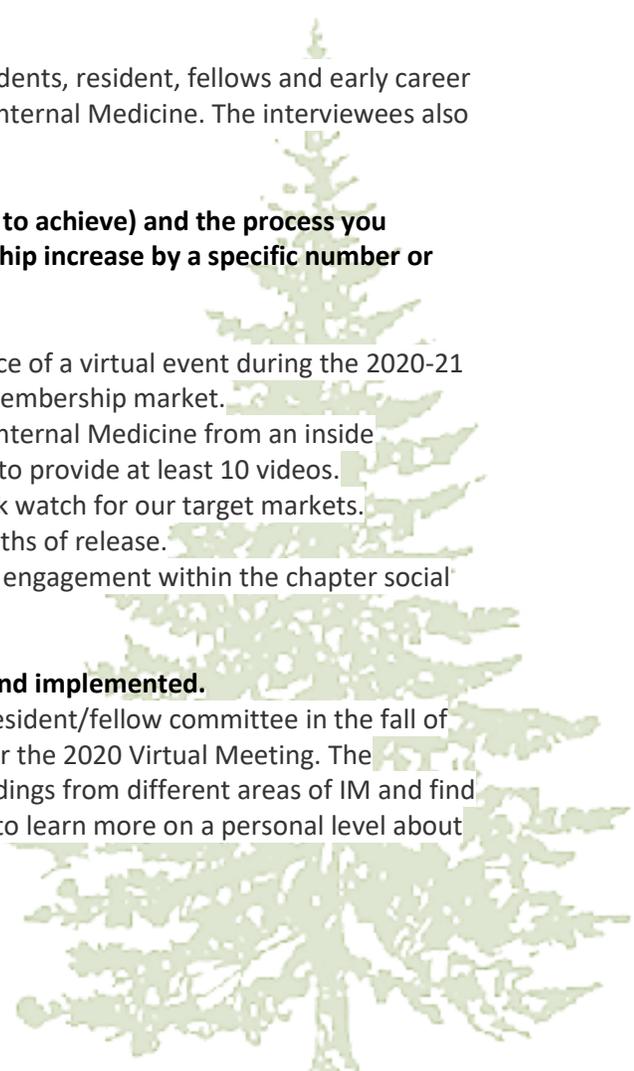
Describe the objectives of the program (what you were trying to achieve) and the process you established to measure results (for example, having membership increase by a specific number or percentage).

The objectives of the Career Paths in IM video series were:

1. Create programming content for residents and fellows in place of a virtual event during the 2020-21 COVID-19 pandemic and increase resources available for this membership market.
2. Highlight the many subspecialties and practice areas within Internal Medicine from an inside perspective of a physician practicing in that area. Our goal was to provide at least 10 videos.
3. Create short videos, 30 minutes or less, that would be a quick watch for our target markets.
4. Have a total of 100 views of the videos within the first 6 months of release.
5. Use social media to promote the video series and encourage engagement within the chapter social media channels.

Describe when, how, and by whom the project was planned and implemented.

The Missouri Chapter staff and leadership reached out to the resident/fellow committee in the fall of 2020 to ask what they would like to provide as programming for the 2020 Virtual Meeting. The resident/fellow committee knew they wanted to bring in attendings from different areas of IM and find out more about those practice areas. In addition, they wanted to learn more on a personal level about each of the IM practice areas/subspecialties.



The committee was apprehensive about holding a virtual meeting as the attendance for all virtual events, especially those geared toward residents and fellows, was very low. Chapter leadership approached them with the idea to create a video series and the committee was very interested. With available time of residents/fellows being very limited during the pandemic, the Missouri Chapter Governor agreed to be the one to interview, and Chapter staff edited the videos.

The resident/fellow committee created the list of questions to be asked during the interviews and helped to identify some of the subspecialties/practice areas they wanted to hear from. The Chapter staff and leadership then identified physicians in those areas, set up Zoom interview sessions, recorded the interviews and edited them down to the 30-minute videos.

It took 2-3 months to get all the interviews completed, then the videos were edited, and we began to promote one each week on the Missouri ACP social media channels. A YouTube channel was created (<https://www.youtube.com/playlist?list=PLDAIt6oXqVdY5vVJefmRqONR5ESGdYddO>) specifically for the videos, and a webpage within the Missouri ACP website (<http://www.missouriacp.org/career-paths.html>) was created with a summary of each video, a photo of the interviewee, and a link to each video. The videos were also promoted in an email to residents, fellows, students and early career physicians, and the Missouri ACP newsletters.

One video was made available each week beginning in July and was announced on the ACP social media channels. At the time of the announcement, the video link was also added to the webpage so people could view it and any previously released videos. See attachment 2 for some of the images used in this campaign.

In cases in which your Chapter worked with another organization(s) on the project, be particularly clear about what the role of your Chapter was in the project.

Only the Missouri ACP Chapter was involved.

Total cost of project

\$ 0

Net cost of project

\$ 0

Describe the expenses and any sources of revenue and income. Specify if the project was funded from a Services Chapter, 501(c)(6), in the state or partially financed by the Chapter Development Fund.

The only cost to this project was the time for the Missouri Governor to interview attendees and the already compensated time for the Missouri Chapter staff to edit and promote the videos. The chapter used their existing Zoom subscription to interview and record the sessions, and their existing video editing software to edit the videos.



Describe the results of the project and whether or not you achieved the objectives. Describe the impact the program had on the Chapter, and whether or not you met your measurement goals. Please focus on outcomes of your initiative. Be sure to provide as much data as possible (e.g., attendance figures and evaluation results) to help in the judging of this nomination. Remember that you can submit up to 5 pages of additional material to support your nomination.

The goals of the program and results are:

1. Create programming content for residents and fellows in place of a virtual event during the 2020-21 COVID-19 pandemic and increase resources available for this membership market.

Results: We achieved the objective of creating the videos for residents and fellows while also providing additional resources for these membership markets. We also identified as we were working on the videos that they would be applicable to students and even early career physicians.

2. Highlight the many subspecialties and practice areas within Internal Medicine from an inside perspective of a physician practicing in that area. Our goal was to provide at least 10 videos.

Results: While there are more than 10 subspecialties/practice areas within IM, we completed a total of 12 videos highlight what we believe to be some of the more popular areas, and also including some that are lesser known.

3. Create short videos, 30 minutes or less, that would be a quick watch for our target markets.

Results: The videos range in time from 20 minutes to 35 minutes. Some of the videos had so much great content and advice that we felt it was better to make them a little longer.

4. Have a total of 100 views of the videos within the first 6 months of release.

Results: We launched the first video on July 2 and posted one each Thursday until October 2. Since the launch, the videos have had a total of 187 views in total with some videos being watched as many as 47 times.

5. Use social media to promote the video series and encourage engagement within the chapter social media channels.

Results: Missouri ACP set a goal to use our social media channels on a more regular basis beginning in 2021. These videos were a great subject matter for the social channels, and we have seen an increase in our social media engagement during 2021. We track the social media analytics each month, and there were several months in which the Career Paths in IM video posts received the highest engagement numbers.

Please specifically comment on whether your Chapter plans to continue the program in future years. If not, why?

As of now we do not have a plan to continue this program in the future, however, it would be very easy to create additional videos to add to this series. We do plan to continue promotion of the videos throughout the rest of 2021 and well into 2022.

Describe how this program was innovative for your Chapter, including any obstacles or challenges the Chapter faced and the strategies you used to overcome them.

Our chapter had only used videos for our 2020 Virtual Annual meeting, and hadn't created video content for anything else, so this project was very innovative for us. We haven't had many resident/fellow programs outside of in-person meetings, so this was another innovation for us.

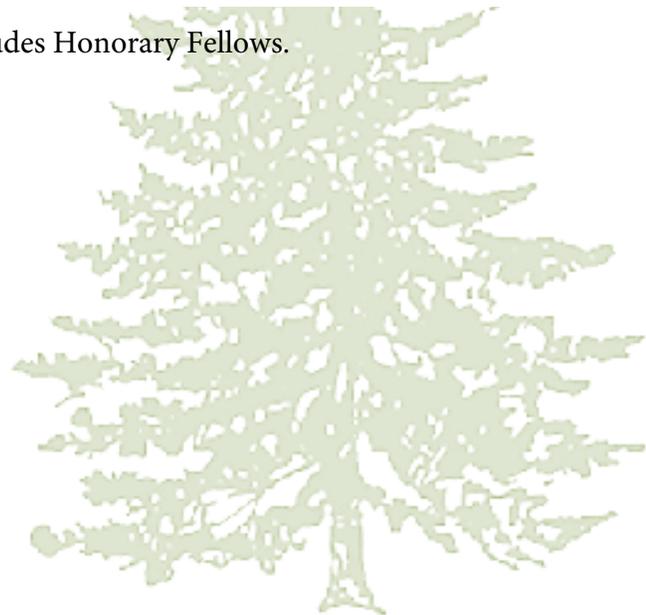
We knew holding a virtual event during the pandemic, when residents and fellows were needed in their institutions, would not be successful, so to overcome that obstacle we created the idea of the video series. The pandemic was an obstacle as well, as people are busier than they have ever been so it became difficult to schedule time with the interviewees, some failed to show up for the original time, or had to reschedule at the last minute, but we persisted and interviewed all who we planned to interview.

Chapter Membership Totals – Five Year History

	2016	2017	2018	2019	2020	2021	5 Year Change (%)
Masters	11	12	12	12	12	14	27.3%
Fellows	464	459	450	448	443	442	-4.7%
Members	843	844	837	857	878	873	3.6%
Resident/Fellows	447	526	508	546	529	556	24.4%
Subtotal (No Medical Students, Affiliates)	1765	1841	1807	1863	1862	1885	6.8%
Medical Students	731	608	560	598	628	636	-13.0%
Affiliates	4	5	12	10	9	13	225.0%
Physician Affiliates	2	3	7	8	9	12	500.0%
Transitional Medical Graduates	0	0	0	0	1	3	100.0%
Grand Total	2502	2457	2386	2479	2509	2549	1.9%
Yearly Change (%)		-1.8%	-2.9%	3.9%	1.2%	1.6%	

Due to rounding, the total percentage per column may not add to exactly 100%.

Total as of June 30, 2021 from ACP's Membership Database. Excludes Honorary Fellows.



Attachment 1

Career Paths in IM Stats

#8

Physician	Specialty	Video Views	Date posted
Brietzke	Endocrinology	2	7/2/2021
Boyer	Hospitalist	47	7/15/2021
DeLaney	Concierge IM	22	7/22/2021
Deptola	Academic IM/Educator	16	7/29/2021
DeVita	Academic Hospitalist/VA	15	8/5/2021
DiPersio	Academic Oncologist/Stem Cell Biologist	27	8/12/2021
Elwing	Gastroenterologist	15	8/18/2021
Loden	IM with focus on Women's Health	4	8/25/2021
Muscato	Hematologists - Physician couple	6	9/2/2021
Shafi	Academic Primary Care	26	9/16/2021
Spadaro	Interventional Cardiologist	5	9/23/2021
White	Palliative Care	2	10/2/2021
	Total Video Views	187	

Career Path in IM Attachment 2

Below are images used in the campaign.



Fariha Shafi
MD, FACP

Traditional
Academic Internal
Medicine

Hear more about work in Traditional
Internal Medicine with the

Career Paths in IM

video series at
<http://www.missouriacp.org/career-paths.html>



Joseph Muscato, MD, FACP
Mary Muscato, MD, FACP

Private Practice Oncology

Career Paths in IM

learn more with the video series at
<http://www.missouriacp.org/career-paths.html>

Career Paths in IM

What is the best path for you?



Missouri ACP has developed the Career Paths in IM video series and all videos are available for viewing.

Hear from physicians in a variety of subspecialties within Internal Medicine about their careers, tips for job searching, work-life balance and more.

Find out more at
<http://www.missouriacp.org/career-paths.html>

