

PRESIDENT'S LETTER



**David Griffen,
MD, PhD, FACEP**

What's Your Sound?

"Play what you want to hear."
— "Reverend" Billy Gibbons, ZZ Top

Last fall, I had the occasion to see ZZ Top play. They gave a great concert. From the start, I was amazed at the amount of sound generated by just three persons, and the quality of that sound. I found myself transfixed by the guitarist of the group, Billy Gibbons. He generated so much sound from what seemed like effortless playing. I watched him the entire concert trying to correlate what I saw with what I heard. The long beards, fuzzy guitars and familiar choreographed movements all added to the entertainment, but it was their distinctive sound that was compelling.

Following the concert, I found out all I could about the band. I discovered what went into the development and maintenance of their very distinctive sound. They have dedicated their careers to that sound. The three have played together for more than 40 years.

They do much to maintain consistency. Each of the guitars Billy Gibbons uses in concert (I counted seven different ones) are tuned electronically to sound exactly like one specific 1959 Les Paul guitar, nicknamed the Pearly Gates, that he obtained early in his career. He always uses very fine-gauge guitar strings which allow playing with less effort. They use

specific amplifier settings (heavy on the bass). They guard against failure by making sure critical elements don't fail. Triplicates of each guitar are ready to guard against malfunction. They use very specific brands of amplifiers, speakers, and microphones which are all duplicated.

They have worked hard to refine and maintain their sound with incredible attention to detail. The result is a consistent, distinctive and reliable sound which is as easy to recognize as the two band members with the long, straight beards.

As I thought about all the effort that went into refining a distinctive sound, I realized each of us have our own sound. It is as unique to us as our fingerprint or signature. It is how others recognize us.

Much has been written about finding your niche in emergency medicine. There is real benefit to working within a niche. It helps us achieve a level of sophistication not obtained when we jump from area to area. It focuses our efforts and activities, countering the attention deficit disorder afflicting many of us emergency physicians.

Are you an EMS guru? Procedural expert? Educator? Ultrasound junkie? Sometimes you choose your niche by your talents and interests. Sometimes opportunities present themselves and your niche chooses you.

Your sound is bigger than your niche. It is not

only where you choose to focus, but is also a manifestation of your value system. It is how others hear you.

Are you known as a complainer or a positive force? Do you treat patients respectfully or as objects in your way? Do you make the jobs of the people you work with easier or harder? Is work a source of fulfillment for you, or just a means to the next vacation or toy? Are you a hard worker or lazy? Is the scheduler out to get you or do you look for ways to make their job easier? Do you take responsibility or are you never to blame? Do all those around you know you could be making more money elsewhere or is your practice style independent of the money you earn? Are nurses happy to see you when you show up for work? What do others hear?

No one has exactly the sound they desire. I personally have plenty of notes out of tune. What non-verbal (or sometimes verbal) messages do I send to my charge nurse when I get three hallway patients in 10 minutes toward the end of my 12-hour shift? I know my sound is not always what they want to hear, and it is not what I want to hear either. Do I always treat my patients with the respect they deserve? Am I always polite to hospital staff? (I know the answer to these questions — no need to answer them for me.)

Luckily, we get to choose our sound we would like to hear. That is the good news. However, playing that sound consistently takes practice

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PRESIDENT'S LETTER

What's Your Sound? *from Page 1*

and therefore work. It requires us to truly apply the ancient Greek maxim "Know Thyself" and continually evaluate the messages we send to others.

Is it helpful to recognize we are each a work in progress as we continually work on our sound. It also helps to find and emulate people that play sounds you like to hear. These people are called mentors. I think we should all have multiple mentors and incorporate parts of their sound into our own.

Attempting to duplicate the sound of a single mentor is probably not a good idea. A cover band may sound good, but they are never as good as the original. You need to find your own sound.

The truth is that we all have a sound, whether we think about it or not. We are all known for

certain characteristics and behaviors. Our sound happens whether or not we actively work to define and refine it. Early in my career, I wish I had spent more time thinking about, and working on, my sound — and less time reacting to events.

Lucky for me, it is never too late. Effort in defining your personal sound, and the daily work to achieve it, is time well spent. As Reverend Billy G. says, "play what you want to hear."

Sincerely,



David L. Griffen, MD, PhD, FACEP
ICEP President

ICEP Career Center Facilitates EM Employment Connections

The ICEP Career Center, online at ICEP.org/careercenter, is a valuable tool to search for job opportunities throughout Illinois and nationwide. The Career Center is a multifunction job board with useful opportunities for physicians looking for a job and for employers looking to fill open positions.

Candidates can use the board in three ways:

- Search or browse the listings of all open positions
- Post a resume for employers to consider
- Sign up for the personalized Job Flash email blast, which sends new job opportunities to your email every other week, based on preferences you select

Groups, emergency department directors, recruiters, and other employers are also encouraged to visit the Career Center to discover the opportunities for posting job openings.

Employers can post their recruitment ads to the site, browse resumes and profiles that candidates have posted, and opt to place their recruitment ads in the Job Flash email blasts for additional exposure.

The Career Center helps employers fill positions faster and at a lower cost than other job websites by reaching a highly qualified and targeted audience. Visit ICEP.org/careercenter today to get started.

Thank You to Resident Career Day Exhibitors

ICEP appreciates the support of the Resident Career Day exhibitors and sponsors who made this educational program possible:

Speed Dating Career Fair Recruiters

- Advocate Medical Group
- CEP America *
- EmCare *
- Emergency Consultants, Inc. *
- Emergency Medicine Physicians
- EPMG, PC *
- Hofmann Gale Medical Staffing, LLC *
- Infinity HealthCare *
- OSF Health Care *
- Team Health *

Exhibitors

Recruiters with () above also exhibited.*

- Acute Care Inc.
- Apollo MD
- Carle Physician Group
- Indiana Air National Guard
- Mid-America Emergency Physicians
- Premier Physician Services
- Presence Medical Group
- Saint Anthony Hospital
- Schumacher Group
- U.S. Army Health Care Recruiting



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Video Podcasts from 2014 Resident Career Day Available at ICEPBlog.org

ICEP has again made a valuable career planning resource available online: Video podcasts of each of the educational sessions from the 2014 Resident Career Day program.

Whether you were unable to attend Resident Career Day or just want to listen to one of the lectures again, visit ICEPBlog.org to get started.



Two lectures and two panel discussions on key topics were presented by expert faculty at the meeting in September and are now available for viewing online. Each topic is approximately 30 to 45 minutes in length and puts an emphasis on real-world advice to help residents prepare for the job search. Topics are:

- Keynote speaker Dr. Paul Kivela, ACEP Secretary-Treasurer, presenting key lessons he learned *outside* of residency
- A panel discussion on managing student debt, featuring Dr. Kivela, Dr. Matthew Pirotte, and financial advisors Thomas Olexa and Kevin Prendergast
- Building your brand on social media, presented by Dr. Ernest Wang
- A panel discussion on global health opportunities, featuring Dr. Timothy Erickson, Dr. Jennifer Chan, and Dr. Cai Glushak

Log on to ICEPBlog.org today to start watching! Podcasts from past years' Resident Career Days are also available on the blog for those looking for more career planning resources.

Highlights of 2014 Resident Career Day

ICEP's 3rd annual Resident Career Day, on September 4 at Presence Resurrection Medical Center had record-breaking attendance, with nearly 275 residents, medical students and attending physicians in attendance.

The program started with a keynote lecture by Paul Kivela, MD, MBA, FACEP, ACEP's Secretary-Treasurer. Dr. Kivela's presentation focused on the things he didn't learn in residency.

Dr. Kivela offered personal anecdotes and suggestions for how to survive and thrive in emergency medicine, including finding a balance between personal and professional life, and recognizing some of the pitfalls that might be encountered.

The morning Career Fair was busy and productive, as attendees learned about job opportunities from the participating recruiters who moved from table to table to

discuss their companies and open positions.

After the Career Fair, Dr. Kivela moderated a panel discussion on managing student debt. He was joined by panelists Thomas P. Olexa, CLU, CHFC, CFP® and Kevin J. Prendergast of EFG Advisors, LLC, in Schaumburg, as well as Matthew Pirotte, MD, of Loyola University Medical Center. The panelists surveyed the crowd to get a sample of the average student debt amounts, and offered strategies and issues related to repayment of it.

Ernest Wang, MD, FACEP, of NorthShore University Health System, presented strategies for building your brand on social media. He discussed the utilization and impact of social media on medicine in general and emergency medicine specifically. He also highlighted pitfalls to avoid



TOP: Dr. Mark Mackey and Dr. Rebecca Parker with keynote speaker Dr. Paul Kivela (right).



BOTTOM: Residents explore job opportunities at the Career Fair.

■ **CONTINUED ON PAGE 4**



ICEP Leadership Forum to Debut in December

ICEP is proud to introduce a brand-new Leadership Development Forum to be held December 9, 2014 at the ICEP Conference Center in Downers Grove.

The program is designed for attending physicians in their first five years of practice. Senior residents are also invited to attend.

There will be no cost to attend the Leadership Development Forum, and the program is open to all who are interested.

Attending physicians and residency program directors are strongly encouraged to nominate qualified candidates to attend. Nominations can be sent to Ginny Kennedy Palys at ginnykp@icep.org. Upon receiving a nomination, ICEP will reach out to the nominee directly to personally invite them to register to be a part of the program.

Candidates may also self-nominate and register to attend without receiving a personal invitation.

The full agenda and list of speakers for the Leadership Development Forum is being finalized now and will be released in the coming weeks.

The program will focus on leadership from two perspectives: general and ICEP/ACEP specific. First, topics will introduce the key concepts and best practices for effective leadership and self-development. Later, speakers will share personal experiences and advice for becoming a leader in emergency medicine through involvement with ICEP and ACEP.

No CME credit will be offered for this program. Advance registration is required and will open online at the end of October.

Watch your email, ICEP.org and social media for more information about the Leadership Development Forum coming shortly!

Be Part of First-Ever EM Hackathon at ACEP14

You are formally invited to participate in the first-ever emergency medicine hackathon right here in Chicago! This special event will be held October 24-26, at 1871. Please register at ACEP.org/hackathon.

What's a hackathon?

A hackathon is a weekend event where programmers/coders join with designers and doctors to solve some challenge. Winners receive cash prizes and the chance to potentially pilot their ideas.

Do I have to know anything?

You all are subject matter experts in the field of emergency medicine. Your experience and willingness to participate is all you need.

What is the time commitment?

The event runs all weekend from Friday evening until Sunday afternoon. The more time

you can offer, the better for your team. Networking and team formation happen on Friday night and Saturday morning. After that, teams begin working on their projects all day up until final presentations at judging sessions on Sunday afternoon.

How much does it cost?

It's FREE for residents and ACEP members! You will have to pay some amount on the website, but we'll be reimbursing folks during the event.

Is there food?

Dinner is provided at kick-off on Friday afternoon. Breakfast and lunch are served on Saturday and Sunday.

How do I sign up?

Please see full schedule and register online at ACEP.org/hackathon.

Highlights of Resident Career Day

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when engaging in social media personally and professionally.

Resident Career Day 2014 concluded with a panel discussion on global health opportunities, moderated by John W. Williams, MD, FACEP. Panelists Timothy Erickson, MD, FACEP, Jennifer Chan, MD, MPH, FACEP, and Cai Glushak, MD, FACEP shared their personal experiences with international medicine opportunities and answered audience questions about how to pursue similar opportunities.

Video recordings of all sessions are available to watch and listen to at ICEPblog.org.

Dr. Ernest Wang discussed the use of social media to build a personal brand, examining some of the best practices and pitfalls for use.



From left, panelists Drs. Timothy Erickson, Jennifer Chan, and Cai Glushak discuss a variety of global health opportunities.



Three peas in a pod.



Actually, make that 709 peas in a pod.

At EMP, we're all in. Every physician in our group has an equal voice day one, and becomes an equal equity partner. Our 100% EM physician ownership allows us to fully focus on our mission: *To care for patients.* It also empowers us to create the lives we've always dreamed of living. We enjoy a fully-funded 401k worth nearly 250K in five years, and the peace of mind that comes from having the best med-mal around. We'd love to make our pod 710. Join us.

EMP physicians Amit Arwindekar, Bradley Chappell and Shehma Khan at an EMP Nation social event in Orlando, Florida.



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Drs. Mark Mackey, Rebecca Parker Seeking ACEP Leadership Positions

Two ICEP members, Mark L. Mackey, MD, MBA, FACEP, and Rebecca B. Parker, MD, FACEP, are seeking ACEP leadership positions this fall.

Mark L. Mackey, MD, MBA, FACEP is seeking reelection to the ACEP Board. Dr. Mackey was elected to the Board in 2011.

Rebecca B. Parker, MD, FACEP will stand for election for President-Elect of ACEP. Dr. Parker

was elected to the Board in 2009 and reelected in 2012.

The election is held during the annual Council Meeting before ACEP14 in October in Chicago. All Councillors vote to elect the President-Elect as well as to elect the members of the Board for the upcoming term. (Other officer positions are elected by the Board directly.)

ICEP supports Drs. Mackey and Parker in their campaigns.



Mark Mackey,
MD, MBA, FACEP



Rebecca Parker,
MD, FACEP

Network with Colleagues, Make New Connections at ICEP Reception at ACEP14

Holy cow! Mark your calendar and plan to attend a special ICEP Reception, co-hosted by SEMPA, at Harry Caray's Tavern on Navy Pier to bring together past and present members during ACEP14.

The reception will be held from 6:00 to 7:30 PM on Monday, October 27, before the ACEP14 Opening Party at Navy Pier.

All ICEP members are encouraged to stop by the reception to network and socialize. It's a great chance to catch up with old friends and make new connections.

The reception will include hors d'oeuvres and a cash bar inside Harry Caray's Tavern Navy Pier. After the ICEP Reception, you'll already be at Navy Pier for the Opening Party.

ICEP has partnered with the Society for Emergency Medicine Physician Assistants (SEMPA) to present the reception. Past and present members from both organizations are invited to attend.

Holy Cow!

ICEP's
SEVENTH INNING STRETCH
Reception AT ACEP14
Co-hosted by SEMPA

Join the
ILLINOIS COLLEGE OF EMERGENCY PHYSICIANS
and
SOCIETY OF EMERGENCY MEDICINE PHYSICIAN ASSISTANTS
for a special reception for past, present and future members

MONDAY, OCTOBER 27, 2014
6:00 - 7:30 PM
Harry Caray's Tavern Navy Pier
700 E. Grand Ave, Chicago

Illinois College of Emergency Physicians Society of Emergency Medicine Physician Assistants

Don't Miss ACEP14 in Chicago

ACEP only comes to Chicago once every six years — make sure you are planning to attend the largest emergency medicine conference held October 27-30 at McCormick Place in Chicago.

It's a great opportunity for young members to explore all that the annual ACEP event has to offer. From educational sessions to networking events, Opening and Closing Parties to the enormous Exhibit Hall, there's something for everyone at ACEP14.

While you're there, find ICEP's booth #2239 in the Exhibit Hall. Stop by to say hello and discover special promotions exclusively for ACEP14 attendees.

Registration is open online now at ACEP.org/ACEP14. We hope to see many of our attending physicians, residents and medical students at McCormick Place later this month.



Classified Ads

TRI COUNTY EMERGENCY PHYSICIANS is seeking a Board Certified/Board Eligible Emergency Physician to staff the Advocate Immediate Care Center in Crystal Lake, IL. Experienced nursing with excellent support staff. Point of Care testing, ultrasound and CT available on site. There is scribe coverage. Competitive pay with year-end bonus. Ideal location next to Metra station and access to major highways. Contact Drs. Giangrasso or Romolo at 847-842-4494 or 847-842-4488. Email CVs to robert.romolo@advocatehealth.com or joe.giangrasso-md@advocatehealth.com.

WANT TO REACH 1,300 ILLINOIS EMERGENCY PHYSICIANS? Advertise in the Illinois EPIC. If you have a professional opportunity, product or service you want emergency physicians to know about, the Illinois EPIC will get you noticed. A great value for your marketing dollar, the EPIC helps you reach your audience by providing a complete line of advertising services. Contact Kate Blackwelder at 630.495.6400, ext. 205, or kateb@icep.org for an EPIC rate sheet and list of closing dates.

EMAP EMERGENCY MEDICAL ASSOCIATES OF PALOS, LTD.

Are you looking for a locally owned, well established democratic group where every doctor's voice can be heard?

Emergency Medical Associates of Palos (EMAP) offers an exceptional career opportunity for a full-time experienced Emergency Medicine Physician or exceptional graduating resident to practice compassionate, high quality emergency medicine in a rewarding and stable environment.

Our Emergency Department, located in the Southwest Suburbs of Chicago, treats an average of 48,000 patients annually and has a full and responsive on-call referral board. EMAP will offer qualified physicians top-tier pay, including night and holiday differentials, a generous CME/professional fund, productivity incentives, 401k profit-sharing, employer paid healthcare and malpractice insurance. The monthly schedule process is both innovative and fair, providing for overlapping shifts, long term travel planning, and advance holiday assignments.

To ensure EMAP's long-term success, we look to select the highest caliber of motivated, talented and team-oriented physicians to be members of our group. Physicians applying for this position must be ABEM/AOBEM Eligible/Certified Emergency Medicine Physicians.

If you think you are this candidate, please email your CV to Recruiting Manager/EMAP at resumes@hbcmd.com



ULTRASOUND FOR EMERGENCY MEDICINE

Two course options! **BASIC • FAST TRACK**

**WEDNESDAY,
DECEMBER 3, 2014**

**ICEP Conference Center
Downers Grove, IL**

WHAT YOU'LL COVER:

**Pelvic • Gallbladder • FAST Exam
Central Line • AAA • Peripheral IVs**

REGISTER NOW: ICEP.ORG



Hands-on workshops for bedside ultrasound in emergency medicine

ICEP presents two interactive course options -- choose based on your experience:

BASIC COURSE

TARGET AUDIENCE: Physicians with limited or minimal experience, seeking both didactic lectures and hands-on practice on ultrasound techniques

FAST TRACK COURSE

TARGET AUDIENCE: Physicians with prior ultrasound experience seeking hands-on practice only. The Fast Track Course does not include didactic lectures but puts you hands-on at skill stations the entire course to maximize practice. Prior ultrasound experience or completion of ICEP's Basic Course is required for registration.

Program Objectives

- To provide didactic instruction and hands-on practice on the principles of emergency bedside ultrasound
- To demonstrate the use of bedside ultrasound to diagnose acute life-threatening conditions, guide invasive procedures, treat emergency medical conditions, and improve the care of emergency department patients





Illinois College of Emergency Physicians
3000 Woodcreek Drive, Suite 200
Downers Grove, IL 60515

ICEP Calendar *of* Events 2014-2015

October 14-17, 2014

**Emergency Medicine Board
Review Intensive Course**
ICEP Conference Center
Downers Grove

October 20, 2014

Finance Committee Meeting
9:30 AM - 10:30 AM
ICEP Board Room
Downers Grove

October 20, 2014

Board of Directors Meeting
10:30 AM - 2:30 PM
ICEP Board Room
Downers Grove

October 27, 2014

**ICEP Reception at ACEP14
Co-hosted by SEMPA**
6:00 PM - 7:30 PM
Harry Caray's Tavern Navy
Pier, Chicago

November 13, 2014

**EM4LIFE 2014 LLSA Article
Review Course**
ICEP Conference Center
Downers Grove

November 27-28, 2014

ICEP Office Closed
Thanksgiving Holiday

December 1, 2014

**Educational Meetings
Committee Meeting**
11:00 AM - 1:00 PM
ICEP Board Room
Downers Grove

December 3, 2014

**Ultrasound for Emergency
Medicine Hands-On Workshop**
ICEP Conference Center
Downers Grove

December 8, 2014

Finance Committee Meeting
9:30 AM - 10:30 AM
ICEP Board Room
Downers Grove

December 8, 2014

Board of Directors Meeting
10:30 AM - 2:30 PM
ICEP Board Room
Downers Grove

December 9, 2014

**Leadership Development
Forum**
ICEP Conference Center
Downers Grove

December 10, 2014

**ITLS Illinois Advisory
Committee Meeting**
10:00 AM - 12:00 PM
ICEP Training Room
Downers Grove

December 24, 2014

ICEP Office Closes at Noon
Christmas Holiday

December 25-26, 2014

ICEP Office Closed
Christmas Holiday

January 1, 2015

ICEP Office Closed
New Year's Day

February 19, 2015

Emergency Medicine Update
Jump Trading Simulation
& Education Center, Peoria

March 20-21, 2015

Oral Board Review Courses
Chicago O'Hare Marriott

April 30, 2015

**Spring Symposium & Annual
Business Meeting**
Northwestern Memorial
Hospital, Chicago

Register for all courses online at ICEP.org!