

# *YOUNG PROFESSIONAL SEMINAR HEALTHCARE CAREER DEVELOPMENT*

**Presented by Bonnie Siegel, FHIMSS  
Vice President  
Cejka Search**

**HIMSS Annual Conference  
Chicago, Illinois  
Monday, April 6, 2009**

# Scary times! Are there still jobs?

2

- The nation's healthcare system will need 40,000 additional IT employees. *[Dr. William Hersh (OHSU) and HIMSS Analytics, Capitol Hill, April 2008]*
- Major providers are still moving forward with IT investments in EMR and CPOE despite economic downturn. *[AHA, NAHIT and CHIME survey in December 2008]*
- 85% of CIOs are planning to hire IT leadership positions in 2009, including Clinical IT, Project Management, Technical and Client/Customer Service. *[CIO Survey, March 2009]*

# What are the Factors Driving Healthcare IT Leadership Demand?

3

- Implementation of EHR and CPOE systems
- Patient safety and clinical quality
- Public reporting, transparency, consumer-driven healthcare
- Clinical transformation projects
- More spending on clinical information systems

# Where are the Healthcare IT Jobs?

4

- Physician organizations
- Healthcare software and consulting firms
- Biotechnology and pharmaceutical companies
- Healthcare associations
- Academia/Education
- Start-ups
- Health systems



# What are the Positions?

5

- C-Suite:
  - Chief Information Officer (clinical background)
  - Chief Clinical Information Officer
  - Chief Nursing Informatics Officer
  - Chief Medical Information Officer
  
- Other Key IT Leadership Roles:
  - Vice President
  - Director/Manager
  - Project Managers (application/implementation/specialists)
  - Department Chairs/Professors
  - System analysts/Application specialists
  - Technical Architects/Network Administrators/Operations/IT Security

# Recent CIO and CMIO Survey

6

- In December 2008, 75 CIOs and 31 CMIO/physician informaticists were surveyed
- 46% of CIOs planned to hire clinical IT and informatics leadership positions in 2009, 85% plan on hiring other key positions like project management, ambulatory and technical
- Over 77% of CMIO/physician informaticists surveyed were drawn to the field due to strategic vision and impact of IT

# Barriers to Success

7

- ❑ Engineers, C-Suite, and clinical leaders don't take you seriously
- ❑ Resistance of colleagues
- ❑ Dollars to make it "go"
- ❑ Detail focus instead of strategic focus
- ❑ Lack of IT knowledge, management/people skills
- ❑ Attraction to IT because of cool gadgets (a recipe for failure)

# Recommendations for Success

8

- ❑ Education: Learn about interfaces; seek formal training in informatics; get advanced business or informatics degree
- ❑ Be good change agent and project manager
- ❑ Volunteer for committees, projects and assignments around clinical IT
- ❑ Stay in practice at least part-time
- ❑ Remember that IT and EHR are the tools, not the end points

# How to Best Work with a Search Firm

9

- Email your resume with a cover letter
- Be helpful
- Respond promptly
- Return calls and emails
- Know your accomplishments and achievements
- Ask for confidentiality



# What Recruiters Do and Don't do

10

*Types of recruiters: retained, contingent, and employer based*

- Retained recruiters **do** work for organizations that have exclusively contracted with them to find candidates for executive positions
- Retained recruiters **do not** find jobs for candidates
- Retained recruiters **do** offer expert advice and coaching to help candidates

# How to Become a Favorite Candidate

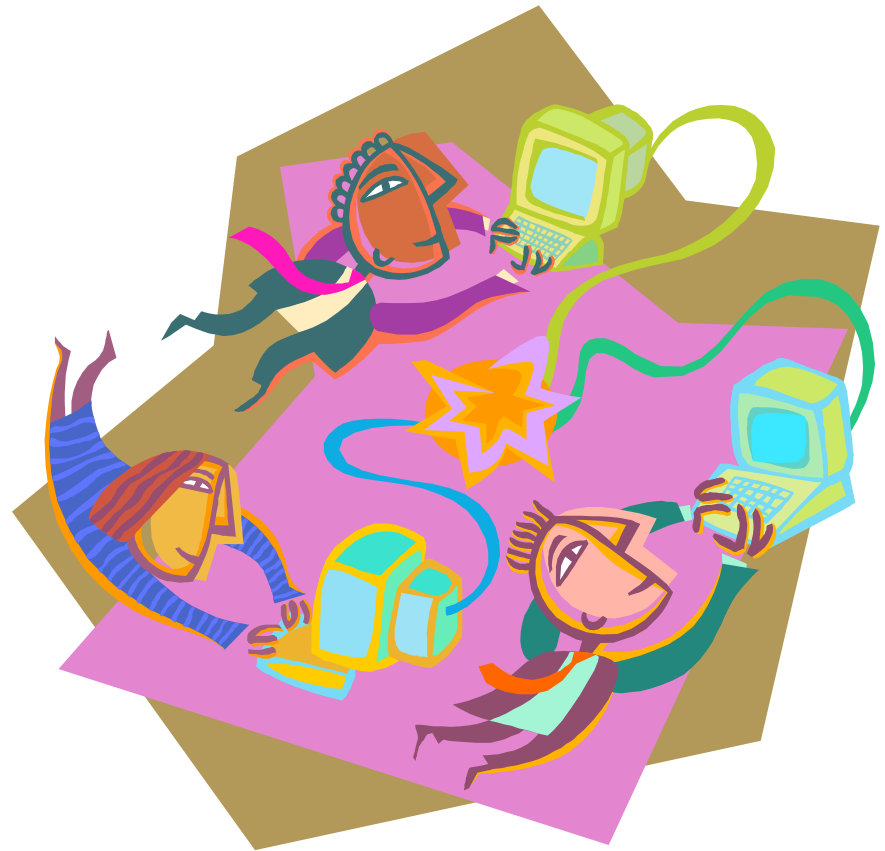
11

- Share your unique stories
- Be truthful and candid
- Allow the recruiter to be your advocate
- Be open about your:
  - Total cash compensation, bonuses, perks, auto allowances, etc.
  - Family situation (teens, spouse's job, elderly parents, custody, etc.)
- Don't surprise and don't disappear!

# Networking is a “must” in tough times

12

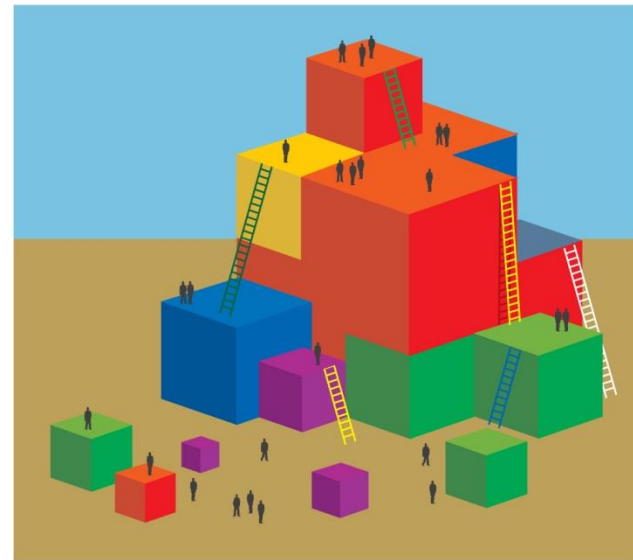
- Colleagues
- Associates
- Friends
- Family
- LinkedIn
- Facebook
- Recruiters



# Skills Needed to Succeed in IT

13

- Communication skills
- Interpersonal skills
- Honesty/integrity
- People management
- Self confidence
- Team player
- Change agent
- Results/action-oriented
- Political skills



# Resume *Mistakes*

14

- ❑ More than one page
- ❑ Unusual abbreviations
- ❑ Opinions
- ❑ Pictures/decorative graphics
- ❑ Typos
- ❑ Holes in history
- ❑ References
- ❑ Too much personal data



# Winning Resume includes

15

- ❑ Contact information “Where can the reader contact you?”
- ❑ Summary paragraph “Why are you qualified?”
- ❑ Reverse chronological format (present to past)
- ❑ Description of employers adds instant credibility
- ❑ Dates, locations and titles for each position
- ❑ Education, certification, licenses and honors

# What Sets Your Resume Apart

16

- Key accomplishments instead of responsibilities, particularly clinical IT implementations
- Name specific healthcare vendor and product experience
- People and project management experience
- Speaking and writing experience

# Be Ready to Give References

17

- Who knows your leadership skills?
- Who have you prepared ahead of time?
- Who can give examples of what you have done?
- Who will be your champions?



# Dress for Success a Must for Men and Women

18

- ❑ Experts agree wearing a business suit instead of business casual to an interview is mandatory.
- ❑ Dark-colored suits with a light top (forget the bright ties and sequins!)
- ❑ Conservative shoes
- ❑ Opt for a briefcase
- ❑ Conservative jewelry, good watch, good pen (no visible tattoos or extreme piercings!)
- ❑ No cologne!



# Be Prepared for the Interview

19

- Know everything about yourself
- Know everything about the organization
- Rehearse your answers out loud
- Practice
- Practice
- Practice



# Interview: The Tough Questions

20

- ❑ Tell me about yourself?
- ❑ What has been your greatest accomplishment?
- ❑ What are your greatest strengths?
- ❑ Why did you leave your last job?
- ❑ How do you handle pressure?
- ❑ How do you get along with your current (or previous) boss?
- ❑ Tell me about your goals?

# Healthcare Associations

21

- American College of Healthcare Executives  
[www.ache.org](http://www.ache.org)
- Association Medical Directors of Information Systems  
[www.amdis.org](http://www.amdis.org)
- American Medical Informatics Association  
[www.amia.org](http://www.amia.org)
- American Nursing Informatics Association  
[www.ania.org](http://www.ania.org)
- CARING  
[www.CARINGonline.org](http://www.CARINGonline.org)
- Healthcare Information Management and Systems Society  
[www.himss.org](http://www.himss.org)
- College of Healthcare Information Management Executives  
[www.cio-chime.org](http://www.cio-chime.org)

# Healthcare IT Media

22

- Advance for Health Information Executives  
[www.advanceweb.com](http://www.advanceweb.com)
- Health Data Management  
[www.healthdatamanagement.com](http://www.healthdatamanagement.com)
- Healthcare Informatics  
[www.healthcare-informatics.com](http://www.healthcare-informatics.com)
- Health Management Technology  
[www.healthmgtttech.com](http://www.healthmgtttech.com)
- Modern Healthcare –Healthcare IT Strategist  
[www.modernhealthcare.com](http://www.modernhealthcare.com)

# Career & Networking Resources

23

- National Association of Colleges and Employers  
[www.nacelink.com](http://www.nacelink.com)
- LinkedIn (professional networking website)  
[www.linkedin.com](http://www.linkedin.com)
- Facebook (social networking website)  
[www.facebook.com](http://www.facebook.com)
- AboutSalary.com (cost of living comparison)  
[www.aboutsalary.com](http://www.aboutsalary.com)
- Bestplaces.net (cost of living comparison)  
[www.bestplaces.net](http://www.bestplaces.net)
- Provider, Academic, Vendor, Consulting websites

# Your Presenter

24

Bonnie Siegel FHIMSS  
Vice President, Healthcare IT Practice  
Cejka Search  
[bsiegel@cejkasearch.com](mailto:bsiegel@cejkasearch.com)  
800-678-7858  
[www.cesjkasearch.com](http://www.cesjkasearch.com)