Branding: Strategies on How to Define/Redeﬁne Your Personal Brand

Kimberly Beavers, MD
Radiologist, Breast Imaging, AdventHealth Imaging

Samir B. Patel, MD, FACR
Radiology, Inc. Value Management Program Founder and Director
Beacon Health System Board of Directors

April 21, 2021
Conflicts of Interest

- Kimberly Beavers, MD
  - None
- Samir B. Patel, MD, FACR
  - None
Personal Branding for Residents and Fellows: Leveraging your talents to achieve your goals

Kimberly Beavers, MD
Learning Objectives

- Define personal branding
- Know why a personal brand is important
- See brands in action
- Learn how to develop your personal brand
- Understand social media basics
- Closing thoughts
“To me, marketing is about values. This is a very complicated world. It’s a very noisy world. And we’re not going to get a chance to get people to remember much about us... So we have to be really clear on what we want them to know about us... people with passion can change this world for the better.”

Steve Jobs
You already have a brand

So there is no need to feel intimidated.

Bring branding to your attention.
The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.
What is a personal brand?

TLDR examples:

Help more patients, by giving them the best possible care, with my particular expertise.

Provide high quality, up-to-date, free radiology education to medical students and residents, using my unique talents.
Personal brand examples

Delivering exceptional quality, personalized patient care in breast imaging through clinical excellence, patient advocacy, and the education of future radiologists.
Personal Branding

What it is

What you want to show the world
How you want to show up to the world
Personal and professional skills, talents, and beliefs
Dynamic and evolving

What it isn't

Dishonest or inauthentic
What/who you wish you were
All of your passions and talents
Hard to do
Static
Why have a personal brand?

How a brand helps:

- Focus talents and passions
- Attract desired opportunities
- Filter out projects that aren't for you
- Grow in credibility
- Become an expert
- Achieve personal and professional growth
What are their brands?
Brands in Action

Every brand is as unique as the individual
Getting Started

What do I do that adds remarkable, measurable, distinguished, distinctive value? (1)

What do I do that I am most proud of?

What would I want to achieve if I knew I would succeed?

What would I want to be famous for or remembered for? (1)

What contribution do I want to make to society as a radiologist?

(1) "The Brand Called You"
Starters for residents and fellows
CURRENT AND FUTURE BRAND

Future Brand Elevator Pitch
(1-3 sentence description of the unique value you want to communicate)

Current Brand
(1-3 sentence description of how you are viewed by others now)

Action #1
Action #2
Action #3

J. Mark Carr, Babson College
Give it a try!

Workshop your elevator pitch (or succinct summary of your personal brand)

- On paper (with a pen!)
- In the mirror
- With your pet/friend/partner
- With your mentor
Brands in Action

When do I "apply" my personal brand?

- Meetings with your program director or mentor
- At fellowship interviews
- When networking (virtually or in person) at professional conferences
- When selecting projects
- When budgeting your bandwidth
- When searching for and applying for jobs
Social Media Basics

Professional networking
Peer networking
Engagement
Promotion
Education
# Social Media Basics

<table>
<thead>
<tr>
<th>Do:</th>
<th>Don't:</th>
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</thead>
<tbody>
<tr>
<td>Network</td>
<td>Assume anything is private</td>
</tr>
<tr>
<td>Stay up to date on events and meetings</td>
<td>Share PHI</td>
</tr>
<tr>
<td>Promote publications and ideas</td>
<td>Dishonesty</td>
</tr>
<tr>
<td>Collaborate with colleagues</td>
<td>Violate employer polices</td>
</tr>
<tr>
<td>Find and be a mentor</td>
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</table>
Social Media Basics

5 things you can do with SoMe today:

1. Make an account!
2. Update your profile
3. Follow people you can learn from
4. Follow organizations relevant to you
5. Do your research

@RADIOLOGYACR, @FUTURERADRES, #RADRES, #RADLEADERS
Hi #MedTwitter! My name is Reuben Horace and I'll be applying Emergency Medicine for #Match2022!

I'm passionate about cardiovascular research, mentorship, baking, and community engagement.

Looking fwd to being a friendly face in an ED near you next year!

#EMBound
The good news — and it is largely good news — is that everyone has a chance to stand out. Everyone has a chance to learn, improve, and build up their skills. Everyone has a chance to be a brand worthy of remark.

"The Brand Called You"
Let's connect!

@kbeaversmd
kimberlybeaversmd@gmail.com

References and Suggested Reading
Branding: Strategies on How to Define/Redefine Your Personal Brand

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Radiology, Inc. Value Management Program Founder and Director
Beacon Health System Board of Directors

April 21, 2021
Learning Objectives

- At the conclusion of this webinar, participants will be able to:
  - Identify ways to establish or redefine your brand
  - Discuss the pros and cons of social media in professional branding
  - Explain why stagnation is bad even after reaching leadership levels
  - Employ tips to better track career accomplishments going forward
Conflicts of Interest

- Kimberly Beavers, MD
  - None
- Samir B. Patel, MD, FACR
  - None
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Mid-Career & Beyond

Samir B. Patel, MD, FACR
Radiology, Inc. Value Management Program Founder and Director
Beacon Health System Board of Directors
@SamirPatel_MD
www.linkedin.com/in/samirpatelmd
spatel@rad-inc.com
Mid-Career Dilemma

Are you at a stage in your career where you are feeling stagnated?
Personal Brand and Personal Branding

**Personal Brand**
A personal brand is a widely recognized and largely-uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

“One's story”: Who you are, what you stand for, uniqueness (differentiation).

**Personal Branding**
The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.

Effort to communicate and present your value to the world.

www.Wikipedia.com
www.personalbrand.com
Personal Brand

- “What people say about you when you are not in the room”
  - Jeff Bezos
- “The two white words on a black shirt that people see when you walk into a room”
  - 2019 RLI attendee
DON'T BE THAT GUY

NOBODY LIKES THAT GUY
Personal Branding Always Evolving

- High School
- College
- Medical School
- Residency & Fellowship
- Young & Early Career
- Mid-Career & Beyond
Polling Question: When Was The Last Time Your CV Was Updated

A. 2021
B. 2020
C. Not sure when
D. Don’t have a CV
E. What’s a CV?
Strategies/Tactics to Define/Redefine Your Personal Brand
Sometimes you have to take a step back to move forward

Erika Taylor
Write/Update Your Curriculum Vitae (CV)

1. Component of Brand (Not Tombstone)
2. Ready for New Opportunities
3. Achievement & Recognition
4. Physician Well-Being & Intrinsic Motivation

Part of Your Story
Burnout

- Emotional Exhaustion
- Depersonalization
- Reduced Self-Worth
**Intrinsic Motivators (Satisfied Workers)**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Recognition</th>
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</thead>
<tbody>
<tr>
<td>Mastery</td>
<td>Responsibility</td>
</tr>
<tr>
<td>Autonomy</td>
<td>Mentoring</td>
</tr>
<tr>
<td>Meaningful Work</td>
<td>Regular Feedback</td>
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<tr>
<td>Achievement</td>
<td>Decision-Making Participation</td>
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</table>

Curriculum Vitae (CV)

- List of Activities, Accomplishments (e.g., Excel or Word Document)
- Non-Physician & Physician Contacts at Work and at Home (Don't Be Shy)
- Online Tools (Professional Organizations: ACR?)
- How to Start/Update
- Update When New Accomplishment, Activity
# Develop High Emotional Intelligence

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Self-awareness</td>
<td>Ability to recognize and understand one’s own strengths, weaknesses, emotions, moods &amp; their effect on others</td>
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<tr>
<td>Self-control</td>
<td>Ability to control &amp; redirect disruptive impulses &amp; moods</td>
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<tr>
<td>Motivation</td>
<td>Passion to work for reasons beyond money or status</td>
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<tr>
<td>Empathy</td>
<td>Ability to understand emotions in other people</td>
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<tr>
<td>Social skills</td>
<td>Proficiency in managing relationships, finding common ground &amp; building rapport</td>
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</table>
Look at Yourself (Don’t See); External Perception vs. Reality
High Emotional Intelligence Will Improve Your Personal Branding
## What Do You Want to be Famous For?

### Radiology Value-Added Matrix

<table>
<thead>
<tr>
<th>Quality</th>
<th>Service</th>
<th>Resource Management</th>
<th>Professional Development</th>
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</thead>
<tbody>
<tr>
<td>Accreditation Requirement</td>
<td>Committee</td>
<td>Outcomes Measurement</td>
<td>Executive Meeting</td>
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<tr>
<td>Adverse Event Analysis</td>
<td>Community Service</td>
<td>Physician Well-Being</td>
<td>Leadership</td>
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<tr>
<td>Conference</td>
<td>Critical Test Result Management</td>
<td>Radiologist Scheduling</td>
<td>Leadership CME</td>
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<tr>
<td>Peer Learning</td>
<td>Customer Experience</td>
<td>Revenue Cycle Management</td>
<td>National/ State Radiology</td>
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<tr>
<td>Physician Quality Reporting</td>
<td>Marketing</td>
<td>Utilization Management</td>
<td>Practice Improvement Project (e.g. LEAN A3)</td>
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<tr>
<td>Protocol Management</td>
<td>Patient Supervision &amp; Monitoring</td>
<td>Utilization Review</td>
<td>Presentation</td>
</tr>
<tr>
<td>Radiation Dose Management</td>
<td>Recruiting</td>
<td>Vendor Interaction</td>
<td>Publication</td>
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<tr>
<td>Radiology-Pathology Correlation</td>
<td>Referring Provider Communication</td>
<td></td>
<td>Research</td>
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<tr>
<td>Structured Reporting</td>
<td>Subspecialization</td>
<td></td>
<td>Teaching</td>
</tr>
<tr>
<td>Technologist &amp; Staff Engagement</td>
<td>Turnaround Time</td>
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4 Walk the Talk

Making ordinary seem extraordinary

Adopting an appearance (costume)

What a Brand/Branding Should Not Be

Generate demand where none exists

Authentic (no gap between appearance and reality)

Walk The Talk

# Value-Added Categories

- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
5. Acquire/Develop New Skills

- Predictable Unpredictability
- Improve Resilience
- Future Opportunities and Benefits
- MBA, LEAN Certification, Volunteering, Philanthropy

From Now to the Near and the Far
I don’t want to be a one-hit wonder.

Ruben Studdard

The good you do today may be forgotten tomorrow. Do good anyway.

Mother Teresa
Adopt a Mindset of Continuous Improvement

Uniqueness (Differentiation)

Prove (Outcomes)

Showcase (Reintroduce)

Check with the “Market” (Feedback)

“If you are not spending @ least 70% of your time working on projects, creating projects, or organizing your tasks into projects, you are sadly living in the past.”

Tom Peters (The Brand Called You)
Stagnation is the First Step on the Path of Irrelevance to an Eventual Destination of Extinction

Change is the only constant.
Heraclitus

If you don’t like change, you’re going to like irrelevance even less.
Marc Andreessen

It’s not the strongest or the most intelligent who survive, but those most adaptive to change. Over the past 10 years, the need for, and focus on, adaptability has accelerated.
Seth Godin
"If you’re not moving forward, you’re falling back."

- Sam Waterson
Strive for Fellowship of the American College of Radiology (FACR)

- Uniqueness (Differentiation)
- Prove (Outcomes)
- Showcase (Reintroduce)
- Check with the “Market” (Feedback)

Significant Brand & Branding (<10% Radiologists)
# Nomination Criteria for ACR Fellowship

**Updated 06/28/2023**

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<thead>
<tr>
<th>Domain</th>
<th>10-11</th>
<th>12-14</th>
<th>15-17</th>
<th>18-19</th>
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<td><strong>Years of Membership Category</strong></td>
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<tr>
<td><strong>Research in ACR-related Organizational Leadership</strong></td>
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<tr>
<td>- Prominent institutional leadership positions or roles</td>
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<tr>
<td>- Prominent roles in other major national or international radiology organizations</td>
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<tr>
<td>- Energy in national leadership positions (e.g., board member)</td>
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<td>- Influence on national leadership positions (e.g., board member)</td>
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<tr>
<td><strong>Domain of Membership in ACR</strong></td>
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<tr>
<td>- Membership in ACR (Active, Associate, or Life member)</td>
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<tr>
<td>- Leadership (e.g., in large academic group or regional medical organization)</td>
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**International Reputation as an Academic Investigator:**
- Renowned for excellence in the field of radiological sciences or medicine
- Leading investigator in the field of radiological sciences or medicine

**International Relevance:**
- Prominent contributions to the field of radiology
- Significant impact on the advancement of radiological sciences or medicine

**International Impact:**
- Influence on national and international academic organizations
- Leadership role in national and international radiological societies
- Promotion of national and institutional collaborative efforts
- Leadership role in local institutional collaborative efforts
- Leadership role in national or international journal

**National and International Relevance:**
- Prominent contributions to the field of radiology
- Significant impact on the advancement of radiological sciences or medicine

**National Impact:**
- Influence on national and international academic organizations
- Leadership role in national and international radiological societies
- Promotion of national and institutional collaborative efforts
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**Internationalization of Research:**
- Prominent contributions to the field of radiology
- Significant impact on the advancement of radiological sciences or medicine

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### RLI Power Hour Webinar Series

**31 RLI Power Hour Webinar Series**

[https://www.acr.org/Member-Resources/Fellowship-Honors/ACR](https://www.acr.org/Member-Resources/Fellowship-Honors/ACR)
Share the Story

Local, Regional, National, International

Inside and Outside of Radiology

Showcase

Others Will Share On Your Behalf

Online (e.g., LinkedIn, Twitter, etc.)
Share The Story

RLI Power Hour Webinar Series

August 2014

Case Study:
The Value of Hard Work

By Chris Nelson

Key Takeways:
- The importance of hard work and dedication cannot be overstated.
- By working hard and consistently, even small improvements can lead to significant outcomes.

Qualifying Contributions

Quantifying Contributions

September 2014

Case Study:
Patient Forward

By Chris Nelson

Key Takeways:
- Patient satisfaction is crucial to the success of any healthcare practice.
- By focusing on patient needs, healthcare providers can improve outcomes and build a strong patient base.

October 2014

Case Study:
Early Detection Matters

By Chris Nelson

Key Takeways:
- Early detection is key to successful treatment outcomes.
- By identifying issues early, healthcare providers can prevent complications and improve patient outcomes.

November 2014

Case Study:
Radionuclide Imaging

By Chris Nelson

Key Takeways:
- The use of radionuclide imaging can provide valuable insights into patient health.
- By using this technology, healthcare providers can make more informed diagnostic and treatment decisions.

December 2014

Case Study:
Share the Story

By Chris Nelson

Key Takeways:
- Sharing information and stories is essential to the success of any healthcare practice.
- By sharing experiences and knowledge, healthcare providers can inspire and educate others in the field.

January 2015

Case Study:
The Value of Continuous Learning

By Chris Nelson

Key Takeways:
- Continuous learning is necessary to remain up-to-date and effective in any field.
- By investing in ongoing education and training, healthcare providers can improve their skills and provide better care to patients.

February 2015

Case Study:
Patient Engagement

By Chris Nelson

Key Takeways:
- Patient engagement is essential to the success of any healthcare practice.
- By involving patients in their care, healthcare providers can improve outcomes and build strong patient relationships.

March 2015

Case Study:
Technology and Healthcare

By Chris Nelson

Key Takeways:
- The integration of technology is vital to the future of healthcare.
- By using technology to improve patient care, healthcare providers can enhance outcomes and improve efficiency.

April 2015

Case Study:
Remote Patient Monitoring

By Chris Nelson

Key Takeways:
- Remote patient monitoring is an effective way to improve care and prevent complications.
- By using technology to monitor patients remotely, healthcare providers can provide care more efficiently and effectively.

May 2015

Case Study:
Innovative Treatment Options

By Chris Nelson

Key Takeways:
- Innovative treatment options are key to improving patient outcomes.
- By exploring new and emerging therapies, healthcare providers can offer patients the best possible care.

June 2015

Case Study:
Quality Improvement

By Chris Nelson

Key Takeways:
- Quality improvement is essential to providing high-quality care.
- By focusing on continuous improvement, healthcare providers can build a reputation for excellence and attract new patients.

July 2015

Case Study:
Patient Experience

By Chris Nelson

Key Takeways:
- Patient experience is crucial to the success of any healthcare practice.
- By focusing on patient satisfaction and engagement, healthcare providers can build strong relationships and attract new patients.

August 2015

Case Study:
The Value of Teamwork

By Chris Nelson

Key Takeways:
- Effective teamwork is essential to providing high-quality care.
- By fostering collaboration and communication, healthcare providers can improve outcomes and provide better care to patients.

September 2015

Case Study:
Patient Safety

By Chris Nelson

Key Takeways:
- Patient safety is a top priority for any healthcare practice.
- By implementing safety protocols and procedures, healthcare providers can reduce errors and improve care outcomes.

October 2015

Case Study:
Infection Control

By Chris Nelson

Key Takeways:
- Infection control is essential to preventing the spread of disease.
- By implementing strict protocols and procedures, healthcare providers can reduce the risk of infection and improve patient safety.

November 2015

Case Study:
Telehealth

By Chris Nelson

Key Takeways:
- Telehealth is a promising new tool for providing care.
- By using this technology, healthcare providers can offer care to patients who may not have access to traditional care services.

December 2015

Case Study:
Patient Advocacy

By Chris Nelson

Key Takeways:
- Patient advocates are essential to ensuring patients receive the care they deserve.
- By advocating for patients and their needs, healthcare providers can improve outcomes and build strong relationships with patients.
Share the Story

Spatial

Temporal

Contrast
Don’t Fall Off the Cliff
Your Work Peak is Earlier Than You Think

The Atlantic

Your Professional Decline Is Coming (Much) Sooner Than You Think

Here’s how to make the most of it.

ARTHUR C. BROOKS

JULY 2019 ISSUE | BUSINESS
Great Opportunity to Rebrand

- Mentoring
- Volunteering
- Transitioning Forward Not Regressing
- Philanthropy
- Teaching
## Summary Checklist: Intentional Personal Brand/Branding (Define/Redefine)

1. Write/Update Your Curriculum Vitae (CV)
2. Develop High Emotional Intelligence
3. What Do You Want to be Famous For?
4. Walk the Talk
5. Acquire/Develop New Skills
6. Adopt a Mindset of Continuous Improvement
7. Strive for Fellowship of the American College of Radiology (FACR)
8. Share the Story
9. Don’t Fall Off the Cliff
Stand Out From The Crowd