Achieving Local, Regional & National Visibility

Societies, Committees, Journals, and Online

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Director, Surgical Outcomes and Quality Improvement Center
Vice Chair, Department of Surgery
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WHY WE WANT TO BE VISIBLE
Why Do You Need Visibility?

• Collaborators
• Multi-institutional studies
• Success begets success
• Create opportunities for your mentees
• Recruitment
• Promotion
• Life-long friends
• Collecting experiences
Need to obtain a series of experiences that prepare you for the next level of responsibility and challenges
Promotion Requirements

• Associate Professor
  • Evidence of significant external recognition
  • Evidence of excellence in research training and professional education
  • Service contributions to the school or University

• Professor
  • Evidence of highest forms of external recognition
  • Record of effective research training, mentoring and professional education
  • Scholarly leadership in research and education
  • Service contributions to the school or University
Visibility is ...?

Frank Lewis, MD
Former Executive Director

Mark Williams, MD
Former NM Chief of Hospitalists

The FIRST Trial
Flexibility in duty hour requirements for surgical trainees

ISQIC
Illinois Surgical Quality Improvement Collaborative
Critical Questions about Societies

• Which ones?

• How many?

• When?

• What level of involvement?
• Leadership experiences for young surgeons
• Collecting experiences
• All my promotion letters
• Leadership experiences for young surgeons

• Collecting experiences

• All my promotion letters

• Opportunities for trainees
• Leadership experiences for young surgeons

• Collecting experiences

• All my promotion letters

• Opportunities for trainees

• Great friends
Leadership experiences for young surgeons

Collecting experiences

All my promotion letters

Opportunities for trainees

Great friends

Great Conferences!!
Your Other Peeps! Research Societies

- AcademyHealth: Advancing Research, Policy and Practice
- SMDM: Society for Medical Decision Making
- Surgical Outcomes Club
- ASCI: The American Society for Clinical Investigation
- ACTS: Association for Clinical and Translational Science
- AAAS: American Association for the Advancement of Science
- National Academy of Medicine
Initial Connections Invaluable
National Committees

• Get involved early

• Participate actively!

• Lead and take initiative

• Voice your interest in participation/leadership
Hospital / Med School Committees

- Be useful locally
- Opportunity for research
- DO NOT demand to be paid first; be useful and it will follow
- Very good to get medical directorship – diversify salary support
## Recognition and Support in Arrears

<table>
<thead>
<tr>
<th>Year</th>
<th>Role</th>
<th>Protected Time</th>
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<tr>
<td>2010 to 2014</td>
<td>Multiple quality projects, membership on many committees, research to understand problem areas</td>
<td>Uncompensated</td>
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<tr>
<td>2014</td>
<td>Medical director surgical quality and Chair Quality Committee</td>
<td>10%</td>
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<tr>
<td>2015</td>
<td>Vice Chair for Quality</td>
<td>15%</td>
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<tr>
<td>2017</td>
<td>System VP for Quality</td>
<td>50%</td>
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Journal Review & Editorial Boards

• Review
  – Good citizen – review some
  – Don’t turn down your preferred journal
  – Triage quickly
    • spend time on good papers to make better
    • kill bad ones quickly (but constructively)

• Editorial boards
  – Some easy and some taxing
  – Know their expectations
Study Sections
Online Presence

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Dr. Bilimoria is a surgeon at Northwestern School of Medicine. He is the J.B. Murphy Professor listed by Becker's.

He has published more than 700 papers in the field of Medicine. He has won several awards for his research.

Northwestern Medicine
Northwestern University - The Feinberg School of Medicine

Find a procedure or condition

12 Conditions Treated
- Basal Cell Carcinoma
- Cancer
- Gastrointestinal Stromal Tumors
- Lipomas
- Melanoma
- Merkel Cell Carcinoma
- Neuroendocrine Tumors
- Skin Cancer
- Small Intestine Cancer
- Soft Tissue Sarcoma
- Squamous Cell Carcinoma
- Stomach and Small Intestine Cancer

22 Procedures
- Appendectomy, Laparoscopic
- Appendectomy, Open
- Axillary Lymph Node Dissection
- Biopsy of Breast
- Excision of Soft Tissue Lesion
- Excision of Stomach Tumor
- Gallbladder Removal (Cholecystectomy), Laparoscopic

Background Check
- 0 Malpractice Claims

What is a malpractice claim?
Monitoring Citations / Reputation

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quality improvement, safety, health policy, health services research, surgical oncology

- The National Cancer Data Base: a powerful initiative to improve cancer care in the United States
  KY Bilimoria, AK Stewart, DP Winchester, CY Ko
  Annals of surgical oncology 15 (3), 683-690
  Cited by: 920
  Year: 2008

- Development and evaluation of the universal ACS NSQIP surgical risk calculator: a decision aid and informed consent tool for patients and surgeons
  KY Bilimoria, Y Liu, JL Paruch, L Zhou, TE Kmieciik, CY Ko, ME Cohen
  Journal of the American College of Surgeons 217 (5), 833-842. e3
  Cited by: 682
  Year: 2013

- Extent of surgery affects survival for papillary thyroid cancer
  KY Bilimoria, DJ Bentrem, CY Ko, AK Stewart, DP Winchester, ...
  Annals of surgery 240 (3), 375
  Cited by: 609
  Year: 2007

- Does surgical quality improve in the American College of Surgeons National Surgical Quality Improvement Program: an evaluation of all participating hospitals
  BL Hall, BH Hamilton, K Richards, KY Bilimona, ME Cohen, CY Ko
  Annals of surgery 250 (3), 393-376
  Cited by: 617
  Year: 2009

- Small bowel cancer in the United States: changes in epidemiology, treatment, and survival over the last 20 years
  KY Bilimoria, DJ Bentrem, JD Wayno, CY Ko, CL Bennett, MS Talomonti
  Annals of surgery 240 (1), 63-71
  Cited by: 523
  Year: 2009

- Validation of the 6th edition AJCC Pancreatic Cancer Staging System: report from the National Cancer Database
  KY Bilimoria, CR Iliceto, JS Liu, CY Ko, ME Cohen
  Annals of surgical oncology 15 (3), 646-649
  Cited by: 414
  Year: 2007

Cited by

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Other name formats: Bilimoria, K. Y., Bilimoria, Karl

Subject area: Medicine, Biochemistry, Genetics and Molecular Biology, Nursing

Document and citation trends:

- Total citations: 10024 by 8142 documents
- h-index: 56

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The Twitter

- Share your work
- Promote your colleagues and mentees
- Find collaborators
- Seek mental health assistance
- People will see what you tweet and when you tweeted it
Avoiding the Song of the Sirens

• It is ok to say “no”

• Be selective and strategic

• My criteria
  • Teaches me something new
  • Higher level of responsibility/profile than I have had before
  • Working with great/fun people
  • I can still do my day job
  • Chair or CEO said to do it
Visibility is Opportunity

• Critical for professional development and advancement

• Helps to advance your mentees

• Sometimes very uncomfortable and feels like pure self promotion

• Have to play the game

• Pathway to great colleagues and friends
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