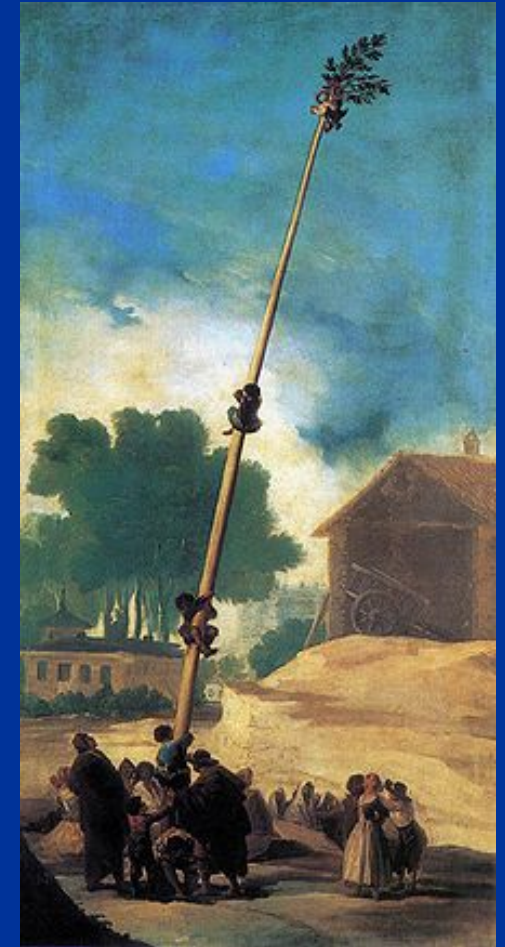


# Achieving Scholarly Productivity as a Clinician-Educator

*Climbing the academic  
medicine “greasy pole”*

*.....(at MUSC Urology)*



**The Greasy Pole  
(La Cucana)**  
Francisco Goya  
1787

# Thanks



# Thanks



Alan Wein, MD  
Penn



Shlomo Raz, MD  
UCLA

# Learning Objectives

- Comprehend the importance of collaborative scholarly activity
- Understand the role of leveraging senior faculty in areas of academic pursuit locally, nationally and internationally for the advancement of CE faculty
- Realize the potential successes in networking while off campus



# “Greasy pole”

Used to refer to the difficult route to the top of a profession:

*‘.....he steadily climbed the greasy pole towards the job he coveted most’*



<https://en.oxforddictionaries.com> (accessed 11/28/16)



“I have climbed to the top  
of the **greasy pole**”

Benjamin Disraeli

1804-1881

- British statesman, author, politician
- Conservative Party leader
- Promoter of glory/power of “British Empire”
- Prime Minister x 2

# *What this presentation is NOT....*

- “Magic” to get CE faculty motivated
  - *Comes from within the individual*
  - *Senior faculty can only inspire, guide, assist*
- “Key” to get junior faculty promoted
  - *Scholarship is (minor) aspect of CE promotion*
  - *Will NOT cover: teaching, patient care, administration, grant writing, basic science, etc.*

# *What this presentation is.....*

Thoughts on how to engage/involve junior faculty  
in the production of scholarly pursuits

*.....so that they can:*

- *enjoy some of the “fruits” of an academic career*
- *advance within their field*
  - *Within MUSC*
  - *Outside of MUSC*
- *and become better clinicians, thinkers, and leaders in their field*



# Three mechanisms of “engaging”

1. Finding a role model/mentor (Enthusiasm)
2. Seeking collaboration
  - Within the department
  - Within MUSC
  - Outside of MUSC
3. Using senior faculty “leverage”
  - Networking
    - At MUSC
    - Regionally, nationally, internationally



# What is MUSC Urology?

- MUSC Urology\*
    - 9 full-time faculty (Oncology, FPMRs, Stones, Peds, etc.)
      - 4 Professors
      - 2 Associate professors
      - 3 Assistant professors
    - 15 residents/2 Fellows/3 NP's/1 PA
    - Research:
      - Basic science collaboration
        - NIDDK funding
        - NCI funding
      - Clinical research
        - Industry trials: 10-15 ongoing
        - Investigator initiated trials
- (\*9500 Board certified Urologists in US)



# Who am I ?

- Professor of Urology
  - Mostly clinical: 3 d clinic, 1.5 d OR, 0.5 d Admin
- Came to MUSC in 2004 to develop program in FPMRs
- Scholarly activity (as of 10/17):
  - 134 peer reviewed
  - 60 non-peer reviewed
  - 158 published abstracts
  - 66 book chapters
  - 3 books

} NONE SINGLE AUTHOR
- Grants (NIDDK, Industry,etc)
- Past president of SUFU
- Associate Editor: NAU
- Course Director: ICS/AUA/SUFU/other
- Journal Reviewer: JU/Urology/BJU/etc.
- Plenary speaker at regional, national and international meetings



# CE at MUSC

- Many roles
  - Patient care
  - Teaching
    - medical students, residents, fellows, etc.
  - Administrative
  - *Scholarly activity*

**Need to find their passion**





# CE promotion at MUSC

## Non-clinical/non-teaching

- Assistant professor
  - Establishing recognition through candidacy or membership in appropriate professional and scientific organizations.
  - Developing skills for directing or contributing to publications related to research, teaching and/or clinical care. (Participation in interprofessional teaching and inter-disciplinary research encouraged)\*
  - Clear commitment to an academic career in research, teaching and/or clinical care.

# CE promotion at MUSC

## Non-clinical/non-teaching

### Associate professor

- Active involvement in local and national professional organizations
- Election to scientific organizations in discipline.
- $\geq 5$  publications with authorship since last promotion
- Publication of reviews, chapters, textbooks, peer reviewed papers, and/or innovative teaching materials Presentations at national/international meetings.
- Direct involvement in research.

# Role Model/Enthusiasm

## CE and Academics: *Keeping it “fresh”*

- Patient care/teaching/admin can get “repetitive”
- Mentor/role model of senior faculty:
  - Portray scholarly pursuits as:
    - Maintaining passion, and interest in a “rote” world (avoid boredom)
    - Seeing the excitement and challenges in modern medicine
      - Innovation
        - » thinking about (small) problems....and solving them
    - Intellectual curiosity.....rewarding intelligence/ingenuity/innovation
    - Ultimately gaining professional satisfaction and continued growth
      - Physician (innovator, “cutting edge”, etc.)
      - Scholarship is “timeless” permanent evidence of production

# Role Model/Enthusiasm

## CE and Academics: *Keeping it “fresh”*

- Encourage involvement in all aspects of the scholarly part of academic medicine
  - Research (*whatever that is!!!*):
    - clinical, basic science, etc.
  - Writing, reviewing, meetings.....which leads to:
    - Reputation
    - Leadership opportunities:
      - local, regionally, nationally
      - panels, societies, practice/professional associations, industry (innovation, ideas, funding, etc.)



# Role Model/Mentor Opportunities

*Opportunity is missed by most people because it is dressed in overalls and looks like work. (Thomas A. Edison)*

- NEVER say “NO” to an opportunity
  - Be “the go to” person
  - Be “the can do” person
  - Be “the did it well” person
  - Be “the did it ON TIME” person

## Role Model/Mentor

# Become the “expert” (*in something*)

- “Embrace” something:
  - Become the expert
- Think “small and obscure” early on
  - What are the questions?
  - What is the evidence?
  - Where are the gaps?
- SOLICIT yourself
  - Call/write the editor of a journal
  - Speak to meeting organizers

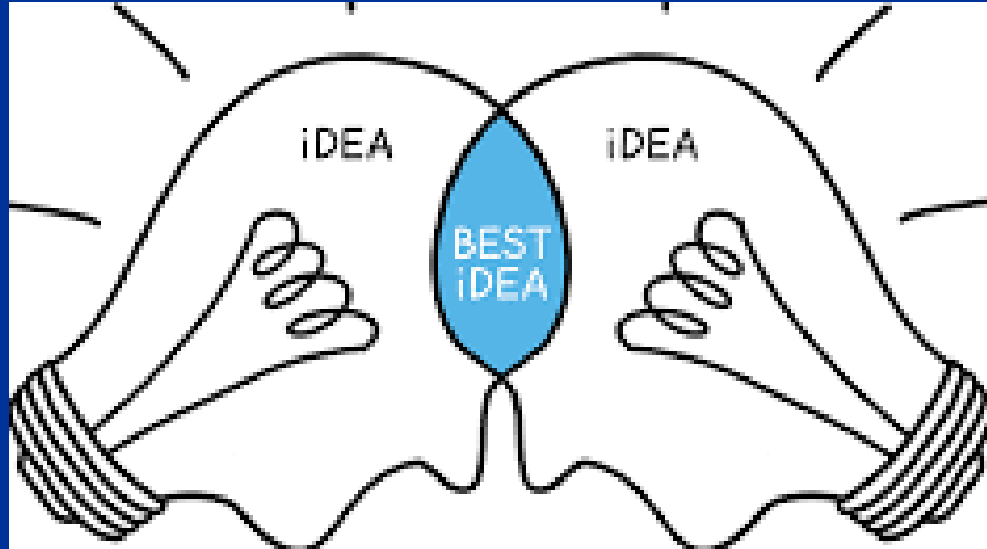


# WHEN do you do this work?

- Academic day (?)
  - Daily:
    - *Come in a hour early*
    - *Stay an hour later*
    - *Between OR cases.....*
  - Nights
  - Weekends
  - Other
- .....should be a passion



# Collaboration



- Within the Department (across divisions)
- Within MUSC (across Depts, Schools)
- Outside of MUSC (USC, Clemson, etc.)



# Collaboration

## MUSC Urology

- Hollings Cancer Center
  - Sphingolipid/ceramides in prostate cancer
- MUSC Radiology
- MUSC Pathology
- Clemson Bioengineering
- USC School of Pharmacy
  - Interstitial cystitis (inflammatory modulators)
  - Voiding dysfunction
    - Smooth muscle physiology/pharmacology
    - Potassium channel

# MUSC Urology: CE/FPMRs Collaboration 2016-7

## • Pathology (and Pediatrics)

- McCoy OO, Rabley A, Prasad MM, Rovner ES.:[A case of uncomplicated urinary myiasis in a healthy female.](#) BMJ Case Rep. 2016 Jun 23;2016
- Purves JT, Spruill L, Rovner E, Borisko E, McCants A, Mugo E, Wingard A, Trusk TC, Bacro T, Hughes FM Jr.:[A three dimensional nerve map of human bladder trigone.](#) Neurourol Urodyn. 2016 Jun 6. doi: 10.1002/nau.23049.
- Baradaran, N., Chiles, L., Freilich, D.A., Rames, R., Cox, L., Rovner, E.S.: Female Urethral Diverticula in the Contemporary Era: Is the Classic Triad of the “Three D’s” still relevant? Urology Urology. 2016 Apr 11. pii: S0090-4295(16)30069-3. doi: 10.1016/j.urology.2016.04.005. [Epub ahead of print]

## • Radiology

- Baradaran, N., Chiles, L., Freilich, D., Rawls, W., Cox, L, Rames, R., Rovner, E.S: Female Urethral Diverticula: Correlation of MRI Findings with Pre-Operative Signs and Symptoms or Post-Operative Outcomes. AUA National Meeting, San Diego, May 2016

## • Nursing

- Clinical Applications of Urologic Catheters, Devices and Products. Newman, D.K., Rovner, E.S. and Wein, A.J. (eds). Springer (in press)

## • Other

- Cox, L and Rovner, ES: Urogenital fistulas and urethral diverticula. Scientific American Urology. 2016 (in press)
- Cox L, Rovner ES. [Lower urinary tract symptoms in women: epidemiology, diagnosis, and management.](#) Curr Opin Urol. 2016 Jul;26(4):328-33
- Petkov et al (about 10 papers)

# Leveraging senior faculty

- In Urology:
  - CE's meet regularly with senior faculty
  - Nurture “expert” ideas
    - Explore areas of interest
    - Explore areas of need
- “market the expert”
  - Locally, regionally, nationally



# Leveraging senior faculty

- Writing

- Papers

- Consult/involve CE in clinical projects/papers/abstracts
    - Review articles
      - Your field, other fields journals (solicit)

- Journal article reviews

- Grants (??)

- Investigator initiated research

- Locally: MUSC, etc.
    - Nationally: NIH, NIDDK pilot funding
    - Industry





# Leveraging senior faculty

- Networking
  - “shamelessly” promote your CEs to colleagues:
    - Volunteer junior faculty for talks, etc.
      - *Example: Texas Urologic Talk*
    - Meetings: plenary, breakouts, moderators, etc.
      - *Example: Peds urology at SUFU*
    - Journal article reviews
- Local, regional, national, international committees, guideline panels, etc

# Urology faculty member “x” (*ESR mentee*)

- First 14 months in practice (CE track)
  - Scholarly activity:
    - 2 published peer reviewed papers
    - 2 published non-peer reviewed papers
    - 4 published abstracts
    - 1 book chapter
  - Reviewer for JU, Urology, NAU, BJU
  - Mentoring/assisting medical student Masters project
  - Grants: PI/Sub-investigator on 4 grants
  - Panelist at SCUA meeting
  - Moderator at SUFU meeting
  - Abstract reviewer for AUA national meeting

# Promotion folder

- Write it all down
  - Everything
    - Lectures, teaching, VPs.



# Questions?

