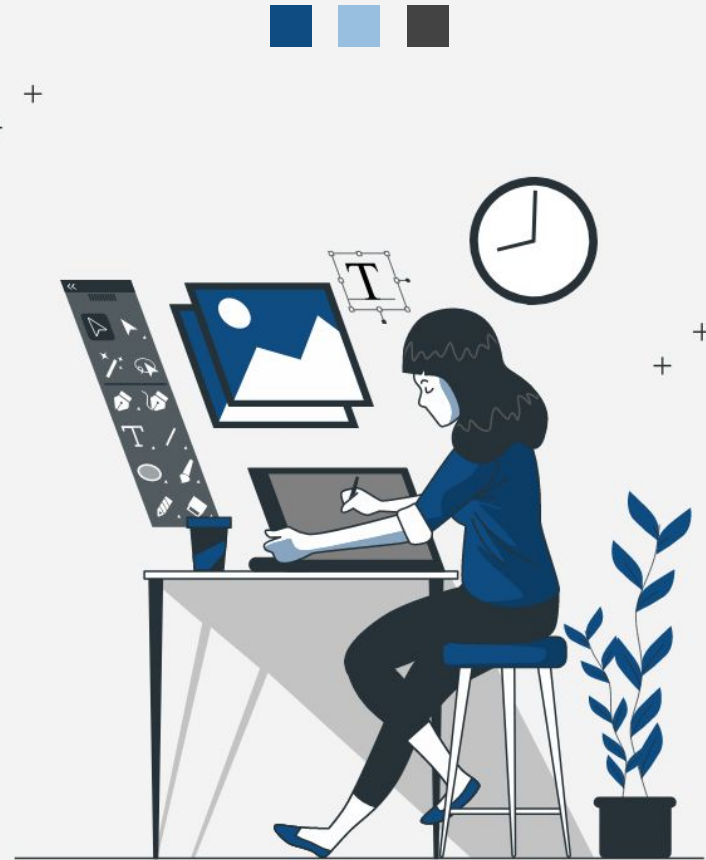


LinkedIn for Physicians

SARAH ADAMS, MD

4/14/2022



ARE YOU READY?



1

LinkedIn account



2

App if you are on mobile



3

Joined the Workshop Group:
[https://www.linkedin.com/
groups/9178294/](https://www.linkedin.com/groups/9178294/)

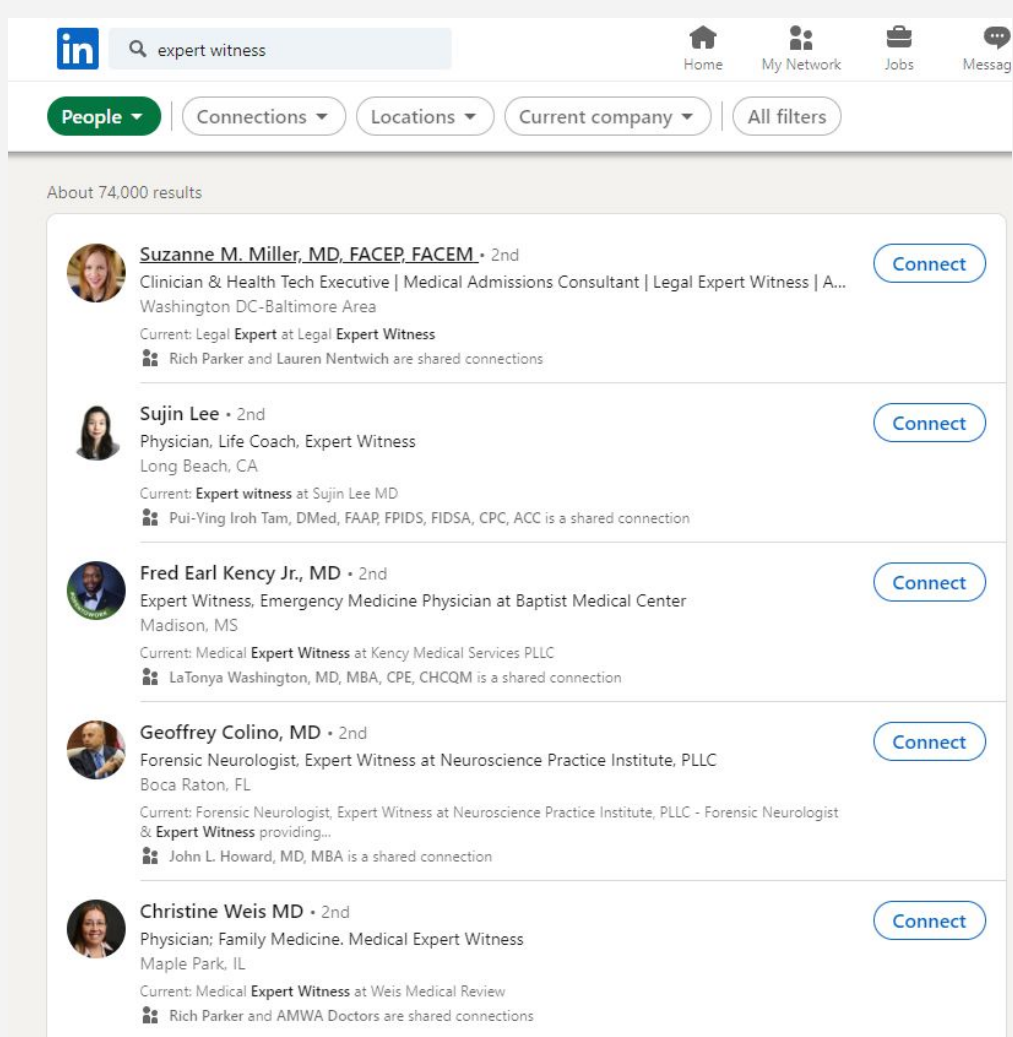
The pre-work for this workshop can be found at: <https://forms.gle/5wNttDE1HM8b1NtBA>

1) Headline

Defaults to current job title and location

- Specialty
- Job title
- Side gigs
- Interests
- Skills
- Research Areas

Can paste symbols from a [symbol list](#)



The screenshot shows a LinkedIn search results page for the query "expert witness". The search bar at the top contains the text "expert witness". Below the search bar, there are navigation tabs: "People" (selected), "Connections", "Locations", "Current company", and "All filters". The results section shows "About 74,000 results". The first five results are listed below:

- Suzanne M. Miller, MD, FACEP, FACEM** • 2nd
Clinician & Health Tech Executive | Medical Admissions Consultant | Legal Expert Witness | A...
Washington DC-Baltimore Area
Current: Legal **Expert** at Legal **Expert Witness**
Rich Parker and Lauren Nentwich are shared connections
- Sujin Lee** • 2nd
Physician, Life Coach, Expert Witness
Long Beach, CA
Current: **Expert witness** at Sujin Lee MD
Pui-Ying Iroh Tam, DMed, FAAP, FPIDS, FIDSA, CPC, ACC is a shared connection
- Fred Earl Kency Jr., MD** • 2nd
Expert Witness, Emergency Medicine Physician at Baptist Medical Center
Madison, MS
Current: Medical **Expert Witness** at Kency Medical Services PLLC
LaTonya Washington, MD, MBA, CPE, CHCQM is a shared connection
- Geoffrey Colino, MD** • 2nd
Forensic Neurologist, Expert Witness at Neuroscience Practice Institute, PLLC
Boca Raton, FL
Current: Forensic Neurologist, Expert Witness at Neuroscience Practice Institute, PLLC - Forensic Neurologist & **Expert Witness** providing...
John L. Howard, MD, MBA is a shared connection
- Christine Weis MD** • 2nd
Physician; Family Medicine. Medical Expert Witness
Maple Park, IL
Current: Medical **Expert Witness** at Weis Medical Review
Rich Parker and AMWA Doctors are shared connections

Optimising your Profile

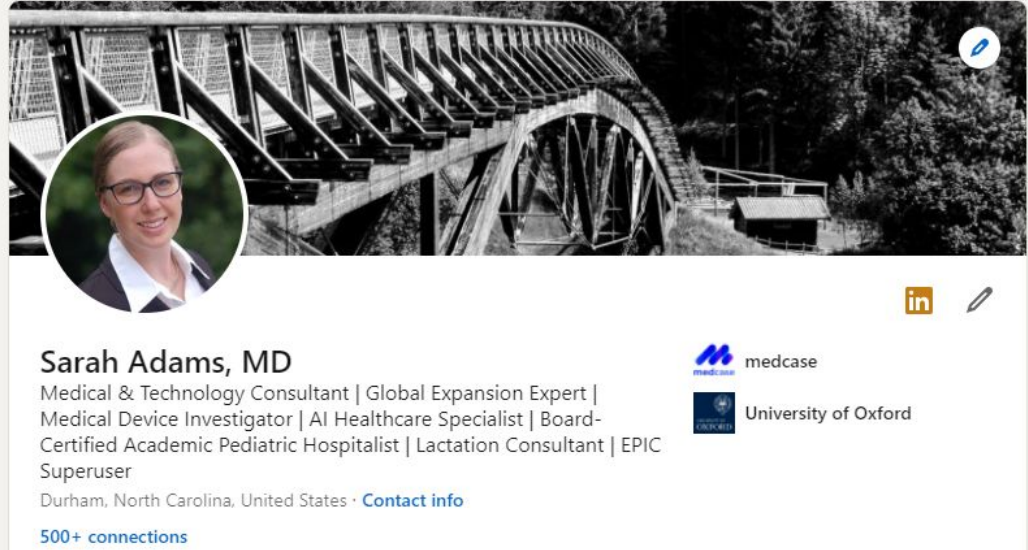
1) Headshot

- Don't skip it
- Formal vs informal
- Keep size in mind

2) Banner

- Company Logo
- Location
- Interest
- Simple message

i) Canva



Sarah Adams, MD
Medical & Technology Consultant | Global Expansion Expert |
Medical Device Investigator | AI Healthcare Specialist | Board-
Certified Academic Pediatric Hospitalist | Lactation Consultant | EPIC
Superuser
Durham, North Carolina, United States · [Contact info](#)
500+ connections

medcase
University of Oxford



How can I list medcase work?

Meritas

- Physician Consultant, Medcase @Google
- Physician Product Consultant, Medcase @Google
- Subject Matter Expert, Medcase @Google
- COVID-19 Consultant, Medcase @Google
- *Physician Trainer, Medcase @Google*
- *Lead Consultant, Medcase @Google*
- *Workflow Lead, Medcase @Google*

- content analysis on medical topics
- content analysis on COVID-19
- medical fact-checking
- COVID-19 related fact-checking
- subject matter expert on public health messaging
- subject matter expert on pandemic-related public health messaging
- *workflow lead for physician content review*
- *trained physician consultants on product requirements*

Other projects

- Physician Consultant, Medcase
- Physician Product Consultant, Medcase
- Subject Matter Expert, Medcase
- *Senior Consultant, Medcase*
- *Workflow Lead, Medcase*

- consulting on medical topics
- subject matter expert
- *led team of physician consultants*


For project specific guidance please contact your operations lead.


Skills Section


Top 3 skills are highlighted - can update this anytime.


How to add a non-standard skill

Skills

[Take skill quiz](#) + 


Team Leadership · 7
 Endorsed by 3 colleagues at medcase

Healthcare Information Technology (HIT) · 21
 Endorsed by 3 colleagues at medcase

Public Speaking · 11
 Endorsed by Jessie Mahoney MD who is highly skilled at this

[Show all 41 skills →](#)

Add skills



Suggested skills based on your profile

[Surgery +](#) [Project Management +](#) [Family Medicine +](#) [Training +](#)

[Working with Physicians +](#) [Basic Life Support \(BLS\) +](#) [Clinical Operations +](#)

[Critical Care Medicine +](#) [Medical Terminology +](#) [Medical Records +](#)

[Mucus Physics +](#)

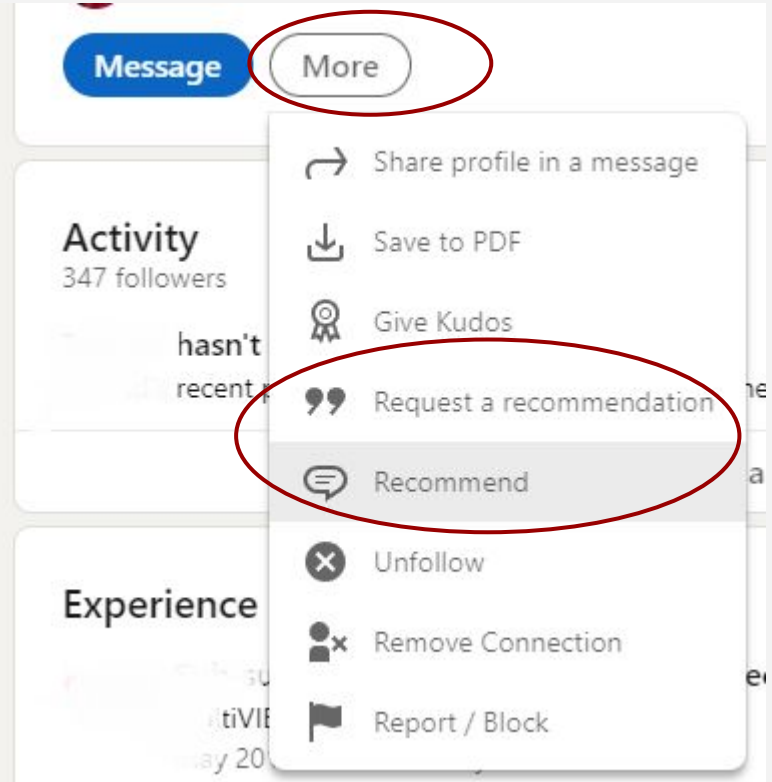
[Save](#)

Recommendations

A higher level of endorsement

Be thoughtful, include:

- Type / length of relationship
- Skills and examples
- Soft skills
- Phrases indicating your approval



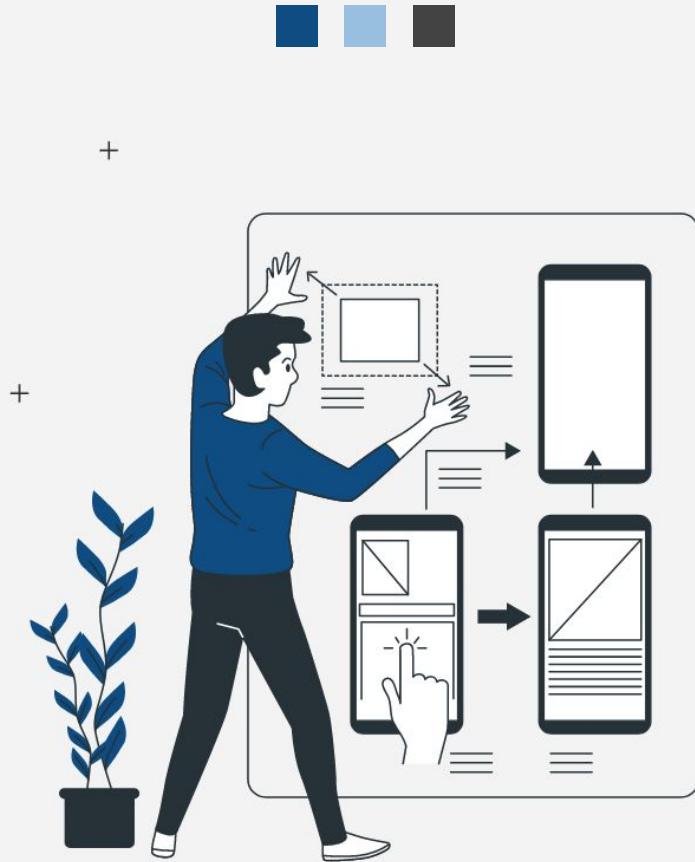
WELL DONE!

Taking this to the next level...

A list of skills to consider: [The Most Important Skills To List On LinkedIn](#)

Utilize the Workshop Group! It will stay open for 1 week.

Here's what to do...



HOW TO FIND PEOPLE TO CONNECT WITH

The more you have in common, the more likely they will connect.

- Personal connections
- Work connections
- Alumni groups
- LinkedIn groups
- Job titles you aspire to



WANT MORE?

Don't forget to use the workshop group to network and endorse each other.

It will close in 1 week.



- [AMAZING & FREE: A Visual Guide To Achieving LinkedIn Profile Perfection in 7 Steps](#)
- [LinkedIn Physician Guide - 33 Charts](#)
- [Connect to opportunity with LinkedIn - LinkedIn Video Tutorial](#)
(FREE with free trial of linkedin premium)
- [Most Popular LinkedIn Strategies for Doctors \(Encore Mashup\) - Episode 79 | Marjorie Stiegler MD](#)
- [LinkedIn for Physicians Course - use code Discount15 for 15% off \\$297 price](#)

THANKS!



Connect with me on LinkedIn:

<https://www.linkedin.com/in/sarahadamsmd/>

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