

HIMSS¹⁹ CHAMPIONS OF HEALTH UNITE

Global Conference & Exhibition
FEB 11-15, 2019 | ORLANDO

Guide to Health IT Career Success

Session SI1 February 15, 2019

Bonnie Siegel FHIMSS

Conflict of Interest

- Bonnie Siegel, FHIMSS
- Has no real or apparent conflicts of interest to report.

Agenda

- Health IT job market overview
- Skills sought by hiring professionals
- Resume discussion and review
- Tips on interviewing and negotiations

Learning Objectives

- Identify the key factors for the health IT market demand
- Analyze skills and attributes that are sought after by hiring professionals
- Illustrate what components make up a winning resume
- Prepare for successful interviewing and negotiations



Overview of the Health IT Job Market

- Healthcare provider organizations
 - Hospitals, health systems, medical groups, ambulatory settings, long term care, rehabilitation, behavioral health, skilled nursing facilities
- Health IT vendor and consulting firms
 - Software vendors, management consulting firms, start-ups
- Government and military health organizations
- Pharmaceutical and Bio-tech companies
- Professional associations in health IT
- Insurance and payers
- Education and academic



HIMSS Workforce Survey 2018

- Respondents
 - 61% Healthcare provider organizations
 - 39% Vendor and consulting firms
- Top priorities for the coming year
 - Patient Safety
 - Privacy, Security and Cybersecurity
 - Data Analytics/Clinical and Business Intelligence
- Projected resource demands
 - Vendors/consultants expect an increase in business
 - Hospitals are projecting IT operating budgets will remain the same or be reduced

Source: 2018 U.S. HIMSS Leadership and Workforce Survey



What Positions are In Demand?

- Leadership roles in health system IT
 - CIO, CTO, CISO, directors, managers, team leaders
- Informatics roles
 - CMIO, CNIO, clinical and medical informatics leaders
- Specialized IT positions
 - Technical IT support, IT security, system support, quality control, help desk and system design
 - Data analytics and business intelligence specialists
- Specialized IT positions
 - Project management
 - Implementation experts
 - HIM release of information
 - Financial and clinical support specialists



What Other Positions are In Demand?

- Academic
 - Department chairs
 - Professors
 - Adjunct professors and faculty
- Vendor and consulting roles
 - Sales
 - Marketing
 - Market research
 - Customer service
 - Project managers
 - Implementation experts



Key Skills and Background Sought by Health IT Employers

- Ideally five years of proven leadership ability
- Communication, customer service, sales and interpersonal skills
- Personnel management ability
- Project management skills
- Healthcare financial application expertise
- Clinical application and workflow knowledge
- Vendor product knowledge and implementation experience
- Technical expertise



Education Sought by Health IT Employers

- Bachelor's degree in a related field from an accredited college or university
- Masters degree is preferred, MBA is a plus
- Licenses and certifications applicable to the position



Prepare Yourself for the Future

- Invest in education: BS, MS, MBA
- Consider certifications: PMP, CPHIMS, Six Sigma
- Develop leadership skills
- Identify internal and external mentors and coaches
- Lighten up – work/life balance, paint, dance, play in a band
- Network, attend conferences, intern, volunteer
- Be savvy about social media, google yourself
- Improve on verbal and written communication skills



Resume Writing Tips

- Start with your contact information – “Where can the reader contact you?”
- Include a brief summary paragraph – “Why am I qualified”
- Reverse chronological format (present to past)
- Description of employers in one or two sentences, adds instant credibility
- Dates, locations, and titles for each position
- Group all positions for one employer under one heading



More Resume Writing Tips

- Tell your unique career story, stand out from the crowd, list your key accomplishments, not responsibilities
- List education, certifications, licenses, honors or technical skills at the end
- Use a traditional format, conservative font and style, no bold or colors, proofread
- Describe tangible results oriented actions



Actual Resume Mistakes

- Writing only a one page resume
 - Strive for 2-3 pages, not too crowded and visually attractive
- Including abbreviations, acronyms without descriptions
 - Spell out any acronym to help your reader understand
- Describing yourself in the first person
 - Avoid the first person in your resume - I, me, my, myself
- Pictures, graphics, excess bolding and underlining



More Resume Mistakes

- Giving negative opinions, or thoughts about employers
 - Ex. “My previous boss did not help me...”
- Forgetting to proofread or do spell/grammar check
 - Use a friend, mentor, coach to help proofread
- Leaving off years that show gaps in history
 - Be prepared to discuss any holes in background
- Adding references or personal information to a resume



Marketing Yourself - On-Line Image

- Check your Internet image, Google yourself, and remove or delete anything in writing or photos that can be viewed as negative
- Work to build your professional reputation by writing and speaking in the industry, get published, write an online blog
- Connect with leaders and groups in health IT, and seek recommendations
- Make an outstanding digital impression – recruiters and hiring professionals will look for you online before they call you for an interview



LinkedIn – Building A Strong Profile

- Review LinkedIn profiles of key health IT leaders to get ideas for improving your profile – (HIMSS19 speakers and people you admire)
- Consider it your online business card and your most important social media presence
- Utilize a professional portrait photo in business attire
- Describe your unique work history in the short summary; add an outline of your resume with key dates and employers
- Join groups, connect with leaders and strive to reach 500+ connections



Prepare Your Elevator Speech

- How can you briefly describe yourself to a stranger?
- Start a list of adjectives and keywords that describe your style and work experience – all are unique to you!
- Ask peers, old bosses, family and friends how they would describe you and your background and style
- Prepare a 75 word elevator pitch in 5-6 sentences in the first person



Be Prepared – Interview Tips

- Research organization, culture, mission, history, hiring manager and executives - know everything you can learn
- Be ready to answer any question about your skills, experiences, career plans and goals
- Wear formal business attire, arrive 10 minutes early
- Exude confidence, a firm handshake, and direct eye contact
- Practice, practice, practice



Interviewing - Tough Questions

- Tell me about yourself?
- What has been your greatest accomplishment?
- What are your greatest strengths?
- Give me an example of when you...
- How do you handle pressure?
- Tell me about your goals?



Interview Conclusion and Follow Up

- Thank them for their time, offer a handshake and a smile
- Ask when you can expect to hear back from them
- Follow up with a short note or email thank you
- Reach out - connect on LinkedIn
- Send three to five business references, if requested
- Continue to follow-up, but don't be desperate



Offers and Negotiation Tips

- They want you!
- Expect a signed offer letter, with title, salary and/or bonus, start date, benefits and when they begin
- Check out if available relocation expenses, moving of household goods, temporary housing, realtor visits
- Don't over negotiate, set the right tone for the future, be creative and know when to stop
- Be appreciative of their efforts



Steps to Prepare for a Health IT Career

- Assess your skills, attributes and education
- Prepare an outstanding resume and keep it updated
- Create an outstanding LinkedIn profile
- Volunteer/intern for health IT projects
- Target/research health IT provider organizations
- Learn the health IT vendors and products
- Subscribe to online health IT newsletters, attend conferences



Questions

- Bonnie Siegel, FHIMSS
- Email: bonnie.siegel@gmail.com
- LinkedIn: [linkedin.com/in/bonniesiegel](https://www.linkedin.com/in/bonniesiegel)

- Thank you!
- Please complete the online session evaluation