

Top 10 Strategies for Success as a Clinician Educator

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What is a “Clinician Educator”?

- Term adopted by Medical Colleges in the late '70's and early '80's.
- Colleges experienced difficulty retaining faculty; demand for faculty grew
- “Clinician Educator” tracks were developed
 - Non-tenure positions
 - Funding through practice income

Clinician Educators in Pharmacy

- **Non-tenure track or “Clinical Faculty” appointment**
 - approx. 95% of pharmacy schools/college have non-tenure positions
- **Provide clinical pharmacy services; experiential & didactic education**
 - ex. [Eckerd Patient CARE Center](#)
- **May be fully-funded by the College or shared (50/50) positions**

Thanks to Erin McSherry, Jennifer Patton and Arlene Flynn from AACP.

How is a “Success” defined?

- Merriam Webster

Success:

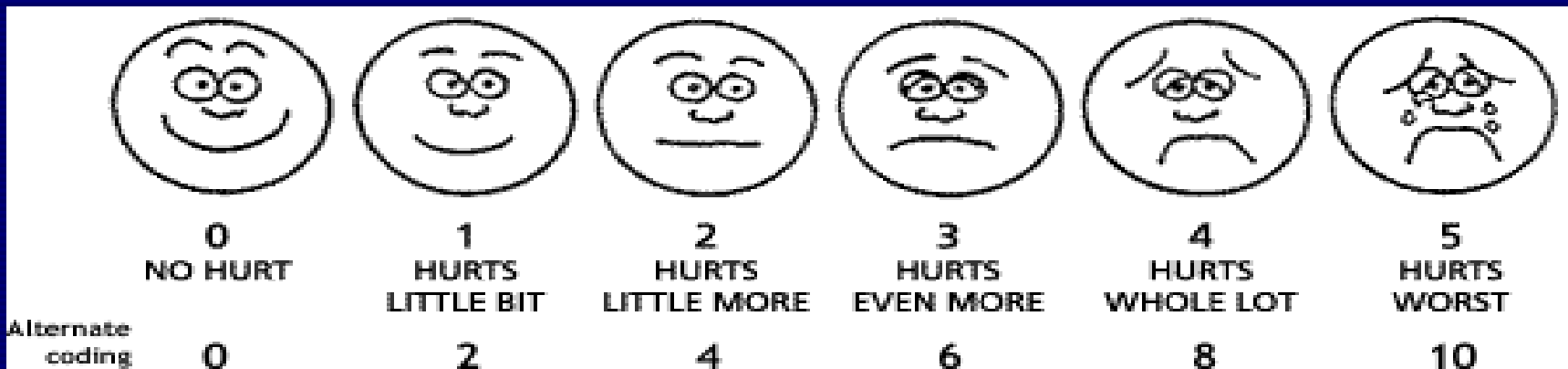
“degree or measure of succeeding. b : favorable or desired outcome; *also* : the attainment of wealth, favor, or eminence”

“Success” as an Academician

- **Wealth**
 - A relative term
 - Very good salary/benefits
 - Opportunities to supplement income via consulting work
 - Non-monetary Wealth
- **Favor**
 - Promotion and/or Tenure
- **Eminence**
 - Awards
 - National recognition as an expert in the field

How I Define Success:

Today at work I felt:



Ideal Career = % DAYS “NO HURT” > % DAYS
FOR ALL OTHERS COMBINED

Strategy #10

- **Mentorship is the KEY**
 - many schools have a formal mentoring/ “buddy” system
 - choose a mentor with similar background and interests
 - multiple mentors can be advantageous
 - discuss career goals/aspirations early and often
 - be receptive to mentorship

Strategy #9

- **Know where you are & where you'd like to go**
 - learn about your institution
 - policies/procedures/personnel
 - promotion and tenure criteria
 - get to know your colleagues
 - set your goals early and reexamine them
 - short-term and long-term
 - understand your roles and responsibilities

Roles and Responsibilities

- **Teaching**

- Didactic
 - large lectures
 - small group/labs
- Experiential
 - clerkship students at clinical practice site
 - residency precepting

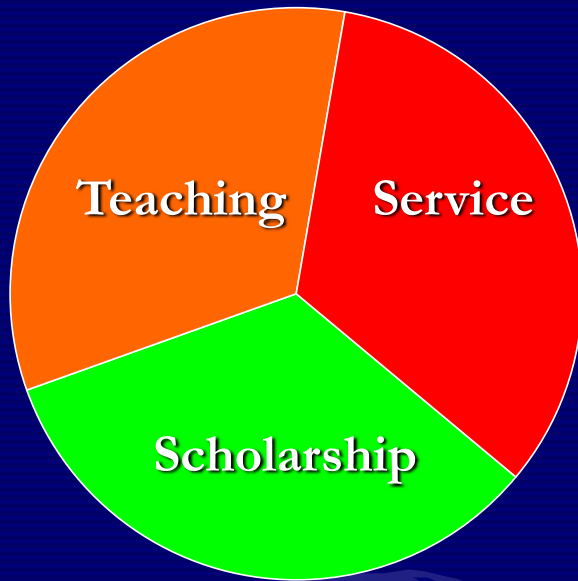
- **Service**

- College
 - committee work
 - student advising
- Site
 - clinical services
- Profession
 - pharmacy organizations
 - legislative advocacy

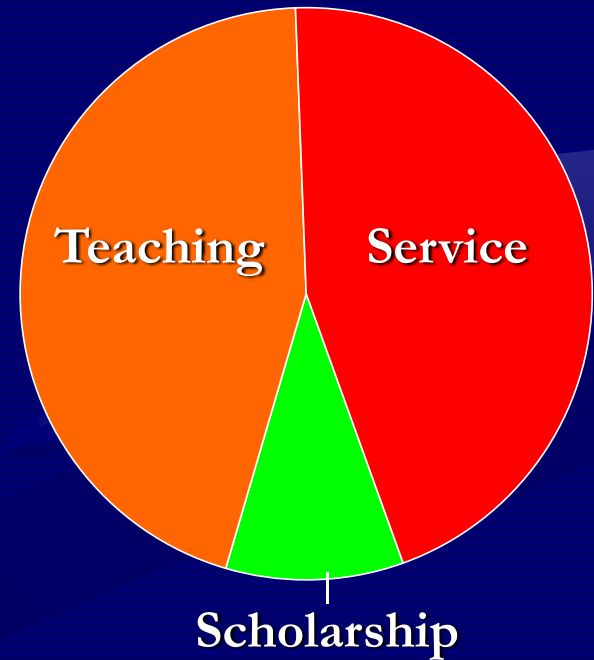
- **Scholarship**

- original research
- manuscript/journal reviewer
- review articles/textbooks

Roles and Responsibilities



**Tenure
Track**



**Non-Tenure
Track**

Promotion/Tenure Criteria

- **Tenure Track**

- Evidence of excellence in teaching, service and scholarship
 - emphasis on scholarship and original research publications

- **Non-Tenure Track**

- Emphasis on teaching and service
 - evidence of excellence in scholarship can be considered as well
 - definition of “scholarship” may vary

Strategy #8

- **Establish a quality practice site, but be realistic**
 - key features of a successful site:
 - adequate learning environment
 - resources
 - learning experience integrate education and practice
 - practice activities/services seen as valuable by patients and site personnel alike
 - services allow for some degree of flexibility

Avoiding the Need for a Clone

- **Keep everyone informed of your roles and responsibilities**
 - shared faculty (50/50) positions are common
 - ensure clearly defined responsibilities up front
 - $50\% + 50\% \neq 200\%$
 - educate all parties about activities/responsibilities
 - “Faculty forum” at ACP PP department meetings
 - regular meetings with practice site personnel

Strategy #7

- **Become the “local expert” in any area of interest**
 - Generalist = “jack of all trades, master of none”
 - Find your passion and pursue it
 - a topic you loved as a student/resident
 - an area relevant to your everyday practice
 - a topic you teach in the classroom
 - Opportunities for scholarship in your “area of interest”
 - reviewer for peer-reviewed journals, newsletters
 - publications (case reports, letters, review articles)
 - original research

Strategy #6

- **Never stop learning**

- Numerous professional development opportunities
- Seek out teaching workshops / conferences
 - AACP Annual and Interim Meetings (www.aacp.org)
 - specialty conferences: IDEA conference (www.idea.ksu.edu)
- Staying current is a must
 - Journal Watch, Medscape.com, PNN Pharmacotherapy Line
- Additional training/certifications
 - BCPS, CGP, CDM, CACP
 - APhA Certificate Programs

Strategy #5

- **Take advantage of “extracurricular” opportunities**
 - Review institution’s consulting policy
 - ACP = 20% of time for consulting activities
 - Opportunities for financial gain and professional development
 - consulting opportunities
 - industry-sponsored speaking engagements
 - The Six O’Clock News

Strategy #4

- **Practice saying two letters... N O**
 - “Lack of Time” causes stress and burn out
 - determining your “plate size” can take time
 - err on the low side initially
 - time management is essential
 - establish a system
 - evaluate the “risk/benefit” ratio of everything you do

Strategy #3

- **Serve your students & the profession**
 - Student organization/activities
 - Be a faculty advisor to your favorite student group
 - APhA, ASHP, ASCP, NCPA student chapters
 - Professional Fraternities
 - Clubs/Intramural activities
 - Local, state and national pharmacy organizations
 - serve on committees; run for office
 - advocate for the profession
 - opportunity for networking with colleagues

Strategy #2

- **Collaborate**

- Albany College of Pharmacy Community Pharmacy Practice Group (CPPG)

- three faculty members and one resident
 - collaborate on practice-based research projects, clinical practice development, teaching activities, professional/College service
 - also provides a “support group”

- Joint teaching activities

- shared clerkship activities (ex. journal club, case presentations)
 - clerkship orientation session/preceptor training

Collaborative Scholarly Activity

- **Benefits of collaboration**

- On the job training

- work with tenured/tenure-track colleagues to develop research and writing skills

- Many hands make light work

- reduce workload/time burden
- improve the quality of your work
 - increase the sample size of original research projects

- Collegiality

Strategy #1

- **Reap the rewards of the position**
 - Unparalleled variety and flexibility
 - Direct impact on the lives of students, patients, and on the profession
 - Opportunities for advancement

Conclusions

- **Clinician Educator positions offer a unique opportunity to experience the best of both worlds**
- **Success as a clinician educator can be defined many ways**
- **Strategies for success should be implemented from the start**

Eckerd Patient CARE Center – Loudonville, NY

