

Branding: How to Establish Your Research Niche

**Marla Dubinsky, MD
Professor of Pediatrics and Medicine
Chief Pediatric GI and Nutrition
Co-Director Susan and Leonard Feinstein IBD Center
Icahn School of Medicine
Mount Sinai Hospital, New York**



Timeline

**Medical School:
Queen's University, Kingston ON**

**Pediatric GI Fellowship
Montreal QC**

**Cedars Sinai Medical Center
Director, IBD Center
Los Angeles CA**

1989-1993

1993-96

1998-98

1998-2001

2001-2014

**2014-
present**

**Pediatric Registry
Calgary, AB**

**IBD Research
Fellow/Research
Scientist**

**Chief, Pediatric
Gastroenterology
Professor of Medicine**

**CCFA Research
Fellow award**

K23

R03

R21

ISS

Philanthropy

Secrets to success

- ■ **Identify a good mentor**
 - **Track record**
 - **Senior**
 - **Accessible**
 - **If not senior, mature and altruistic**
-

The Fire in the Belly Syndrome



Secrets to success

■ Protected time

- Be specific about what that means—how is 75% defined in your boss's mind
 - It's your time to protect
 - Use it wisely
 - Clinical work is a gas
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Getting it all done (not enough hours in day!)

- **Be organized**
 - **Prioritize**
 - **Protected time--you need to be protecting it too!**
 - **Get plenty of help at home so your free time really is free**
 - **Write every day but for short period of time**
 - **Learn to say NO**
 - **You're not alone—and you aren't the only busy person**
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How to pick a project in the laboratory or clinic

- ■ One big one
 - ■ One small one
 - ■ Think about what is a unique resource that you have to work with
 - Technique, cell lines, animal models, or patient population
 - ■ Do think about transition to independence—what will you identify as your own
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Secrets to success

- **Never be afraid of rejection**
 - Writing grants helps focus thoughts
 - Many small grants at beginning—even travel grants to get your name out there
 - No paper gets accepted the first time
 - **Write every day (like brushing and flossing)**
 - Don't write bulemically
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It's not how you feel, it's how you look!

- The ideas and execution most important of course but...
 - Must be beautiful
 - Perfect—no grammatical errors and typos and mismatched figure legends....
 - Have it done 1 month before due date to have others read it, edit it, slaughter it
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Professional organizations and networking

- **Pay it forward**
 - **Act as if every person you meet will be next reviewer for your paper/grant**
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Challenges

- Time management
 - Funding sources-more competitive
 - But there is always money set aside for junior investigators
 - Lower salary in academics
 - But reimbursements are changing
 - Education Restrictions
 - Sunshine Act
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Thinking Outside the Box: Training the Future Generation

- ■ **WE CARE in IBD (Women Clinicians Educators and Researchers) in IBD**
- ■ **Cornerstones Health**
- ■ **IBD Academic Workshop: Fellows Program**

Remember...

It takes a village

Success is never one person

Hang in there!

You can do it