Branding: How to Establish Your Research Niche

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Chief Pediatric GI and Nutrition
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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

CCFA Research Fellow award

K23
R03
R21
ISS

Chief, Pediatric Gastroenterology
Professor of Medicine

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
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
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
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 bulimically
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
Professional organizations and networking

• Pay it forward
• Act as if every person you meet will be next reviewer for your paper/grant
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
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
It takes a village

- Success is never one person
- Hang in there!
- You can do it