



RE

Introducing a Medical Director's Value

Finding Innovative Ways to
Make Lasting Impact on Your
Company's Senior
Leadership



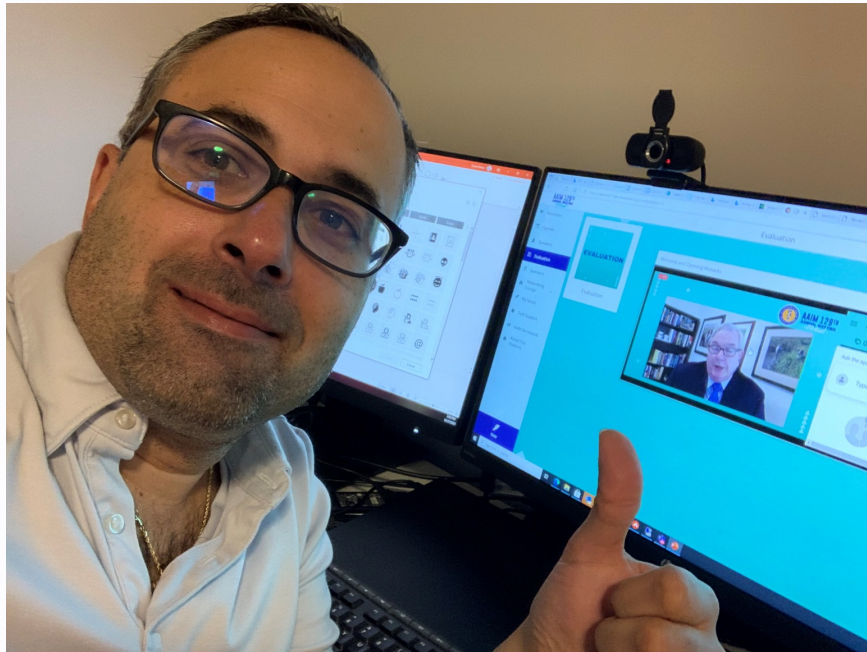
2023 – Washington, DC

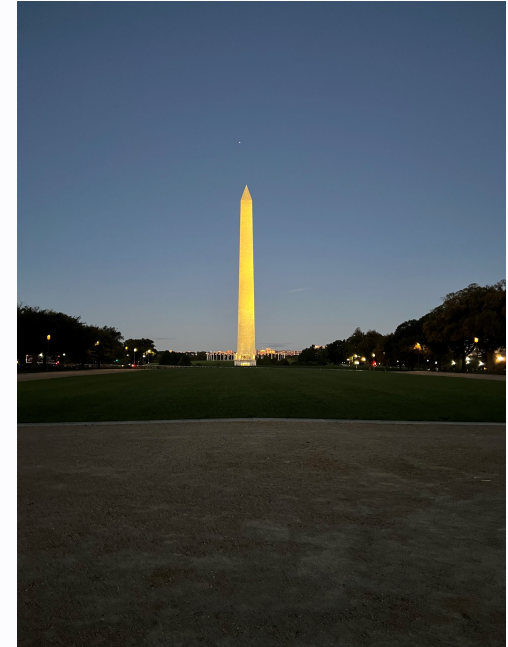


Saturday 7:00 PM

Also, quick question regarding dress code...I'm planning to bring a tie, but wanted to check if folks will be (or should be) wearing a tie or if just a suit and dress shirt is appropriate. I'm going to do whatever you do my friend! ;-)

I think suit and dress shirt is appropriate. I am going with a shirt, slacks and a blazer.



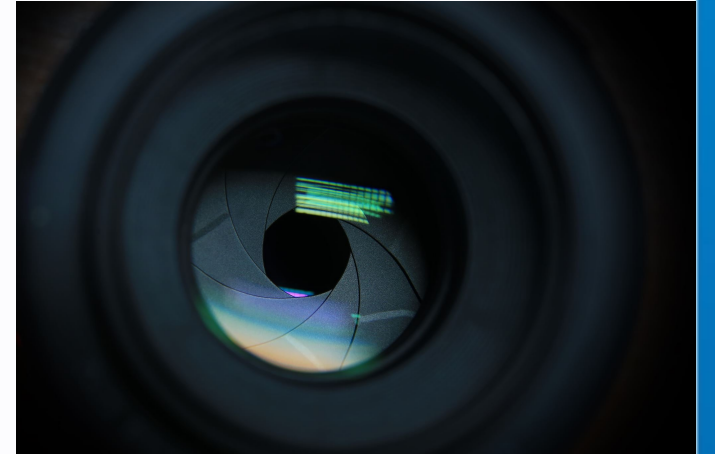


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Objectives

1. Understand the importance of your role as medical director in your company's growth and success.
2. Discover different ways to approach senior leadership to get a seat at the table to help solidify your position and status within your company and impress upon leadership the vital role you play in this evolving risk assessment environment.
3. Present real examples of value add the medical director can provide and discuss why it is necessary for you to be prepared and willing to undertake challenges outside of the traditional medical director role.





Paulo Pinho, MD, DBIM

Chief Medical and Strategy
Officer

Meridian Analytics



Eric Rosow

Cofounder & CEO
Conduce Health



Shelby Hollister-Share

Chief Strategy & Operations
Officer

Life Business, Equitable



**Daniel Zimmerman,
MD, DBIM**

SVP, Chief Science Advisor,
RGA

Managing Director, Longer Life
Foundation



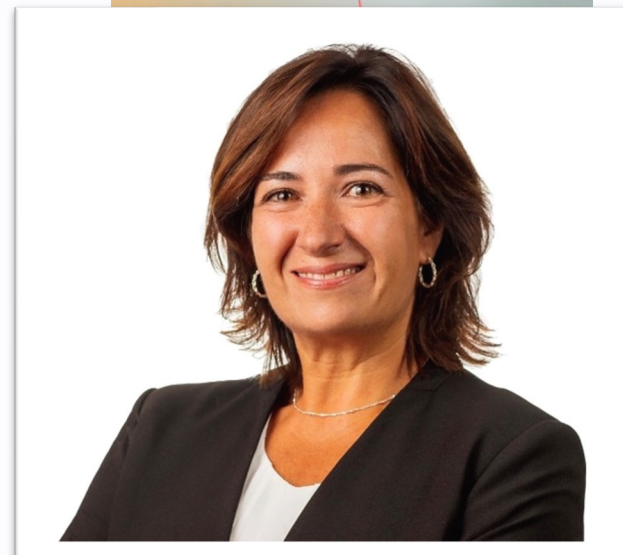
But this presentation doesn't get done without the help of Unicorns . . .



Tim Steffen, MD, DBIM

Vice President and Medical Director

Ameritas



Kris Eskuchen, MD, DBIM



Medical Director

Equitable



What is Value?

- Recognition that skillset extends beyond strictly a medical lens and production cases
- Lead projects
- Leadership development
- Opinions requested in broader decision making
- Company recognizes that a physician brings more than paraprofessionals
- Compensation



[Chapter 1: Defining Value - A Lean Imperative \(rpm-academy.com\)](#)

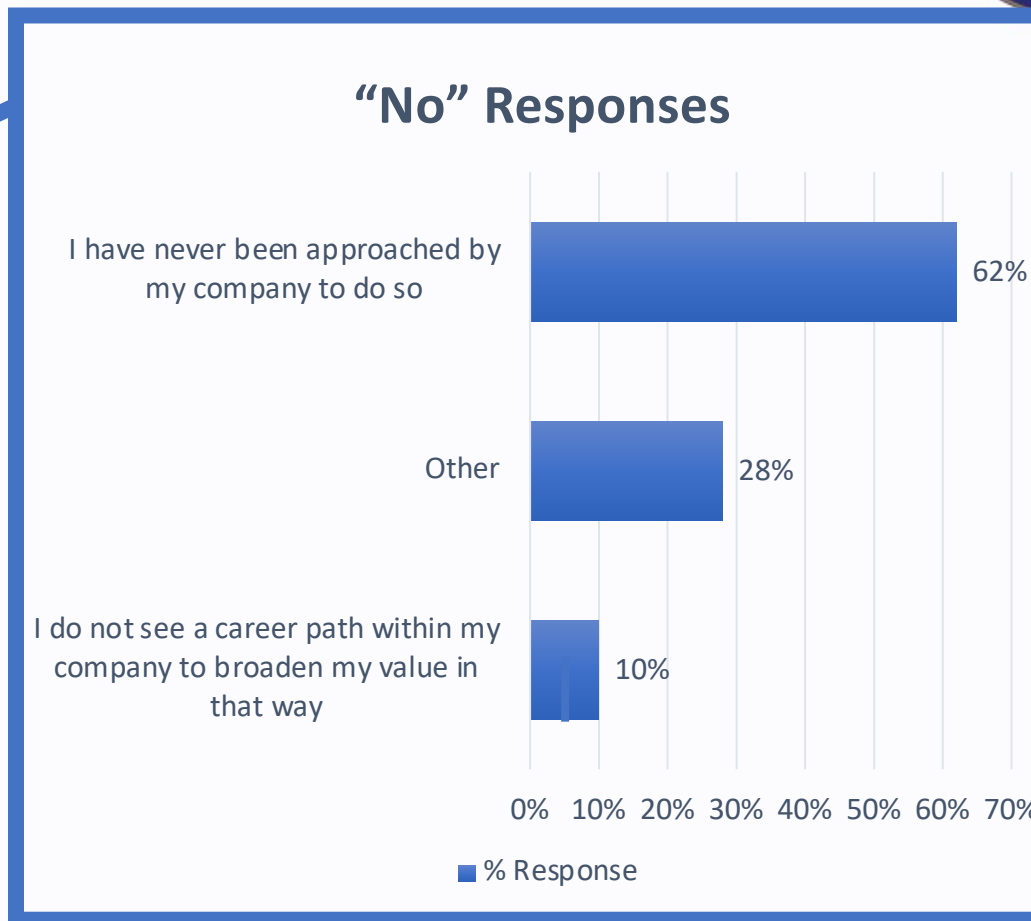
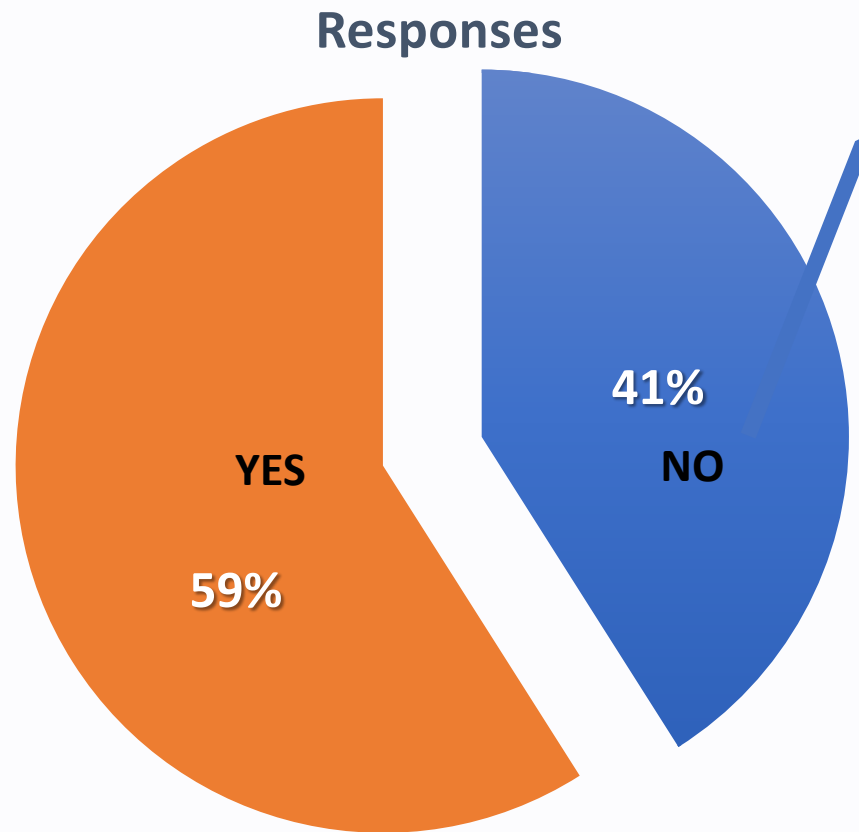


*“The only person
you are destined
to become is the
person you decide
to be.”*

Ralph Waldo Emerson



#15: Regardless of organizational title, are you consulted by senior leadership for strategic and business decision-making? – 51 respondents



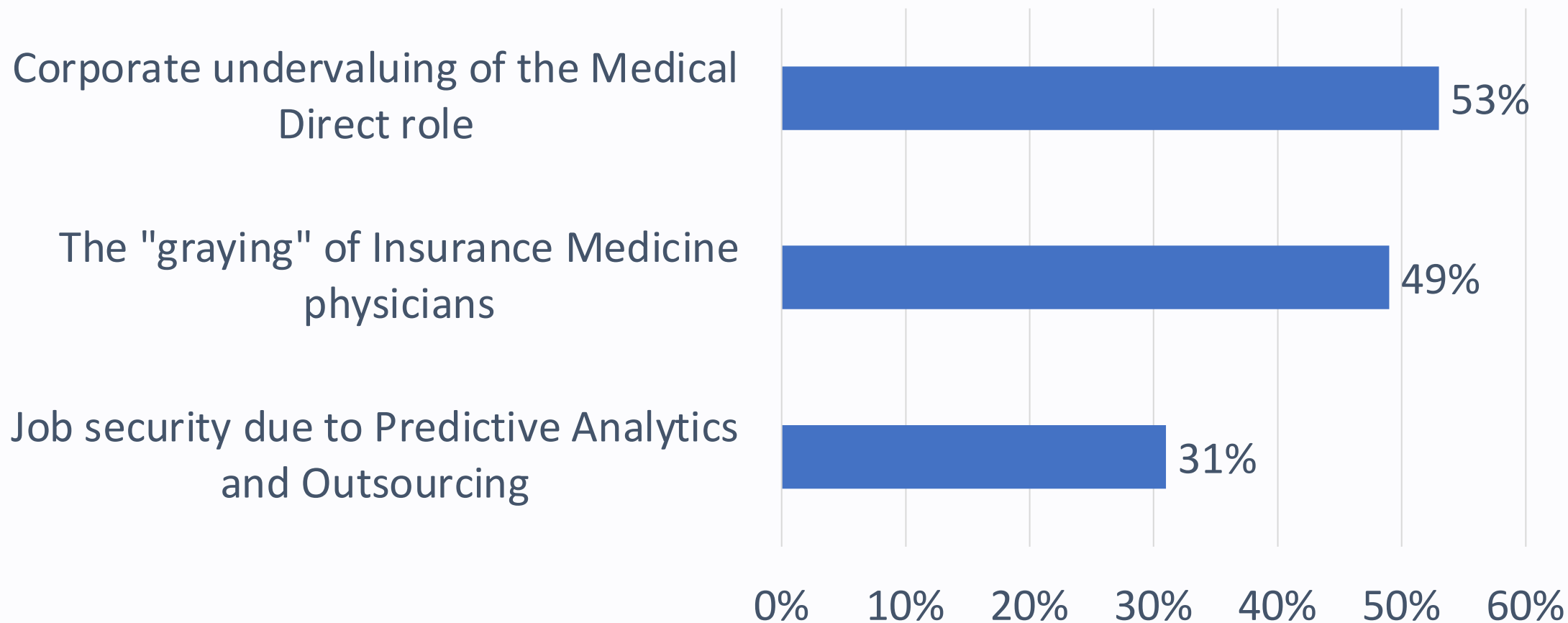


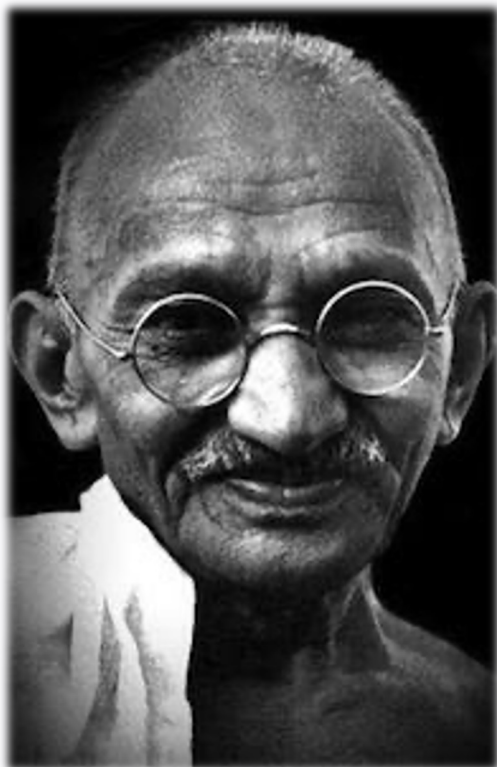
*“If they don’t
give you a seat
at the table,
bring a folding
chair.”*

Shirley Chisolm



#25 My concerns regarding the future of Insurance Medicine are. . . (multiple answers possible) – 51 respondents





*“Live as if you were
to die tomorrow.
Learn as if you were
to live forever.”*

Mahatma Gandhi



#14 - In addition to the life business, I am also involved with ... 50 respondents

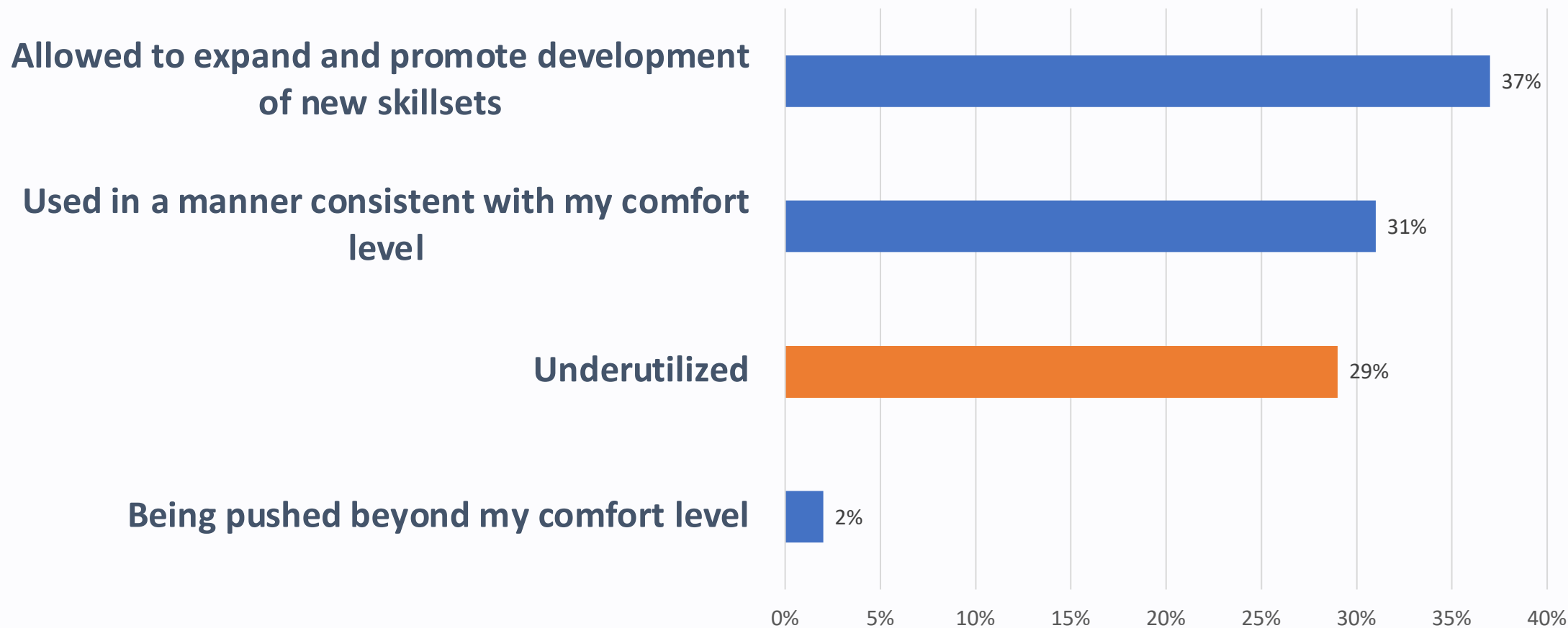
- Manual maintenance & development
- Claims review
- Disability
- Mortality research & development
- Long-term care
- Actuarial collaboration
- Pandemic planning
- Product development
- Critical illness
- Legal services
- Government & industry relations
- Senior management
- Vendor relations
- Structured settlements
- Health insurance
- Sales & marketing
- Benefits programs
- Indirect medical health services
- Corporate resource planning
- Mental health services
- Direct medical health services
- Automated UW system
- UW training & development*



*“Do one thing every
day that scares
you.”* Eleanor Roosevelt



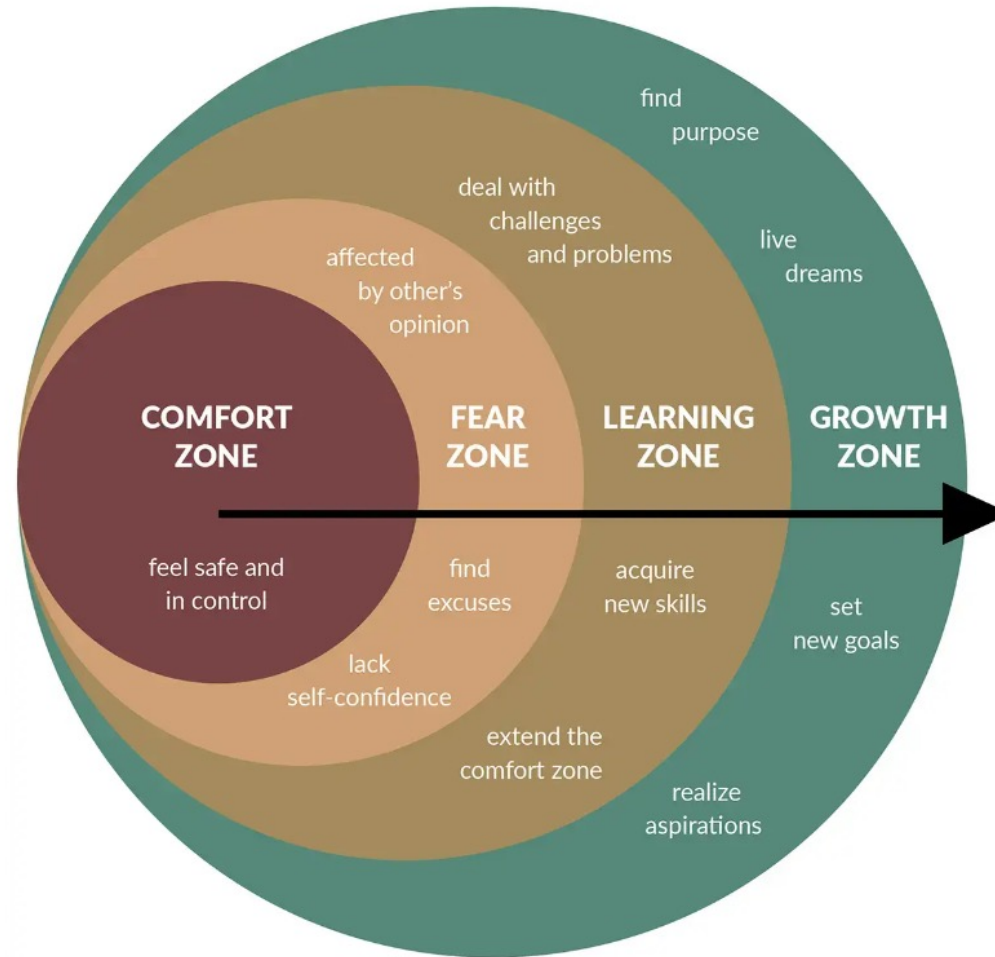
#17 At my company, the role/skillset of the Medical Director is. . . - 51 respondents





*“Success is a continuing thing.
It is growth and development.
It is achieving one thing and
using that as a stepping stone
to achieve something else.”*

John C. Maxwell





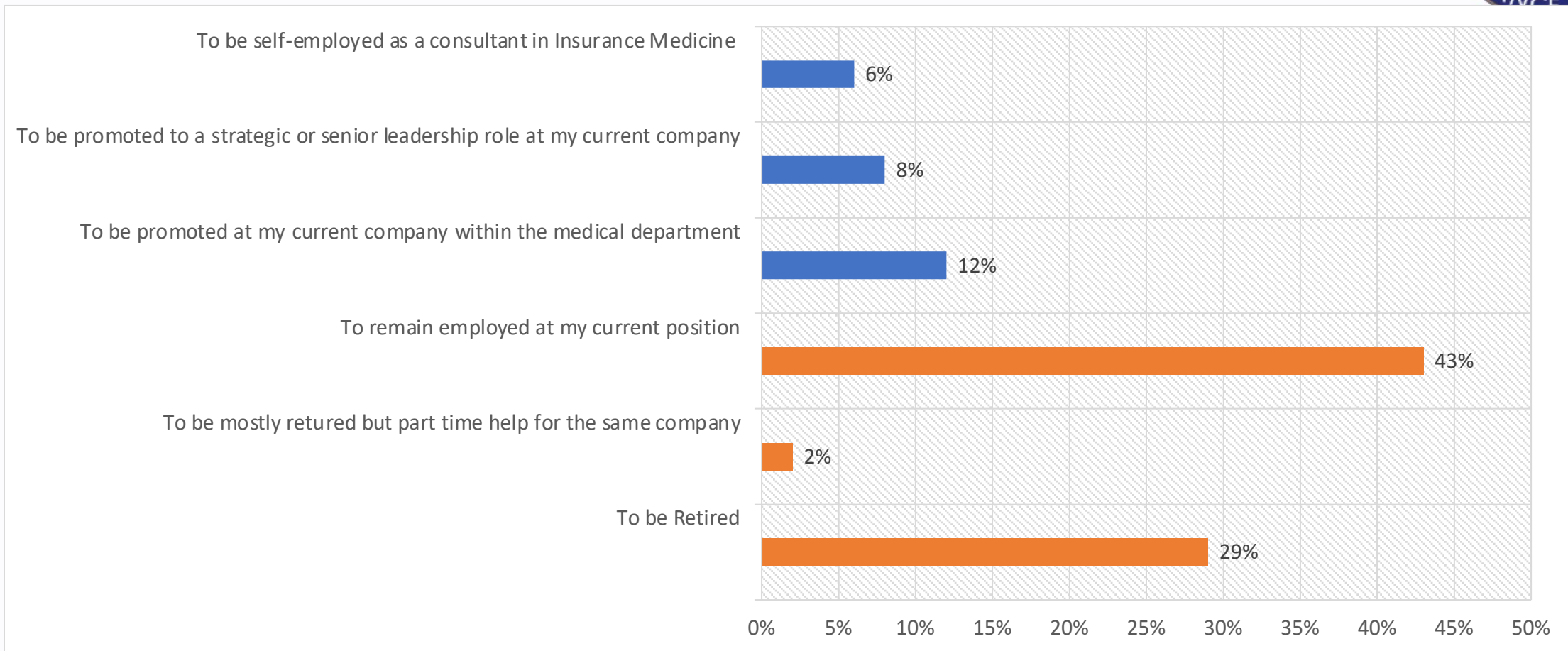
*“It’s stasis that
kills you off in
the end, not
ambition.”*

Bono





#26 My goal as an Insurance Medicine Medical Director in five years is: 51 respondents





Questions



“Words may inspire, but only action creates change. Most of us live our lives by accident we live life as it happens. Fulfillment comes when we live our lives on purpose.”

Simon Sinek