Growing and Adapting Your Career
NOW AND IN THE FUTURE
ANIA Heart of America Chapter
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Finding the Heart in Informatics
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Nicole Mohiuddin,
MS, BSN, RN-BC, CPHIMS, FHIMSS
• Senior Analyst – ERP Systems, University of Virginia Health System
• Board of Directors, American Nursing Informatics Association

Informatics Landscape
THEN
• EHR implementations
• Meaningful Use
• Healthcare websites
• Aging population
• Data Marts

NOW
• EHR optimization
• Inpatient Prospective Payment System
• Mobile technology prevalent
• Independent Seniors
• Strategic data – Precision Medicine
Technology Enabled Care (TEC)

- Telehealth
- Fall prevention
- Remote Assessment
- Robotics

The Importance of Data, Application, Implication
- Analysis
- Quality
- Data/Information Stewardship
- Process Management
- Change Management
- System Knowledge
- Knowledge Sharing

The Power of Education
- Negotiation
- Sales
- Behavioral Styles – i.e. dealing with people
- Data Analysis and Presentation
- Technical Knowledge - i.e. SQL, advanced Excel
Another Degree?

MSN, MBA or MS

DNP or PhD or ??

The flow of your career is guided by both:
- Technical skills & knowledge
- Transactions
- Performance
- Results
  — and —
- Soft skills & understanding
- Relationships

Performance & Relationship

- Meeting & exceeding expectations for professional results
- Important because people are hired & paid to solve problems and to deliver results
- Typically easy to observe/measure
- Typically its value:
  - Is immediately apparent
  - Diminishes over time
  - "What have you done for me lately?"
Performance & Relationship

• Investing into people in one's professional environment
• Important because relationships influence the perception, judgment & cooperation of co-workers & managers
• Typically difficult to measure
• Typically its value:
  • Is not immediately apparent
  • Increases over time

People don’t care how much you know, until they know how much you care.

• Patients & families
• Colleagues & co-workers
• Managers
• Subordinates

Continuous (Personal) Improvement

• Extroverts
  • Draw strength from outside/others
  • Natural talkers & socializers
  • Action-item: learning to listen better & be introspective
• Introverts
  • Draw strength from inside/solitude
  • Natural individual contributors
  • Action-item: learning to speak up, reach out & play nicely
We have two ears and one mouth; perhaps we should listen twice as much as we speak.

Build bridges of:
- Communication
- Coordination
- Relationship

People Whom You Need in Your Network
- Advisors — as-needed providers of feedback, advice, and insight on specific topics where they have expertise
- Mentors — seasoned professionals in long-term relationship with you, offering wisdom and advice on career path, professional development, and personal growth
- Sponsors - higher-ups within your organization who are aware of your best work, achievements, and goals, so that they advocate for you when you’re not in the room

The Importance of Networking
- Exchange professional knowledge
- Much learning happens informally & incidentally
- Build professional relationships
- We're all stronger and smarter, together
- Access professional opportunities
- BUT: don't force, rush or over-emphasize
Network Like a Pro

- Networking is a 'contact' sport...it involves meeting people
  - 24-hour thank you / 7 day follow-up / 30 day re-engage
  - 12 feet / 12 inches / 12 words

Build your network before you need it!

Networking, advising & mentoring work both ways.

Seek out relationships where you can give back.

Let others refresh you, whenever possible.
Refresh others as well, whenever possible.

Job Searching

- Know What You Want
- Where to look
  - Friends, colleagues, neighbors – spend more time here
  - Research companies/industry trends – a wealth of information
  - Job boards – spend less time here
- Image check your social media
Resumes
- Still important in this age of technology
- Don’t forget about the cover letter
- LinkedIn…your online resume!
- Don’t get lost in applicant tracking systems
- Goal is to get recruiter’s attention
  - Executive Summary (not Objective) at top
  - Consistent, unique personal branding throughout
  - Relevant keywords
  - >4 bullet points instead of dense prose

Interviewing
- Research – do your homework, know your industry
- Ask questions
- Put yourself in shoes of recruiter
- Practice, keep it fresh
- Accommodate for telephone/in-person/online

Opportunities for Professional Growth
- Continue building your skill set
  - Finance 101
  - Project Management
  - Lean Six Sigma
- Keep current – read!
- Dust off your LinkedIn profile
- What are your ‘transferable skills’?
Taking care of the common element in all your relationships

(HINT: IT’S YOU…)

We all have days when the pressures of life and work can get us down.

Please don’t kick us, even when we’re in the way:

• Everyone whom we encounter is dealing with fears, wounds and loss.
• A little empathy goes a long way.

Take proper care of yourself!

Eat sensibly.
Drink more than enough water.
Exercise regularly.
Get plenty of rest.
Don’t stay glued to your computer screen.
Every so often:
• Look away / around
• Walk away / around
• Interact with others

Don’t keep a lid on your feelings.
Share your life, yourself, your trials and your triumphs with trusted family, friends and co-workers.
Don’t be afraid to seek help.

Thank you for your time!
Nicole Mohiuddin <nmohiuddin@msn.com>