



TRAILER

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Hi, hey there, I am really happy you're here for this brand-new podcast. My name is Heather Fork, and yes, I'm a former dermatologist and I transitioned into career coaching for physicians over 10 years ago. Today I want to tell you who this podcast is for, what you'll find in the episodes, and a little bit about me and the single guiding principle that informs my approach for helping you.

So, who's this for?

If you're anywhere from a medical student to a physician close to retirement, and you're finding yourself at the *white coat crossroads*, meaning, there's some issue or challenge with your career and you're not sure how to move forward, this is for you. I'm going to mention some of the reasons why physicians come to me for coaching and you can see if any of this sounds like you.

Perhaps you knew you always wanted to be a doctor. You climbed that Mount Everest to get here but it's not like you thought it would be, and I don't have to tell any of you because you know that the health care system is a very challenging one, especially right now, and you throw a pandemic in the mix and you're really maybe wondering, can I make this work?

Can I actually be happier doing what I trained to do, or am I going to have to leave?

Or it might be that you aren't quite sure whether medicine was the right fit for you but all along people kept saying, it'll get better, it'll get



better. But then here you are and it's not better. Or maybe when you drive to work, it's Monday morning there's this dread, this pit in your stomach of, I don't know how I'm going to get through this day. Maybe you're suffering from some anxiety and a bit of a crisis in confidence, but you don't want to tell anybody.

There could also be something like an injury or an illness unfortunately. And you'd love to be practicing but you can't, or you had to leave residency. Maybe your license has been compromised. These weren't your choices, this is what happened to you.

There are a lot of other reasons too. It could be that things have actually gone well for you. You've had a good run and you're looking for a new challenge, whether that's within medicine or doing something non-clinical, or even perhaps starting a business. If we put an umbrella over this, if you're a physician, medical student, or resident and you need some help with your career, come on aboard.

What are you going to find in the episodes?

The podcasts are going to be weekly and they'll be a mixture of solo episodes and interviews. In the solo episodes I'm going to bring you the *Carpe Diem Program* that I've used with my one-on-one clients exclusively to help them make changes. You're going to get the good stuff and you're going to be able to apply a lot of these principles and techniques to your own situation. And to help make it even more real, I'll be talking about clients of mine who are actually going through the process in real time – so you can see how it unfolds. I'll be interviewing clients of mine who've transitioned into a variety of non-clinical careers as well as things completely outside of healthcare and then clients who have found ways to stay in medicine and then be happy.

In addition, I'll also be interviewing recruiters, hiring managers and even companies that are actively hiring. You'll get the inside scoop on

how to do your resume, how to interview, how to negotiate, all these things that we're not taught. And one thing I'm going to be very specific on, especially when I interview other physicians, is that it's not just about telling their story. Their story is great and I want you to hear it but we're going to do it through the lens of what's helpful for you from their experience. Because I know it sometimes can happen when you see these transitions that are already done and tied up in a bow, to think, well, they're just lucky, or they have a better CV than me, or I could never be like that person.

Well, that's usually not true. So we're going to dig into the how, so you can really apply it to your situation. And also in the episodes, dealing with the mindset, like the things that come up that get in the way. Because the biggest challenges sometimes are what's between our ears – the thoughts that we're having - and that can be everything from, what's going to happen to my income, my identity? What will other people think? A real common one is, but I don't have any transferable skills. All I know is being a doctor.

And then some of the things that are harder to talk about like the guilt. Some of you may be feeling like you don't like patient care and that you never want to admit that out loud. Or just guilty that you took up a spot in residency and maybe you don't want to do this. We're not going to let these things get in the way. They're normal, but they're not deal breakers.

I'll just share a little bit about me.

I had my own dermatology practice right out of residency, and it was successful but ultimately not the right fit. And it took me a while to really figure out why because there were a lot of things that I liked about it and I really loved learning dermatology. But ultimately there was a different way I wanted to help people. I love people but I really

love helping you guys make changes in your life (and career). I love that arc of personal transformation.

After I left medicine, I went to coach training and during my coaching certification program where we had to have practice clients, two of my clients happened to be physicians. I had no idea that any other doctors were having issues. Because in practice I was isolated. I didn't interact with other doctors and this was also before people really were talking about burnout and there were all these resources. And so when I worked with them, you could say, I fell in love. I said, these are my people and I've got to help them and so that's when *The Doctors Crossing* was born.

Now I wanted to tell you, I think I mentioned, a little bit about my approach and this guiding principle. To do that, I want to give you some context and go back in time. When I was a kid, my parents were pretty free with us in terms of they didn't tell us who to be or what to do with our career. I had this sense of freedom that also translated to my pets, because I wanted my pets to be free to be themselves. I had a rabbit. I didn't want her to be in a cage so she got to run around a lot in the living room and she ate my mom's curtains, but we got new curtains. I had a parakeet, Pierre, and he would fly around the house and he only stayed in a cage at night. And I also loved riding horses. I never had my own but I did enjoy riding bare-back with a halter and lead-rope, so there was no bit in the horse's mouth. I wanted the horse to enjoy the ride too.

And so, translated, when I think of you, I want you to be able to be yourself and define what works for you. I don't want anyone to have a bit in your mouth or kicking you or telling you what to do or what to be. The way I approach work is that it's not just a job. Some people say, well it's a job, you know, that's why they call it work. Just grit your teeth and bear it and just, you know, suck it up.



My vision for you is that when you're truly doing what's right for you and you're connected to it and engaged, it brings you joy. It doesn't mean it's easy all the time but in that setting, you contribute more to the world, to the people in your life, than any other situation.

It's worth finding it, whatever that is. I love this quote by Oscar Wilde. He said, 'Be yourself, everyone [else] is already taken', and I can't say it any better, so on that note, I'm going to wrap up here.

I want to thank you so much for listening and I hope you'll come back for the weekly episodes and don't forget to *carpe* that *diem*. Bye for now.