



EPISODE 86: Find Great Nonclinical Freelance Opportunities at flipMD

With guest Dr. Caitlin Delaney

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CD: “What I've found is that your clinical knowledge, like what actually works and what actually happens in clinical medicine, that's huge. That's what a lot of companies need to know. They just need to hear if the products that they're coming up with and the software solutions that they're coming up with, if that actually is going to work.”

HF: Welcome to The Doctor's Crossing Carpe Diem podcast. If you're questioning your career in medicine, you've come to the right place. I'm Heather Fork, a former dermatologist and founder of The Doctor's Crossing. As a master certified coach, I've helped hundreds of physicians find greater happiness in their career, whether in medicine, a nonclinical job, or something else. I started this podcast to help you discover the career path that's best for you and give you some resources and encouragement to make it happen. You don't need to get stuck at the white coat crossroads. So, pull up a chair, my friend, and let's carpe that diem.

Hello, hello and welcome back to the Doctor's Crossing Carpe Diem podcast. You're listening to episode number 86. It's so lovely to be here again with you. I hope your day is going well.

Before we dive into our exciting topic, I wanted to let you know about my LinkedIn freebie, which you can download on the Doctor's Crossing website. In this freebie I created, you'll have some very actionable advice for the key parts of your LinkedIn

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profile, such as your headshot and the “About” section. I also give recommendations for how to write messages that get the response you're looking for. And there are also some tips to help you with your job search.

If you're new to LinkedIn or just want to make better use of this powerful networking platform, definitely check out this freebie. You can access it right away by going to doctorscrossing.com and selecting the freebie tab at the top of the page. There will be a number of freebies for you, including this one on LinkedIn. Now onto our episode. You're in for a treat today because my guest works at flipMD, a company that is in effect a matchmaker, bringing together physicians and companies who want to hire physicians for a variety of short-term consulting jobs and projects.

Our wonderful guest is emergency medicine physician, Dr. Caitlin Delaney, who is the Director of Business Development and Medical Advisor for flipMD. Dr. Delaney is going to share a story about how she found her current role at flipMD and take us inside this fascinating company that is helping physicians find interesting opportunities in companies seeking their expertise.

You'll get to hear about how you could get started doing freelance work through flipMD, use some different parts of your brain and make some extra money. Without further ado, I am very honored and thrilled to welcome Dr. Caitlin Delaney to the podcast. Hi, Caitlin. How are you?

CD: Hi, Heather. I'm doing great. How are you?

HF: Oh, fantastic. And I love your background there. It looks like you're in Tulum, Mexico.

CD: Thank you. I'm not, unfortunately, I'm in Washington, DC right now in my home office, but I did think it was a fun background.

HF: This is super exciting because physicians are always looking for opportunities. They're not necessarily easy to find, and I think you're really going to help us here. But before we dive into all the details, I'd love to hear your story of how you ended up at this wonderful company.

CD: I'll just give a quick kind of story of my career progression and then how I ended up at flipMD, which was a pretty recent thing for me. I knew I wanted to be a doctor pretty much forever, or at least since I was about eight, because I found a journal that said as much that was in our basement. But I also wanted to be a lot of different things growing up. And some of the things on the list were a cake decorator or storm chaser, an architect, a pro soccer player, Olympic rower, et cetera, et cetera. But medicine is the thing that stuck and I really felt that, and still feel that that is my calling.

HF: You say storm chaser is one? That sounds like someone who would go into emergency medicine.

CD: Yeah, it does. It does sound like fun, doesn't it? Then I went straight through school. I went to Harvard for undergrad. I joined the military in my last year of college and they paid for medical school. I went to Emory for medical school and then I deferred my active-duty service time to complete residency in emergency medicine at Hopkins.

I was a chief resident there and they had a fourth year of their program that lets you pursue a lot of your side interests that were also in medicine. So, I think I've always kind of liked the idea of having a diversified career and lots of side interests to look into.

Then I spent four years in the Navy on active duty as an attending emergency physician. And I served with the Marines in Camp Lejeune and then the army in Iraq. And then the Navy in Rota, Spain. We moved back home to DC, just before the pandemic where I became academic faculty at Georgetown.



And then I just transitioned from my full-time clinical job to working as Director of Business Development for flipMD, as you mentioned. I'm feeling very happy in life and with this new job, and I'm very happy to be here to have the opportunity to tell all of you guys about this platform on this podcast.

HF: Wow. There's a lot in that story right there. Congratulations to you on all the different things that you've done. You look so young. You look like you could still be in college. You've done so much work. How did you actually find out about flipMD?

CD: I found out about flipMD in a roundabout way through consulting itself. I decided that I wanted to find my niche in emergency medicine after getting out of the military. I wanted to look into ways to diversify my career and I wanted to see what nonclinical options were out there, what opportunities were out there, especially with just my MD and not necessarily going through another graduate program or taking a huge pay cut, which I think is something a lot of people are concerned about as they look at different options.

I started consulting on several different platforms. I found flipMD because they were founded by a physician Greg Hanson and his wife, Lauren Hanson. And then it was for physicians only. And so, I found that the work there was very targeted towards physicians, as opposed to some other platforms I would get called. I got called by one platform to consult on Navy ship engines because the Navy was on my resume and I was like, "Oh no, no, no, no, no, you don't want me. You don't want my advice on that. That's not going to go well for anybody."

I actually found the flipMD platform and it happened to be the same day that Greg was posting about hiring to actually grow the platform. And I was very well primed to know that that was exactly the opportunity that I was looking for. I jumped on that and was able to make the case that he should hire me to help with this.

And I will say, Heather, that one of the reasons why, or maybe the main reason why I was so confident in what I was looking for and prime to make that change was that I had a physician coach and I actually found her through you.

HF: Yes, yes. Karen, right? Karen Barnard.

CD: Yeah, exactly.

HF: She's fabulous.

CD: Yeah. And she was just on your podcasts as well. The Enneagram.

HF: The Enneagram podcast.

CD: Yeah. I definitely would recommend that to people who are thinking about transitioning their career and creating the career that they love, because she definitely was helpful. That's how I found it. That was just a little bit over a month ago now that I started there with them.

HF: I'm really glad you mentioned Karen because she is a fantastic coach and it can be very helpful to have somebody take you through this process and help you weigh the different options. This is such an interesting coincidence to me that you were looking for consulting opportunities on flipMD at the same time Greg posted a full-time opportunity. That was just meant to be.

CD: Yes. That was what I felt like too. I thought that was a sign from the universe. And so, for me, it was a roundabout way of how I found my now full-time position through consulting. But I think that's one of the things that you can use consulting for as well to make sure that that's actually the career change that you want to make and to network and make connections through the consulting work that you're doing.



HF: When you were looking for consulting opportunities, were you thinking that you wanted to transition into full time or did that evolve?

CD: That was something that evolved I would say. I knew that I wanted to create a career that had some clinical and some nonclinical. And I kind of found myself wishing that there were more options to create those sorts of hybrid careers for physicians. Because I think both of these aspects are very important. I had entertained anything from 50% clinical, 50% nonclinical, 75% clinical, 25% nonclinical, and then a full-time nonclinical opportunity.

I am still working shifts in the emergency department because I do want to stay clinically active as well. And I know that varies for people, but I really like having that connection to bedside medicine still. And I find that having these two positions is very nice because the one role energizes the other one. I get ideas for one job when I'm at the other one. And so, for me, I really like having that mixture.

HF: How many shifts are you working?

CD: Right now, I'm doing about three. That might pick up a little bit in the future, but right now I'm doing three shifts a month in the emergency department.

HF: I think that is a nice hybrid model and I think it helps with sustainability doing some different things. Now, would you like to take us into this company and explain what exactly is flipMD and what can physicians do as consulting opportunities?

CD: Yes. I would love to. flipMD and you can find us flip-md.com, it is a competitive marketplace where you have the consultants, which are the doctors on the one side and then you have the clients, which are usually businesses on the other side. So, it's similar to Upwork. It's a gig economy, but it's physician only. It's an elite network of consultants



with some hard-won knowledge. I'm sure people can attest to. Both through medical school and then on the job in the clinical setting.

So, the concept is pretty simple and the goal is to provide interesting and paid nonclinical jobs to physicians and then also to connect the businesses, across the healthcare landscape and really across society to the insights and expertise of practicing doctors. Because it's very important for them to have those insights.

HF: Are these jobs all freelance in terms of they're not paid as part-time or full-time employees?

CD: Yeah. Right now, these jobs are all hourly jobs. Sometimes there are fixed rates. We are looking later this summer to transition into full-time jobs on the platform as well. So, that's something to keep an eye out for. It's all going to be under one login. If you're interested, I would sign up now and you'll see at the paid hourly positions that are available. And then later on this summer, transitioning to add full-time opportunities too. These are jobs, this is not a collection of jobs found on other sites. These are jobs that you would just be finding on flipMD.

HF: Okay. I'm sure we're very eager to hear what these types of jobs are. Do you have some examples, Caitlin?

CD: Yeah. There's a lot. That's the beauty of this platform is you can be very creative with the kinds of things posted on there. In the beginning we had a lot of startups advising positions and we still have those available now. That includes biomed companies, device companies, software, different care delivery models, things like that.

We also have pharma companies, looking to do clinical trial consulting, IRB, FDA consulting, product testing, interview, venture capital firms wanting to do due diligence on their investments. We had positions for brand ambassadors, career advising, research



and data analysis, and then also medical writing and content creation and medical education opportunities too.

For instance, residents can get on the platform. You just have to be a physician. So, with your MD or DO. But residents can definitely use the platform. There's a lot of entry-level positions that you'd be able to find as well. For instance, reviewing Q-Banks is something that residents have found because that's something that you've just recently done. So that's a good potential role.

HF: Are there certain opportunities that are easier for physicians who maybe don't have a lot of pharma background experience to get on this platform?

CD: Yeah. Yeah. Definitely any physician can join. You'll find a huge range of things that are available. I think it's very useful just to look at the opportunities that are out there really, to see what you could do. And sometimes you'll be surprised that you actually do have a skill set for a certain role that you didn't realize that you actually had. It's worth it to apply to some of these positions. But yeah, we definitely have things that you can do not having any experience with industry before. Including the medical education pieces and then data analysis pieces.

What I've found is that your clinical knowledge, like what actually works and what actually happens in clinical medicine, that's huge. That's what a lot of companies need to know. They just need to hear if the products that they're coming up with and the software solutions that they're coming up with, if that actually is going to work in the clinical setting. So, you have a lot of knowledge already, whether you realize it or not. And so, it's definitely worth checking out these positions.

HF: Yeah. This reminds me of knowledge consulting. And I did a blog on that a long time ago, about a physician who was offering his expertise to companies who were trying to ask certain questions.



CD: Yes, definitely. This is a knowledge consulting platform for sure. I probably should rewind and go into the nuts and bolts of how you sign up for the platform.

HF: Well, I was thinking it might be interesting, Caitlin, if you want to take a fictional doctor and just walk us through the steps of this doctor is coming on and what they actually see and then how they end up getting an opportunity.

CD: Yeah. If you go to the website, which again is flip-md.com, it's a barrier-free signup, that's the intention. So please let us know if you have any issues with that at all. But to sign up, you'll just enter your information, you will upload your CV or resume. And then just enter a few pieces of data to verify that you're actually a physician. That's your NPI number and then your medical license, or medical degree.

Once you have all of that together in the platform, you can search for job opportunities or you can just scroll through what's been posted recently. You will get reminder emails like when new jobs are posted and regular update emails to your inbox too. So, you don't have to constantly be on the site kind of combing through things, but it is an interesting thing to do, to see what opportunities are out there.

Once you find something that interests you, you will apply for that job. And it's a very, very simple application process that you do. When a business posts a job, you'll see that they have an expectation of the hourly rate that they would be paying. Now you can say, "Okay, I'm okay with that. And I'll set my hourly rate to that same amount", or you can negotiate and you can set your own rate and kind of go back and forth. This is a competitive marketplace and that's how that works.

The positions are paid differently depending on what the businesses are looking for. So, for instance, if somebody needs to find a precision oncologist who is in a community hospital who uses a certain EHR, then that's going to be harder to come by than somebody who just can tell them sort of how practice works in a general setting.

HF: Are you able to give us a range of what someone might see in rates? And I know it would be different for every position, but just some idea at all.

CD: Yeah, I would say it's a huge range, definitely, because of that. It could be as much as \$1,500 an hour, for instance, if it was an extreme specialty position in a company that's really willing to pay for this information. And then it could be, let's say like \$50 an hour if it was, we want you to review this Q bank data or edit some of our content that we've written and make sure that everything makes sense medically.

HF: Is there an average range that you see in general?

CD: That's a good question. I don't know of an average range, just because of that huge variability. But one thing that I've been asked a lot from physicians is how do I set my initial rate? How do I even go in to set it? You'll get a sense as you browse through jobs. Because like I said, the businesses do have a suggestion of what they are hoping to pay.

But some of the advice that I've heard is that you can calculate your current clinical rate, your current clinical hourly rate and then double it, or you can also calculate based on what you're hoping to make. And then you can kind of do a back calculation to the hourly rate then, and then double it. And then where the doubling comes into play is just that this is consulting work and it's part-time. Again, the full-time positions are going to be coming out later in the summer.

HF: I know I'm curious and you may not be able to say, and if you can't that's okay but I'm curious if you have any idea of what kinds of full-time positions might be available?

CD: We're still working on that. We expect to have a wide range of opportunities as well just like the marketplace is right now. We have a few different directions that we're taking things in, including expert witness consulting is something that we're really trying to build out on the platform right now.

HF: Exciting. I know if I were out there as a physician looking for some opportunities, I would be on flipMD right now. And I love that this is started by a physician and his wife. And I think we will likely have them on the podcast too because that's a very interesting story. But for now, I'm curious if you could share some of the questions and issues that come up with physicians when they start on your platform.

CD: One of the questions is that people aren't really sure where to set their rate. So, we kind of went over that of what some of the general guidance is, but really to just use the competitive marketplace, how you see fit. So, if you're really wanting a certain job, then it might make sense for you to lower your rate for that job, but if you're thinking this one is not worth it to me for anything less than X amount per hour, then you can set your rate for that.

Some of the other questions that I've been getting are about entry-level jobs. And we went over that as well. They're definitely entry-level jobs. And then also just to remember that your clinical expertise is huge and that's something that other people do not have, non-practicing people who are not practicing physicians.

I've also been asked about the liability of doing this kind of consulting work. These are all nonclinical jobs. Again, that's really the requirement to get on the platform. As far as malpractice insurance goes, that's not something that you would need on the platform. And the risk is extremely minimal from doing this kind of work.

I've also been asked what if I join now, and then I'm not really seeing any applicable jobs right now at the moment? And I would say, hang tight for later in the summer, because we're going to be adding a lot more, building out that expert witness category. We're going to be adding full-time job connections. And then you will get your emails with updates as new things are posted. New things are posted every day.



And then sometimes you'll see things that might not be of interest to you right now, but it would be of interest to one of your colleagues or friends. So, we actually have a section of the platform that's called "Member perks." If you see something that is like, "Oh, this sounds a lot like something my colleague would be interested in doing and has the expertise for", you can refer them for the position. And we're experimenting right now with different benefits that you can get from that. So, you can actually make some money from just even connecting your colleagues with good opportunities for them.

HF: Oh, that's fantastic. And this also helps spread the word and it's a win-win. So, I have just a few more questions for you, but before that I want to take a short break to tell you about some resources. Don't go away, we'll be right back.

It makes me happy to share free information with you, such as this podcast. If you'd like to have additional free content, you can go to the Doctor's Crossing website and check out the freebie tab at the top of the page.

Here, you can access a downloadable career transition starter kit, as well as guides on topics such as interview prep, resumes, chart review, telemedicine, pharma, and medical writing with more on the way. If this sparks your interest, you can find these resources under the freebie tab at doctorscrossing.com. Now back to our podcast.

All right. I'm back here with Dr. Caitlin Delaney. We are talking about flipMD and these great freelancing opportunities. I'm curious how this payment model works in terms of who's paying for this service?

CD: Yeah. Their payment model has changed just a little bit recently. It's absolutely free for physicians to join. It's actually free for the businesses to join too. The businesses or the clients, when they have a job that they want to hire a physician for, they will pay a job posting fee, which is a small fee to actually post that job on the platform. And then there's a transaction fee that comes out of both sides of the marketplace. What that

means is that, once you actually start doing work with a company or with a client, there's a transaction fee that gets taken out from their side and there's a transaction fee that gets taken out from your side as well.

So, there actually is a helpful tool that when you go in to apply for a job, it will show you your hourly rate that you're setting. And then it will actually show you what your take home would be after the platform transaction fee is deducted.

As you can imagine, one of the questions that I asked when I was joining is “Isn't this going to get all physicians across the board to just set their rates a little bit higher?” And that probably is the case and have this work be valued more at a higher hourly rate. So that's how the payment for the platform comes from.

HF: I think that's really helpful that they can tell actually what their take home is when they're looking at it. So, someone's doing the math for them. One last question for you, Caitlin. Since you've been doing this job, has anything new come to you about physicians just from interacting with some of them and seeing how they're showing up on this platform? Any new insights?

CD: Just to go back to one of the things before, I think that sometimes we don't realize how many skills we have now. Even without the addition of extra degrees or extra experience, there is definitely a role for physicians' voices to be heard in the rest of the healthcare landscape. And so, I would say, get involved with this now, and then even if you feel like you don't have that experience, and then this becomes your experience, and then as you do more and more consulting, you have more and more expertise like in this sort of work to offer companies.

HF: I think that is such a fantastic point. I'm glad you made it because too often we're telling ourselves, “Oh, this is for somebody else.” And we shut down the parade. And instead, you're saying, “Ask the question, why not me? You can come on here. You can see what



other people are doing. It can help you have that first job, have that first opportunity.” Because everybody starts somewhere. So, thank you for that beautiful note to end on.

I will be listing in the show notes, how to get in touch with flipMD, the website, and any other good links that they want me to share so you can find out about this great company.

I want to thank you, especially Caitlin for coming on. I'm really proud of you and excited for this journey since you're getting to grow with the company, as they grow and expand into what they're offering physicians.

CD: Thank you so much for having me on Heather. It was great being here and I hope that you'll check us out at flip-md.com.

HF: And guys, if you're pinching yourself thinking how can there really be a site that can help me find nonclinical opportunities? This is for real. And I'm so excited. I think it's part of the wave of the future. So, thanks so much for joining us. Don't forget to carpe that diem and I'll see you in the next episode. Bye for now.

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