



## **EPISODE 145 5 Ways a Resume Can Help You Stand Out for Nonclinical Jobs**

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HF: “I love summary statements. These typically come at the top of the resume and they're usually four to five sentences and they will capture the most important information to show the recruiter how you are a good match for the job.”

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.

Hi there and welcome back to the Doctor's Crossing Carpe Diem podcast. You're listening to episode number 145. I'm so glad you're joining me here today as we're diving into the land of resumes. This is one of my favorite areas of the nuts and bolts of career coaching. And don't worry if you are not that familiar with what the difference is between a CV and a resume. When I first started in this new direction 13 years ago, I didn't know myself.

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At that time I had a physician coach. Her name was Dr. Philippa Kennealy. She was from South Africa, just a lovely, lovely woman. And she said to me, “Heather, do you know the difference between a CV and a resume?” I thought, “Oh Philippa, no, I really don't.” I thought resume was a French unified word for CV. And she said, “Not exactly Heather. We're going to have to learn a few things here.”

She ended up helping me learn the basics and then I ended up taking a course to learn more about resumes. And since that time, I've developed a template that I really like to use on a process that I use with my clients, and I turned that into my Carpe Diem resume kit so that you have access to this information as well. And make sure to listen to the end of this episode because I have a special discount on the Carpe Diem Resume Kit to offer to you.

All right, we're going to be looking at five different ways that a resume versus a CV can help you stand out for a nonclinical job. Now you can apply to nonclinical jobs with a CV, that definitely can work, and I see physicians doing it and even sometimes they prefer a CV or they might want both.

But in general, the resume is preferred and we're going to be talking about some different reasons why. To set the stage here, I want to describe a fictional setting. Let's imagine that there's a recruiter and it's maybe nine o'clock at night. She's already worked a long day. She's put her kids to bed and she's logging onto her computer because she needs to look at a bunch of resumes and CVs that have been submitted for this job. And her hiring manager wants her to pick out some great candidates that can be interviewed in the coming week.

She opens up her computer and she starts looking at these documents and she's already tired. The first one she comes to is a CV that's 25 pages long and her eyes start to glaze over. She's like, “Oh my gosh, I don't have the energy to wade through this. Maybe this is a good doctor, candidate, but I'm going to come back to this later.”



She puts that one aside and then she comes to your resume and right at the top is a nice colored banner with the job title. And then after that she sees a summary statement, which gives her, in four to five sentences, a lot of key information about why you're a great fit for this job. And she goes, "Oh my gosh, I already like this doctor." And she's only read just a little bit off of your resume.

She glances a little bit further down and sees some skills that she's looking for, and she just loves how neat and clean your resume is. She fires off an email and says she would like to do a screening call with you.

I wanted to use that little scenario to describe the main difference between a CV and a resume before we get lost in the weeds of details. And this has to do with form following function.

The function of a CV is to be a complete accounting of your professional history. If you're a new attending, it might just be one page. If you've been doing a lot of publications and research and you're in academia, it could be 20 pages, 30 pages long. You just include everything that you've done.

In contrast, the form of the resume is to achieve the function of allowing the recruiter or hiring manager to read it in seven seconds, basically scan it and determine whether you're going to be a good candidate for the job. They don't need to know everything about you, but what we want to do is to prioritize the relevant information that's going to help you prove that you're a great candidate and have them reach out to you.

Let's dive into the details now. Number one, the first way that a resume can help you stand out is that the resume is customized for a specific job description. In contrast, if you are a cardiologist and you're applying to five different cardiology jobs to work clinically, you don't really need to change that CV up for the job.



They understand what you do as a cardiologist. You don't have to explain your skillset on that CV. No translation is really required. There might be some tweaking that you do if they're looking for maybe a certain kind of research background or teaching skills or something like that. But in general, a cardiologist could use that one CV to apply to all clinical jobs.

On the other hand, if that cardiologist decides he or she wants to apply for a drug safety job or a medical communications job, or maybe they're interested in being a physician advisor. Those job descriptions are very, very different. If they sent in the CV, the same CV, to each of those jobs, it might work. But what would be much better is if they took their time to look at what exactly are they wanting in this job description, and customized their document to be as good of a match as possible.

That's primarily what we're really doing with a resume, is going to the job description and looking at what are the qualifications, what are the skills, what are the duties and responsibilities, and then how do I translate these on my resume to show that I am a good match? I'll be talking more specifically how that is done as we continue on, but let's go to number two.

The second way that a resume helps you stand out is the summary statement. I love summary statements. These typically come at the top of the resume and they're usually four to five sentences and they will capture the most important information to show the recruiter how you are a good match for the job. It can include your board certification, how many years of practice you've had, what type of clinical work you've been doing, and then it often includes mention of some certain skills that are very specific for that job.

I remember when one of my clients applied to a nonclinical job and the recruiter, Syl Marcus, who was actually on the podcast a long time ago, said, "Oh, I love this resume.



It's so clean and neat, and everything I needed to know was in that summary statement." It really saved her a lot of time.

You can often get a good idea of what to put in the summary statement by going to the job description and seeing what the required qualifications are and some of the key skills that they're describing in the job description.

And again, you really don't want to make this more than four to five sentences. If it gets longer than that, then what happens is when the recruiter, hiring manager looks at it, it can shut the brain down. "Oh, it's too long to scan. I'm just going to skip over it."

All right, number three. The third way a resume helps you stand out is the most relevant information is prioritized. In contrast, the CV can have a lot of information on it and the recruiter may need to go digging through a lot of pages to pick out what he or she is most needing to find out about you.

The resume prioritizes the most important information for the specific job in the top half of the resume. So, if your resume is three pages long, then in the top one and a half pages we're going to put what will be most important to the recruiter because again, they say they often spend seven seconds, and if what's most important is at the bottom, they may not even get to it. Consider the top part of your resume as Prime Resume Real Estate, Park Avenue, Sunset Boulevard, whatever prime real estate comes to mind for you.

CVs often start with your education. We don't do this on the resume because the recruiter knows if you're a physician, you've had a lot of education. If it's important for them to look at, then they'll just go to your education section.



Often what they want to see as soon as possible is your professional experience and the most recent job that you've had. This is why after the summary statement, we'll typically put the professional experience.

Other aspects that can be on the resume such as volunteer experience, honors and awards, associations and memberships are usually towards the latter part of the resume and sometimes some things such as honors and awards might even be left off if there's a lot of other relevant content and we're running out of room.

This begs a question of “Should a resume be limited to one page?” I hear that question a lot and if you talk to 10 people about resumes, everybody's going to have different opinions. My personal opinion is that no, they do not need to be limited to one page at all, especially if you are a physician because it's typical you're going to have a fair amount of experience and education on there and it's going to be important to include. What I use as a rule of thumb is if it's relevant information, I'm going to include it and then the resume might be three pages. I've even had six page resumes. Typically the resume is going to be one to three pages, but I've had no problem with clients including more.

For example, if a physician is applying for a pharmaceutical job and it's important to show their research and their publications and their grants, we'll include a lot of that on there. What you can do though is you can include a select publications or select research. You can put a sentence in that says, “A complete list of publications is available upon request.” But I wouldn't ever want you to shortchange yourself by thinking you have to do one page for your resume and leaving out some really valuable content.

I also really love white space. So if you're cramming everything onto one page to stick to this “rule”, which I really don't think applies when the recruiter looks at it, they might get claustrophobic or they might just shut the brain down because it's too hard to scan.



The last thing I want to say on this one is that it really helps to not have information that's not very relevant because the more “clutter” you have on your document, the harder it is for what's really pertinent to stand out. I think some people feel that, “Oh, in order to enhance my platform, I need to have some filler. I need to look like I've been doing all these different things.” But it can actually end up being distracting.

All right, number four. The fourth way a resume helps you stand out is the use of bullet points to describe your relevant skills and accomplishments for a specific job or career sector.

This is really the meat of a resume. It's what takes the most time, but it's so important for helping you to translate your skills to match up to a specific job. So, how do we do this? I like to go to the job description and I will start underlining the different skills that they're looking for. What are the duties that I would be doing on this job? And highlighting key words.

And then I go and start to think about, “Well, what is this physician doing in their job where we can sort of match those skills in an indirect way?” For example, let's say on the job description, we saw that they wanted this position to be able to collaborate with a team, analyze data, do some instructing or teaching on the job. So, we could come up with a bullet point for collaborate, which read like this, “Collaborate with a team of multi-specialty physicians, nurses, and medical assistants to customize care for complex patients.”

This is something that most of you are doing on the job anyway. You're collaborating with a team. That's just a transferable skill and you just describe it to illustrate what you are doing in your clinical job.

The job description might mention that you are going to be analyzing data. Alright, so you could come up with a bullet point that read, “Analyze clinical data, test results and



diagnostic studies to formulate optimal treatment plans for patients while reducing the risk of adverse side effects and complications.”

Again, this is something that we do all the time as physicians, but it's showing a skill of analyzing and this is what you put in your professional experience section. You're just describing what you're doing on a day-to-day basis.

A skill that's often mentioned in nonclinical job descriptions is teaching others or instructing. A possible bullet point could read like this, “Instruct residents and medical students in diagnostic and procedural skills in the clinic and hospital setting.” Most of us have done that or do that. When you start really thinking about what you're doing, instead of saying, “I don't have any transferable skills”, you actually can start to see that there's a wealth of skills that you have and it just takes a little bit of time to wordsmith them into these bullet points.

Another thing that we do on the resume that we really don't do on the CV is to quantify results. And this could be results that we got by creating a program or implementing a change process. We're often doing this and we may not even really realize it, so it's important to think about, “Well, what am I doing that's creating a delta or change or improvement in my day-to-day job?”

Here's an example to share with you. “Implemented a more streamlined process for MAs and PAs to notify patients of test results, which reduce physician administrative time by approximately 15% per week.” This is a little bit of a higher level bullet point. You don't have to have something like this, but it might be something to think about adding in as you have time and the experience. These bullet points are what go in your professional experience section. I usually recommend four to seven bullet points, but not more than that within each job.





This brings us to number five, the last one. The fifth way a resume helps you stand out is that keywords for the job are incorporated organically into the document. As I mentioned above, when I look at a job description, I start highlighting and underlining to look for keywords and skills that are desired.

Then I'll try to incorporate as many of these as possible organically into the resume in different places. For example, we include the job title near the top of the resume in a colored banner. These are very important keywords. It might be medical director or global safety officer or physician advisor, and it's really nice to just have those on your resume. It doesn't mean that you've already done that job, but it means that that's what you're applying for and aiming towards.

Sometimes I'll also include an area of expertise section, and in this section I use short phrases to describe hard skills that you might have that match the job. For example, they might be looking for a certain therapeutic expertise that you have or experience with a medical device or a technique. They might be looking for speaking skills, use of PowerPoint, Microsoft Office Suite. They might mention certain EMRs or certain computer skills. These are good to just highlight in this area of expertise section. You can also include these keywords as we mentioned in your bullet points, in the professional experience section and anywhere else that makes sense.

If you have a LinkedIn profile, which I highly recommend, you can also put these keywords on your LinkedIn profile in different areas as a recruiter may be searching on LinkedIn for physician candidates and then your profile's going to pop up.

This brings us to the end of our episode, so I wanted to tell you about the special offer. For the next 10 days from the day this podcast launches on August 30th, 2023 to September 9th. That's a Saturday. I'm offering 20% off the Carpe Diem resume kit.



This kit has been recently upgraded. I added additional templates. There are videos describing how to use the template. There's a video on common resume mistakes. There's also a cover letter bonus with templates to help you create your cover letter. It's a very robust kit that will walk you step by step through everything you need to know and do to create a standout resume.

The discount code for this 10-day time period is SAVE20. I'll have the discount code in the show notes for this episode and you can find a link for the resume kit in the show notes. You can also go to the [doctorscrossing.com](http://doctorscrossing.com) website. Go to the top of the page and hit the products tab, and there you'll find more information about the resume kit.

Thank you so much for joining me. It was fun to have you here. I hope some of my enthusiasm for resumes rubs off on you. Please feel free to share this episode with anyone who might be struggling with their resume or might not even know that a resume could really help them land that nonclinical job. As always my friend, don't forget to carpe that diem and I'll see you in the next episode. Bye for now.

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