

What's an Elevator Pitch?

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 - Industry
- Opinions are mine
- Most of what I am sharing I have learned from others

Elevator Pitch (Know Yourself)

- You need one.
- “Advertise your research and yourself...”
- Never know when it will be useful.
- Tell a good story in a few sentences is powerful.
- Just enough to make people interested in following up.
- Helps frame your ideal fit.

How long is the average elevator ride?

- Who you are
- What is the focus of your research
- Why your work is important
(why should the public care?)
- You have to actually write it out.
- No jargon
- You need to practice, practice, practice.



How long is the average elevator ride?

I a trauma surgeon who also has an interest in artificial intelligence research. Do you know what AI is?

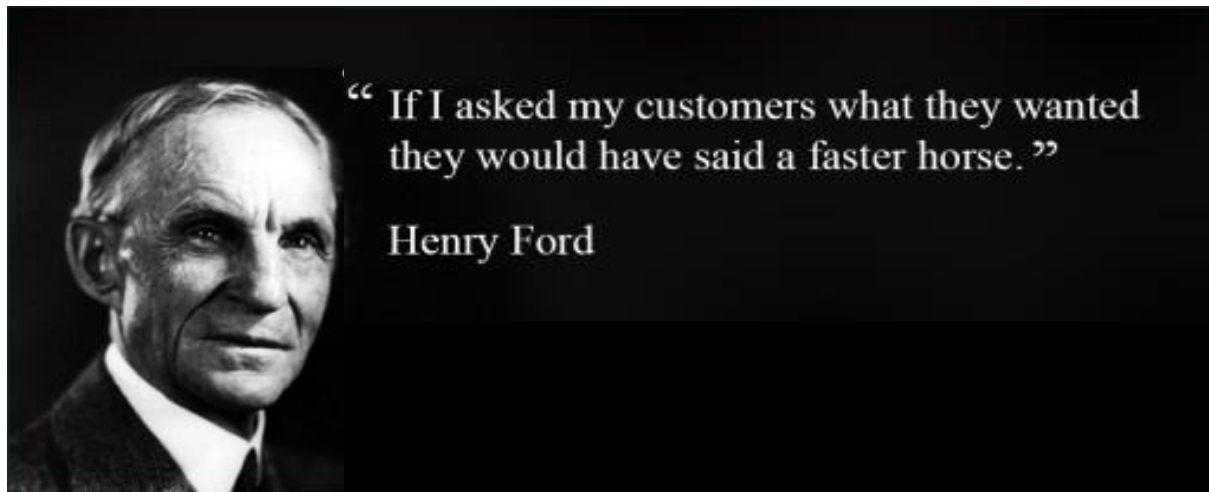
[AI is what powers self-driving cars, products like Alexa, and helps Amazon make suggestions for your next book #Surgeonswhoread]

I Direct a campus wide AI initiative, *SmarterHealth*, that brings our scientific researchers together with industry partners to create solutions for patients and providers that improve patient outcomes, make care safer, and remove inefficiencies in healthcare. [These inventions are actually already impacting patient care.]



Value Assessment

- Does the institution or will the institution embrace what you are pitching in the elevator?



Value Assessment

- Rank Order

- Protected time [What does that mean?]
- Clinical-Research time balance [Maintenance of skills?]
- Funding priorities [Support what I am interested in? How are people funded?]
- Time frame for success [How quick did others get there? Expectation?]
- Freedom to discover* [Non-traditional work rewarded?]
- Success [What is the metric?]
- Culture [How is science valued?]
- Flexibility [Can I grow & evolve in my research?]
- Ethics
- Knowledge & Wisdom [Who else is there? Collaborations?]
- Space [Who else is doing what you are doing?]

Know YOUR Deal Breakers.



VS.

**SIGN
ME UP**



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