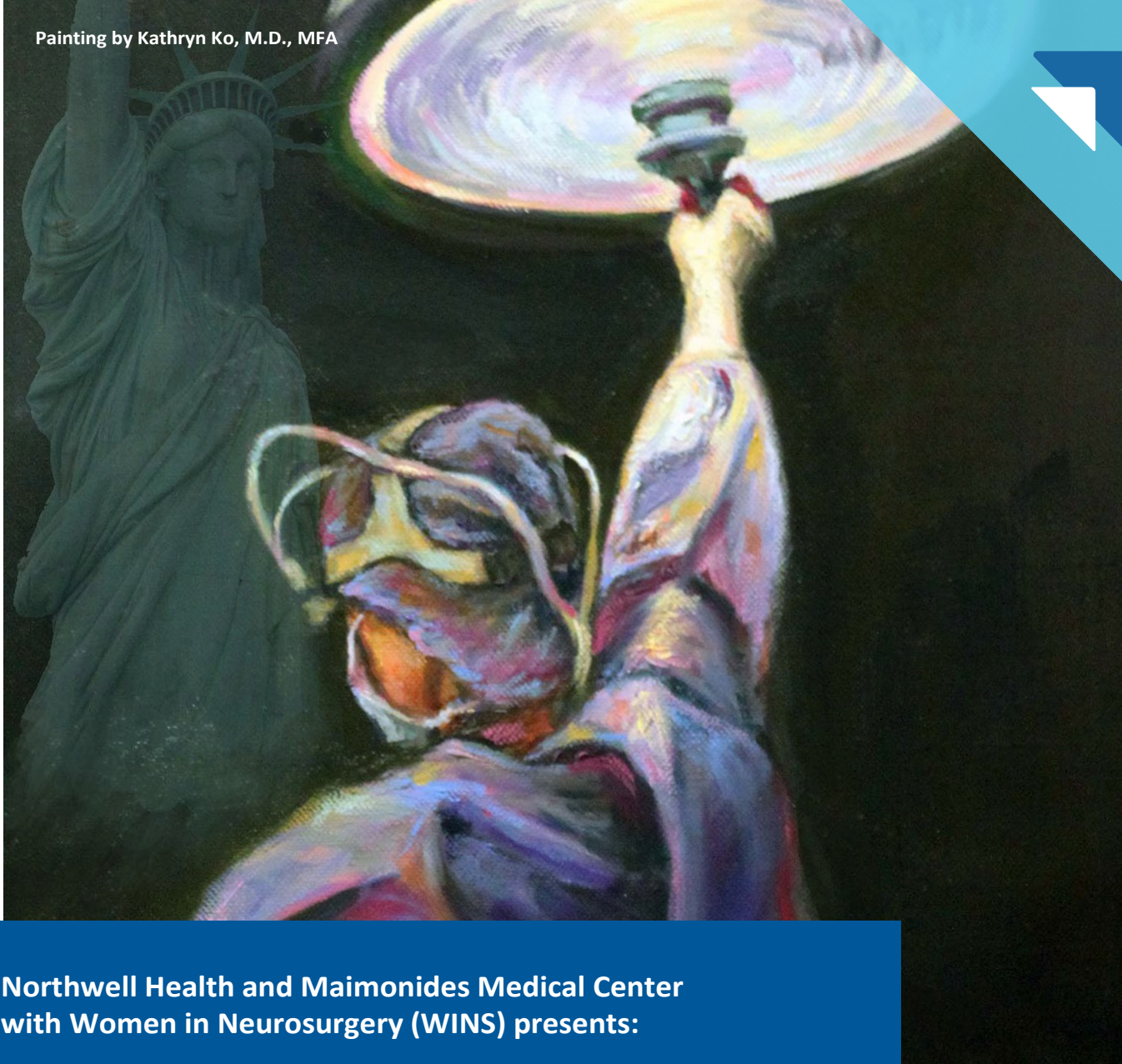


Painting by Kathryn Ko, M.D., MFA



Northwell Health and Maimonides Medical Center
with Women in Neurosurgery (WINS) presents:

Building and Assessing Your Personal Brand

Women Neurosurgeons Symposium Series

This activity was planned by and for the healthcare team, and learners will receive 2.0 Interprofessional Continuing Education (IPCE) credits for learning and change.



Northwell Health and Maimonides Medical Center with Women in Neurosurgery (WINS) presents:

Women Neurosurgeons Symposium Series

Webinar | December 9th, 2020 | 7:00pm – 9:00pm ET

Program agenda

7:00pm	Welcome and Introduction Jamie Ullman, MD, FACS & Simone Betchen, MD, FACS
7:05pm	Graceful Self Promotion Julie Pilitsis, MD, PhD
7:25pm	Building and Assessing Your Personal Brand Patti Williams, MBA
7:45pm	Blood, CSF and Tears Kathryn Ko, MD, MFA
9:00pm	Closing remarks and adjourn

Statement of Need:

The goal is to examine the culture and practice of Neurosurgery through the lens of an underrepresented group to establish new ways to envision its practice, research projects and mentoring processes in order to create better roads for women to ascend to senior ranks within the field. By addressing these barriers to entry and other pitfalls, this program will work to create tangible solutions by creating a space where this unique group can collaborate, learn and connect.

Program Objectives:

- Create methods to influence culture at attendees' hospitals to ultimately make space for women to join the practice and become senior leaders in field.
- Explore gender disparities in neurosurgical patient care, research, education, and leadership to create a more complete view on how best to shape neurosurgical programs.
- Evaluate gender bias in research

Target Audience: MDs, DOs, PAs, NPs, RNs and all members of the healthcare team interested in neurosurgery.

Course Offering and Registration Fees:

- **\$10** Physicians
- **\$5** PAs, RNs, NPs
- **No charge** Residents, Medical Students and Fellows

Joint Accreditation Statement:

In support of improving patient care, Northwell Health is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

Credit designation statements:

Physicians: Northwell Health designates this activity for 2.0 AMA PRA Category 1 Credits™. Physicians should claim only credit commensurate with the extent of their participation.

Nurses: Northwell Health designates this activity for 2.0 ANCC contact hours.

Physician Assistants: Northwell Health has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for 2.0 AAPA Category 1 CME credits. PAs should only claim credit commensurate with the extent of their participation.

Verification of Attendance: Will be provided to all other professionals.

 [Click here to register](#)

Northwell Health and Maimonides Medical Center with Women in Neurosurgery (WINS) presents:

Women Neurosurgeons Symposium Series

Webinar | December 9th, 2020 | 7:00pm – 9:00pm ET

Course Directors and Faculty

Jamie S. Ullman, MD, FACS

Professor, Department of Neurosurgery
Donald and Barbara Zucker School of Medicine at
Northwell/Hofstra

Director of Neurotrauma,
Northwell Institute of Neurology and Neurosurgery
North Shore University Hospital

Simone Betchen, MD, FACS

Neurosurgery Division
Maimonides Medical Center

Martina Stippler, MD

Director of Neurotrauma
at Beth Israel Deaconess Medical Center
Assistant Professor of Neurosurgery,
Harvard Medical School

Planning Committee Members

Jamie S. Ullman, MD, FACS

Simone Betchen, MD, FACS

Martina Stippler, MD

Kelly Wexlar

Director of Service Line Development,
Northwell Institute of Neurology and Neurosurgery

Shiela Smith, RPA-C

Neurosurgery Division,
Maimonides Medical Center

Ami B. Raval, MD

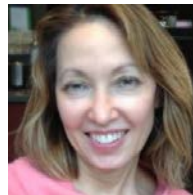
Staten Island University Hospital,
Northwell Health

Keynote Speakers



Patti Williams, PhD, MBA

Ira A. Lipman Associate Professor of
Marketing, The Wharton School of
the University of Pennsylvania



Kathryn Ko, MD, MFA

Chief, MetroNeurosurgery
New York City, NY



Julie Pilitsis, MD, PhD

Chair Dept of Neuroscience
& Experimental Therapeutics
Professor of Neurosurgery;
Neuroscience and Experimental
Therapeutics (DNET), Albany
Medical College

Cancellation Policy:

To receive a refund, all cancellations must be confirmed in writing to the Office of Continuing Medical Education by Monday, December 7th, 2020. No refunds will be made after this date or for “no-show.”

Disclosure Policy:

Northwell Health adheres to the ACCME’s Standards for Commercial Support. Any individuals in a position to control the content of a CE activity, including faculty, planners, reviewers or others are required to disclose all relevant financial relationships with commercial interests. All relevant conflicts of interest will be resolved prior to the commencement of the activity.

Americans with Disabilities Act:

This conference is in compliance with provisions of the Americans with Disabilities Act (ADA) and is accessible for individuals with special needs. If you would like to attend this conference and require any special needs or accommodations, please contact the Office of CME at (516) 730-2263.