



Participants from all over the world with programme coordinators, Prof Otmar Kloiber and Prof Yank Coble



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Turning Doctors into Leaders

It was a great opportunity and experience for me, as SCHOMOS Chairman, and Dr Murugaraj, as PPS Chairman, to attend the Caring Physicians of the World (CPW) Medical Leadership, Communications and Advocacy Course 2016 which was sponsored and organised by World Medical Association.

It was conducted in Mayo Campus, Mayo's Clinic, Jacksonville, Florida. It was a long, tiring journey and we ended up in medical campus of Mayo's clinic and the beauty of the landscape was mesmerizing indeed.

About 32 participants all over the world were selected to attend the course which was well coordinated by Prof Yank D Coble, distinguished Professor and Director, Center for Global Health and Medical Diplomacy, University of North Florida and past president of American Medical Association.

Prof Dr Otmar Kloiber, Secretary General of World Medical Association (WMA) was present throughout the course representing WMA and ensured the smooth running of the course.

The course started on the evening with welcome reception but without any further delay, first module of the programme was started by Prof Jon Chilinggerian concentrating on leadership. Topics discussed including emphasis on identifying, goals, objectives and limitations in facing a crisis as a leader, importance of team work to achieve goals, advocacy methods vs generating possibilities and considering alternatives, considering consequences of each alternative and real listening to team members.

It was rather interactive session with lectures and the participants were kept alert all the time with practical sessions and team works as well.

One of the topics discussed in detail was differing in a constructive way. It is useful to assume that people have something to offer when someone wants to give their opinion and useful aspects can be picked and built. It is not wrong to differ if there are valid reasons for the differences. A leader should not work around 'yes men' only as that can be disastrous. The course also covered the pros and cons on different leadership styles.

As doctors many of us are busy with clinical works, this course really help turning doctors into leaders.

The second part focused on communication in healthcare. The importance of communication skills is paramount for doctors. Topics covered were including skills workshops on reflective listening, defining patient centred care, information gathering and agenda setting, connecting with patients using 'PEARLS' (Partnership, Empathy, Apology, Respect, Legitimation, Support).

The third part covered social media. In fact, the participants were required to attend modules online on social media and sit for online exam and those who passed were awarded with 'Basic Certification on Social Media' by Mayo's Clinic. There was great emphasis given to social media either for clinicians or as a leader. It was repeatedly informed that engaging society members through social media is crucial to achieve objectives. Social media is a very good tool for fast communication and to disseminate information. However, there are certain rules we need to adhere to when engaging patients through social media as clinicians e.g. confidentiality of patient's details.

Unfortunately MMA has lagged behind in social media in the past, although in the last few years some of our leaders have taken steps to improve usage of social media. I do hope we remain active on the social media not only for communication within office bearers but also with our members, non-members and



Dr Murugaraj and Dr Vasu Pillai with graduation certificates

public to be relevant and vibrant.

Thus, I hope more members join Docquity, one of the social media platforms that MMA supports as it is a rather safe channel to communicate through this platform.

Lastly, participants were exposed to media training such as how to give live interviews on television. The course was indeed very tightly run from 7.30am till about 7-9pm every day. Even lunch hours and certain dinners were together with teaching sessions. It was mentally very tiring attending this course but it was very useful and served as eye opener in many aspects of leadership including social media. The course ended with a memorable evening of farewell dinner and graduation ceremony.

The dedication showed by Prof Yank and Prof Kloiber in conducting this course and physically present throughout the course together with participants was really remarkable. We have to thank WMA for organizing this course biennially with the help of certain pharmaceutical companies support for members.

Dr Murugaraj and myself also would like to show our great appreciation to MMA especially the previous EXCO, Council and Past President

Dr Ashok for nominating us for the course.

Our aspiration will be to conduct similar course in this region especially in Malaysia for more members to benefit if possible in collaboration with WMA and Medical Associations from neighbouring countries.

Updates on SCHOMOS

Recently, we successfully conducted National 36th Annual General meeting (AGM) in Meritz hotel, Miri, Sarawak on 26th May 2016. It was attended by 148 delegates. Attractive door gifts were given to the members for attending the AGM. The edited SCHOMOS handbook was distributed to members.

Many delegates actively took part in the discussion. Many questions were raised on topics like MBK papers, postgraduate scholarships, housemanship, medical officers posting, and industrial sponsorship. Explanations regarding most of the issues had been updated in the previous 'Berita SCHOMOS articles' every month. Many of the SCHOMOS posts were heavily contested, and the elected EXCO would like to thank the members for the support. This AGM was one of the longest and hopefully many more junior members will participate actively. Kindly refer to post AGM minutes which will be circulated to members for further details (in the MMA website). We took note of all the comments and suggestion given and will try our best to work on those issues

We will be meeting up with Unit Integrity again regarding industrial sponsorship for doctors and updates will be posted through our SCHOMOS Facebook and Docquity.

The new EXCO and NWC will be meeting up soon to plan current year's activities. Our request to members is to continue the support, engage with us and let's make SCHOMOS stronger by increasing our membership. With good strength, the victory will be ours!