

How to Create an Effective Classified Advertisement

Annals of Internal Medicine



Mechanical Specifications

Ad Unit Size	Width x Depth
Full Page	7" x 10"
2/3 Page	4 1/2" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 7/16" x 10"
1/3 Page	2 1/4" x 10"
1/4 Page	3 7/16" x 4 7/8"
1/6 Page	2 1/4" x 4 7/8"
Column Inch	2 1/8" x 1"
2-Column Width	4 1/2"

ACP Internist

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ACP American College of Physicians®
Leading Internal Medicine, Improving Lives

ACP Internist®



Sustained change a challenge for health

By Charlotte Huff

Convincing patients to shed pounds and adopt other healthy habits, already a steep climb against human nature, isn't necessarily made much easier by financially compensating patients or doctors, according to research to date. Financial incentives can help, but only some of the time, as their design makes a big difference in their effectiveness.

Health-linked incentives have become increasingly common, particularly initiated by employers. By 2005, 38% of large employers and 15% of smaller ones reported offering workers a financial incentive to participate in or complete some type of wellness program, according to the most recent employer health benefits survey from the Kaiser Family Foundation and the Health Research & Educational Trust. But researchers are still trying to sort out what type and design of

incentives are most effective and whether they hold significant potential to achieve both short- and long-term behavioral change.

To date, incentives have been most frequently tied to reductions in health insurance premiums, although in some studies they have been directly paid to participants or withheld if the health goal is not met. In a few studies, with an eye toward quality-driven reimbursement, some researchers have looked at paying doctors or practices.

Among the questions these studies are attempting to answer: How much money makes a motivational difference, and in what form? Can some of the lessons of behavioral economics be incorporated to design these wellness efforts? And can these habits be sustained, even after the incentives are withdrawn?

See Incentives, page 12

Managing depression is worth the effort

By Kathy Holliman

Depression's impact on health is often profound and far reaching. It can have an effect on quality of life that's equivalent to that of coronary artery disease, said Richard L. Kravitz, MD, FACP, professor and co-vice chair of research in the department of medicine at University of California, Davis. "When combined with other comorbidities, [it] makes things even worse," he said.

To provide clinicians with guidance on treatment of depression, ACP has released a new clinical practice guideline that under scores the severe burden of depression and outlines viable treatment options for patients.

"We are increasingly learning that many people with chronic medical conditions are also depressed and that untreated depression can interfere with the management of their other medical problems," said Michael J. Barry, MD, MACP, medical director of the John D. Stouckle Center for Primary Care Innovation at Massachusetts General Hospital, professor of medicine at Harvard

Medical School, and an author of the guideline.

For example, Dr. Kravitz noted that diabetic patients with depression have more metabolic complications, have more adverse long-term outcomes, and do not engage as actively in self care. The prevalence of depression in diabetes and other long-term medical conditions is higher than in the general population, he said.

The single recommendation in the new guideline, published in the March 1, 2016, *Annals of Internal Medicine*, is that clinicians should select either cognitive behavioral therapy (CBT) or second-generation antidepressant (SGA) to treat patients with major depressive disorder, given that both therapies have been found similarly effective in randomized controlled trials. The guideline committee emphasizes that clinicians should discuss the treatment effects, adverse effect profiles, cost, accessibility, and preferences with the patient before prescribing CBT or SGA therapy.

See Depression, page 13

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Allergy season is in full swing

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Career Opportunities for:
INTERNISTS, HOSPITALISTS, & SUBSPECIALISTS

ACP's Career Connection
Physicians Connecting with Positions
ACPONLINE.ORG/CAREERS

Mechanical Specifications

Ad Unit Size	Width x Depth
Full Tabloid Page	10" x 14"
"A" Size Page	7" x 10"
1/2 Page Horizontal	9 3/4" x 7 1/8"
1/2 Page Vertical	4 1/2" x 13 1/2"
1/4 Page Horizontal	7 1/8" x 4 1/2"
1/4 Page Vertical	4 1/2" x 7 1/8"
1/8 Page	2 3/8" x 6 5/8"
Column Inch	2 3/8" x 1"
ACP Strip Ad	4 7/8 x 1 1/2"

INTERNAL MEDICINE OPPORTUNITIES – YOUR LOCATION

A 125-physician multi-specialty group and a Top “Best Companies to Work For” is home to the University of Pennsylvania and the State Capitol, and offers a wide variety of entertainment, recreational, cultural and leisure activities.

QUALIFICATIONS & SKILLS:

- We are recruiting for board certified internists who are looking for long term commitment and have at least two years of experience. Hospitalist experience is preferred but not required.
- Ideal candidate will have exemplary clinical skills, a strong interest in teaching house staff, and a long term commitment to inpatient medicine.
- Candidates must be BC/BE in Internal Medicine.

Responsibilities include coordinating all aspects of care for the Adult Medicine Service, including:

- Admit and manage the clinical care of Adult Medicine Service patients and certain subspecialty patients
- Appropriate placement with hospital...
- Helping manage the continued expansion of the divisional clinical enterprise

COMPENSATION PACKAGE:

- Competitive salary
- Paid vacation (20days)
- Paid CME (5 days)
- Medical, dental and vision insurance
- Paid malpractice insurance with tail
- Paid professional dues
- Retirement plans

YOUR WEBSITE URL ADDRESS

Your company does not discriminate against any age group, gender, race, disability, or cultural group. We are an Equal Opportunity Employer. J-1 & H1B applicants welcome or not welcome.

**YOUR
COMPANY
LOGO**

INTERESTED CANDIDATES SHOULD CONTACT:

Your Name
Your Address
Your City, State, & Zip
Phone: Your Phone
Fax: Your Fax
Email: Your@Email

**YOUR
COMPANY
LOGO**

HOSPITALIST

Your City, and State.

- Our hospital is an expanding progressive, not-for-profit community health system with a 210-bed hospital and numerous satellite facilities...
- Duties will focus on inpatient care, with an emphasis on the supervision and teaching of house staff and medical students, non-teaching floor, triage rotations and night shifts...
- Robust comprehensive benefits include: Generous 401(k) plan, paid liability insurance, CME allowance, health and dental insurance

Qualifications & Skills:

- › *The ideal candidate will have 3 or more years of hospitalist clinical experience.*
- › *Experience as an academic hospitalist is highly desirable, but not essential.*
- › *Experience with quality and care management initiatives is also desired.*
- › *Successful candidates will have demonstrated skills in inpatient medicine and teamwork.*

Interested candidates should send a formal cover letter and CV to :

Your Name | YourEmail@Address

Your Street Address | Your City, State, & Zip

F: Your Fax Number | T: Your Phone Number



YOUR WEBSITE URL ADDRESS

EOE
Yes or No J-1 or H1B

YOUR COMPANY LOGO

INTERNIST

YOUR CITY, YOUR STATE

Physician owned and operated private practice with a national reputation.

The Associate Director will work with departmental and organizational leadership to facilitate operations and strategic planning that promote continuous improvement....

Applicants are required to be certified or eligible by the American Board of Internal Medicine and eligible for state license.

This is a full time position with the following incentives:

- Hospital employed
(earning potential up to \$300K per year)
- Generous Sign-on bonus
- Relocation and educational loan assistance

**For more information or to apply,
please contact: Your Name
Your Street Address
Your City, State, & Zip
Fax: Your Fax Number| Email:Your@Email**

YOUR COMPANY URL ADDRESS

No J-1 or H1B

Use One Simple Headline, Usually the Job Title and Location

- **Daytime & Nocturnist Hospitalist Positions in (Your City, State)**
- **Critical Care Hospitalist Needed in (Your City, State)**
- **Associate Division Head for Clinical Operations Hospital Medicine Division in (Your City, State)**
- **Hospitalist Opportunity for BC/BE Internal Medicine Physicians in (Your City, State)**
- **Internal Medicine Opportunities with a Growing Hospital in (Your City, State)**
- **Academic Hospitalist Position in (Your City, State)**
- **Medical Director Internal Medicine-Pediatric Clinic in (Your City, State)**

Provide a Brief Description of your Organization

- **Health Care Facility examples**

- (Your facility) is an expanding progressive, not-for-profit community health system with a ###-bed hospital and numerous satellite facilities.
- (Your facility) is a ###-bed acute care hospital located in (Your city, State).
- (Your facility) is located in the heart of _____, ## miles from _____, and just minutes from ____ beautiful beaches.

- **Physician Practice examples**

- Physician owned and operated private practice with a national reputation.
- We are a multi-specialty, collegial practice made up of approximately ### physicians that practice evidence-based medicine utilizing state-of-the-art electronic medical record system.

Use Subheads and Bullet Points

- **The hospital offers a great opportunity to join a well-established program.**
 - Manageable daily census
 - Flexible scheduling to ensure work-life balance
 - Dedicated nocturnist program
 - Approximately 13-16 patients per shift
- **Benefits include**
 - Competitive compensation and bonus structure
 - CME allowance
 - Paid malpractice insurance with tail
 - Paid professional dues
 - Relocation and educational loan assistance
- **Responsibilities include coordinating all aspects of care.**
 - Admit and manage the clinical care of the Adult Medicine Service
 - Appropriate placement within the hospital
 - Discharge Planning

Use Your Ad as a Screening Tool

- No Visa support (J1 or H1B) is available.
- Candidates must be BC/BE in Internal Medicine.
- Applicants are required to be certified or eligible by the American Board of Internal Medicine and eligible for (state) license.

Invite Qualified Applicants to Apply

- Interested candidates should contact (person's name and title, physical address, e-mail address, phone number, fax number)
- For more information or to apply, please contact (person's name and title, phone number, and e-mail address)
- To apply, e-mail your CV and letter of interest to (person's name and title, e-mail address)

Use Simple Type-Styles That are Easy to Read

- Arial

Internal Medicine Opportunities in (Location)

- Tahoma

Internal Medicine Opportunities in (Location)

- Times

Internal Medicine Opportunities in (Location)

- AVOID USING WORDS IN ALL CAPITAL LETTERS IN BODY OF YOUR AD
INTERNAL MEDICINE OPPORTUNITIES IN (LOCATION)

CANDIDATES MUST BE BC/BE IN INTERNAL MEDICINE AND ELIGIBLE FOR YOUR STATE'S LICENSE. EXPERIENCE AS AN ACADEMIC HOSPITALIST IS HIGHLY DESIRABLE, BUT NOT REQUIRED.

When Using Reverse Headings, Use a Heavy Font Style

- **Franklin Gothic Heavy:**

Internal Medicine Opportunities in (Location)

- **Arial Black (in white color):**

Internal Medicine Opportunities in (Location)

Logos and Other Images Must be High Resolution



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ACP Internist®

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Your City, State, & Zip
Fax: Your Fax Number| Email: Your@Email

YOUR COMPANY URL ADDRESS

No J-1 or H1B

Images of Your Institution, Community, or Regional Scenery Attract Attention



Include a Statement of Equal Opportunity

- We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, disability status, gender, sexual orientation, ancestry, veteran status, national origin, or any other legally protected status.

Before Submitting your Ad, Ask Others to Review It

