



## **We are ProudtoBeGIM!**

The Society of General Internal Medicine conceived the ProudtoBeGIM campaign as a way to educate early medical students about the importance and desirability of a career in general internal medicine (GIM). But this campaign won't work without the help of SGIM member champions at institutions across the country. It's important to describe how primary care is evolving and define the most important characteristics of the profession to our students and mentees.

SGIM members are beneficiaries of the benefits of GIM and witnesses to its importance for patients and the healthcare system as a whole. Our members should be inspired and excited about our field and its future prospects. Enthusiastic SGIM members are stronger ambassadors for GIM to the medical students and residents they encounter. SGIM members are best equipped to reach early medical students with messages about the desirability of GIM as a career.

The ProudtoBeGIM campaign has two tasks: educate medical students and career in GIM and equip SGIM members with the tools and confidence they need to be unofficial spokespeople for GIM as a field in academic interactions with trainees, formal conversations with deans and other curriculum decision-makers, and through online channels.

## **What are our messages?**

In planning for this campaign, we heard repeatedly that medical students' early role models significantly impact their choices about which medical field to pursue. For this reason, it's important that the general internists who medical students' encounter early on in their rotations convey positive messages of what it's like to be in GIM. We want GIM physicians interacting with medical students to be armed with the tools they need to communicate the benefits of a career in GIM; including these messages:

- We act as the "quarterback" – the general internist coordinates care among a multitude of specialists to ensure the best care for our patients.
- We are leading healthcare into the future – we are at the forefront of medical education; making an impact on an individual and societal level. Internists are innovators in the field of primary care.
- We provide our patients with a full range of treatment, from primary to complex care – the General Internist takes care of the most complicated patients with chronic illnesses and multiple co-morbidities and also cares for young, healthy patients.
- We are the primary care doctors that help you when you first visit the doctor and when you want a second opinion.

### **How do I describe what I do?**

The elevator speech below blends the campaign's key messages into a narrative that explains what it is to be a general internist. Use this whenever someone asks "why are you proud to be in GIM?"

"I'm proud to be a general internist. I'm the quarterback of my patients' care – coordinating among specialists and other health care providers to ensure all of their unique needs are met. The health care system is undergoing dramatic change, and we're leading the way as innovators for the future.

I can't understate the power of the relationships I have with my patients. My patients and their families trust me. I provide the full range of care throughout different stages of their adult life. From primary to complex care, my role is to lead the medical field in order to ensure patients receive the proper care."

### **How do I join the campaign?**

It's easy to join the campaign – simply be ProudtoBeGIM. SGIM members should be upbeat, bold, and proud to their career paths in order to change the current tone of the GIM conversation. Our messages to students and other audiences should be exciting. Share why you have chosen to dedicate yourself to GIM.

Looking for more concrete steps? We suggest the following:

- Share our [ProudtoBeGIM video](#) with your students, colleagues, networks, and others – and share with them why YOU are proud to be in GIM
- Post your pride on social media – check out our [social media suggestions](#) to get started
- Host a brown bag luncheon or GIM panel for students at your institution – it's vital for medical students to see positive role models within the field
- Contact SGIM Director of Communications, [Francine Jetton](#), for more information