

## FROM THE SOCIETY

## Make Your Medical School #ProudtobeGIM: Our Experience at Johns Hopkins

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The Society of General Internal Medicine (SGIM) formally launched the #ProudtobeGIM campaign in September 2015 to promote interest and discussion of general internal medicine (GIM) careers among medical trainees. In conjunction with the campaign website ([proudtobe-gim.org](http://proudtobe-gim.org)) where medical learners can access GIM resources and connect with other interested students and mentors, medical schools also applied to host promotional events at their institutions to spread interest and passion in GIM. With much enthusiasm and support from SGIM, we embarked on implementing a #ProudtobeGIM event for our medical learners at Johns Hopkins to showcase the many wonderful opportunities available in GIM careers.

### Planning the Event

Our principal objective for this event was to educate our medical students about the multitude of exciting GIM career paths. This was done with the hope of potentially sparking or augmenting student interest in GIM. Early in the planning process, we solicited input from the medical students to ensure that the event was planned with their needs in mind. The students desired an interactive format where they could informally meet with general internists and learn about their work, lives, and passions. In order to demonstrate the variety that exists in GIM, we invited general internists with various career interests from Johns Hopkins medicine as well as outside of our institution. We were fortunate to be able to include many general internists working in diverse settings: outpatient primary care, hospital medicine, health care lead-



ership, academic research, government, and nonprofit organizations.

With financial support from SGIM and both GIM divisions at Johns Hopkins, we catered the evening event with food and drink for all attendees. We also purchased three small raffle prizes, which we distributed at the end of the event, and secured a medical student rock band to perform. We advertised our event through the student and resident e-mail listservs, social media, and a Johns Hopkins

newsletter. The food, drink, and entertainment were instrumental in both creating a festive atmosphere and attracting a large student turnout.

### Event Time!

We hosted our #ProudtobeGIM Johns Hopkins event on Friday, October 30, 2015. A diverse group of 42 general internists from Hopkins and local institutions came and actively participated. More than 115 medical

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students and medical residents attended. Students were randomly assigned to one of five groups at the start of the evening: "GIM Clinical Opportunities," "GIM Research Opportunities," "Leadership and Advocacy Opportunities in GIM and Public Health," "GIM and Medical Education," and "GIM and Work-Life Balance." Our general internists were evenly distributed among these groups. Students were able to speak with general internists in these small groups about their careers and lifestyles while rotating every 15 minutes among the five groups. By the end of this group mingling experience, each student had the opportunity to speak with at least five GIM physicians about many topics. At the conclusion of the scheduled activi-

ties, many students continued to socialize with GIM physicians as the band played on.

On tables there were flyers about available opportunities for students to participate in GIM research or clinical work as well as #ProudtobeGIM brochures courtesy of SGIM. In addition, we had a #ProudtobeGIM campaign video playing in the background.

#### After the Event

In order to turn the momentum of this event into a longitudinal experience for interested students, we created a GIM Mentorship Program at our institution, inviting medical students and internal medicine residents to voluntarily join. Twelve students and residents applied for the pro-

gram and were paired with general internists who shared their professional interests. In conjunction with individual mentor-mentee meetings, we plan to host two to three events annually for everyone involved in the mentorship program to nurture these relationships and facilitate ongoing support.

The feedback we received after the event from all attendees has been exclusively positive. The students truly enjoyed the interactive nature of the event and the opportunity to speak with general internists in a personal informal setting. One second-year medical student wrote, "Such a fun and great event, loved being able to meet and talk to so many faculty and learn from their unique paths." The general internists who came to the event similarly loved sharing their experiences and passions with the students and trainees. One said, "The #ProudtobeGIM event was a lovely way to expose our trainees to all of the fantastic contributions that general internists are making. Hopefully, some of these talented trainees will choose to join us in GIM."

It is our intent to make this an annual event and to expand the GIM Mentorship Program.

#### Take Away Points

We would strongly encourage other academic medical centers to implement their own #ProudtobeGIM events and programs. Reflecting on our event experience, we would advocate that interested parties consider the following suggestions for programmatic success: obtain institutional support from your division or medical school; solicit early event suggestions from your medical students; involve a diverse array of general internists to expose students to a variety of GIM opportunities; and finally utilize #ProudtobeGIM brochures, videos, and other resources to equip your students with valuable tools to further explore our field.

SGIM