



sh<sup>m</sup>®

Society of Hospital Medicine

# Sponsor & Exhibitor Resource Kit

Updated August 2020



## Table of Contents

### 01 INTRODUCTION

### 02 HOSPITAL MEDICINE 101

- 02 What is hospital medicine?
- 02 What is a hospitalist?
- 03 How do hospitalists add value?

### 04 ABOUT US

- 04 The Society of Hospital Medicine
- 05 Our Mission
- 05 Our Objectives
- 05 History
- 06 Advocacy Efforts

### 07 SHM OFFERINGS

- 07 Partner with SHM
- 07 Digital Learning
- 07 Core Competencies in Hospital Medicine
- 08 *The State of Hospital Medicine* Report
- 08 SHM Conferences
- 09 Virtual Events
- 09 Additional Opportunities

### 10 PUBLICATIONS

- 10 *The Hospitalist* Newsmagazine
- 10 *The Journal of Hospital Medicine* (JHM)
- 10 *The Hospital Leader* Blog



# Empowering hospitalists. Transforming patient care.

The Society of Hospital Medicine (SHM) is the leading non-profit medical society serving the entire hospital medicine care team. SHM's mission is to provide exceptional care for hospitalized patients through education, advocacy, research, quality improvement initiatives and more.

The society's membership is comprised of approximately 17,000 physicians, nurse practitioners, physician assistants, practice administrators, C-suite executives, pharmacists, residents and students. SHM empowers hospitalists to thrive in their profession at all stages of their careers by connecting them with cutting-edge education, technology and like-minded professionals to collectively transform patient care and the lives of patients.

## **Sponsorship & Exhibits Contacts:**

Theresa Jones, *Manager, Business Development*

✉ [tjones@hospitalmedicine.org](mailto:tjones@hospitalmedicine.org)

Nyla Nicholson, *Meetings and Exhibits Project Manager*

✉ [nnicholson@hospitalmedicine.org](mailto:nnicholson@hospitalmedicine.org)



## What is hospital medicine?

Hospital medicine is the medical specialty dedicated to providing comprehensive care to hospitalized patients. Practitioners who specialize in hospital medicine, known as hospitalists, engage in clinical care, teaching, research and enhancing the performance of hospitals and healthcare systems.

## What is a hospitalist?

A hospitalist is a clinician whose primary professional focus is the general medical care of hospitalized patients. Following medical school, physician hospitalists typically undergo residency training in general internal medicine, general pediatrics or family practice, but may also receive training in other medical disciplines. Nurse practitioners, physician assistants, practice administrators and practice managers that work in general internal medicine may also identify as hospitalists.

Formerly known as inpatient physicians, hospitalists are focused around a site of care (the hospital) rather than an organ (like cardiology), a disease (like oncology) or a patient's age (like pediatrics). Unlike in other medical specialties, hospitalists help manage patients through the continuum of hospital care, often seeing patients in the emergency room, following them into the critical care unit and organizing post-acute care.

Hospitalists are employed in various settings, including:

- Rural
- Community
- Skilled nursing facility
- VA/DoD
- Urban
- Critical care or ER
- Teaching hospital





## How do hospitalists add value?

- **Treating unassigned patients:** Hospitalists provide a solution for the admission of unassigned general medicine and pediatric patients and allow primary care physicians to focus their time and attention on their office patients.
- **Reducing length of stay:** Studies show that hospitalists can reduce patient lengths of stay up to 30 percent and can reduce hospital costs by up to 20 percent.
- **Maximizing throughput and improving patient flow:** With their unique view of the continuum of care, hospitalists can positively affect throughput at every stage.
- **Taking on hospital leadership positions:** To address the need for physician leaders, hospital administrators are increasingly offering leadership development opportunities to hospitalists as they are well-positioned to view and change system processes.
- **Improving patient safety and quality of care:** Many hospitalists are champions for quality improvement within their institutions. The demand for reductions in medical errors within the hospital setting and the demand for new ways of thinking about end-of-life care are catalyzing the growth of the hospital medicine specialty.

## The Movement Continues to Grow: Number of Hospitalists in the U.S.

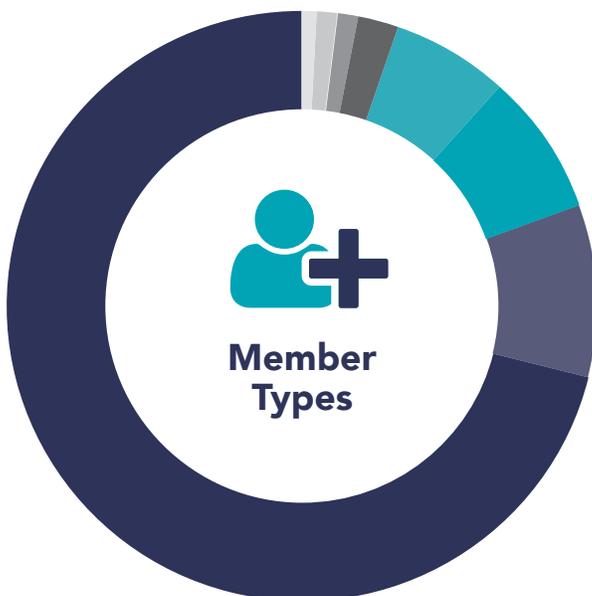




## The Society of Hospital Medicine

As a 501 (c)(3), SHM is the only organization dedicated to serving the professional needs of the entire hospital medicine team, comprised of:

- Practicing hospitalist physicians.
- Practicing hospitalist nurse practitioners and physician assistants.
- Residents and fellows on track to become hospitalists.
- Students enrolled in accredited medical programs and interested in hospital medicine.
- Practice administrators in the hospital setting.
- Affiliate non-clinicians working in hospital medicine, including healthcare policy analysts, medical librarians, etc.
- Allied health professionals, including registered nurses, hospital pharmacists and other non-physician clinicians working in hospital medicine.
- International (non-US, non-Canadian) individuals practicing hospital medicine.



**70.9%**  
Physician



**2.3%**  
Practice Admin



**9.4%**  
NP/PA



**1.2%**  
Affiliate



**7.9%**  
Resident/Fellow



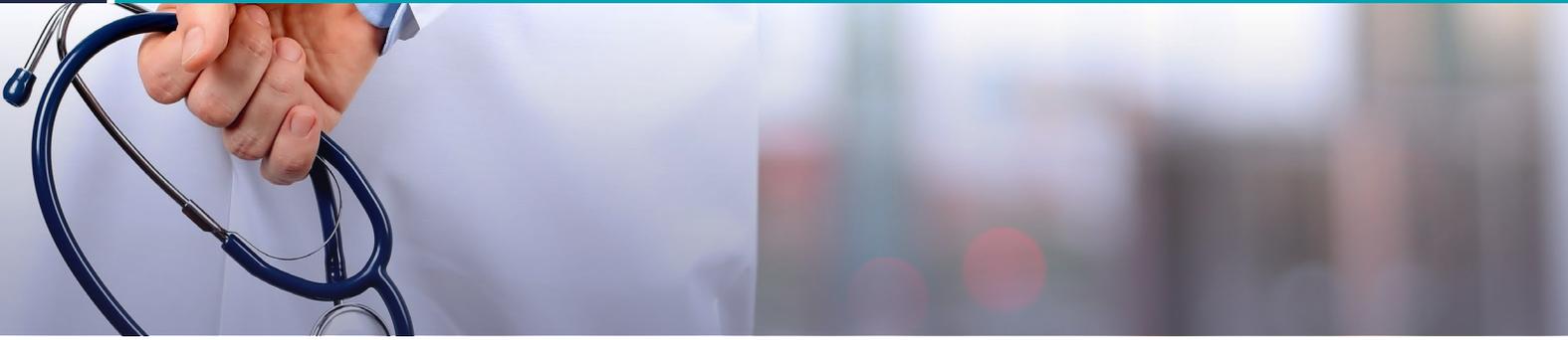
**1.1%**  
International Member



**6.3%**  
Student



**0.9%**  
Allied Health



## Our Mission

SHM promotes exceptional care for hospitalized patients.

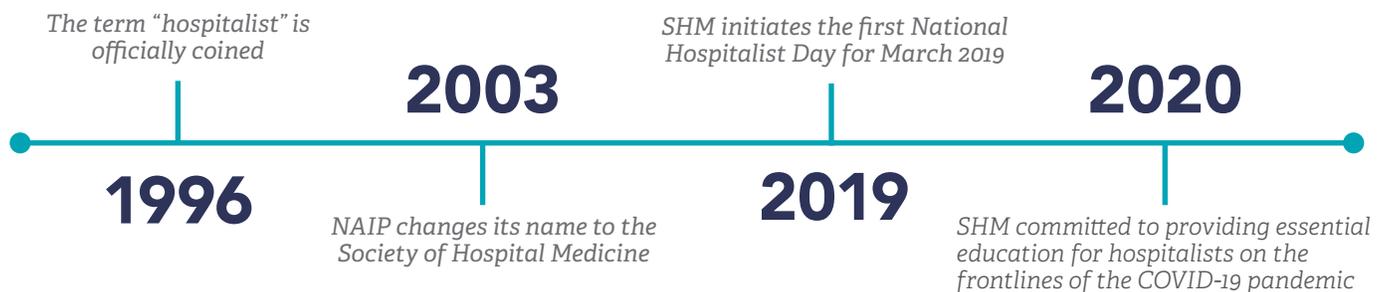
## Our Objectives

- Promoting high-quality and high-value healthcare for every hospitalized patient
- Advancing the state of the art in hospital medicine through education and research
- Improving hospitals and the healthcare community through innovation, collaboration and patient-centered care
- Supporting and nurturing a vibrant, diverse and multidisciplinary membership to ensure the long-term health of hospital medicine

## History

In 1996, the term “hospitalist” was officially coined by Dr. Lee Goldman and Dr. Robert Wachter in a *New England Journal of Medicine* article. The following year, the National Association of Inpatient Physicians (NAIP) was founded with an inaugural newsletter to the hospitalist database and a meeting with approximately 200 attendees. After six years, NAIP officially changed its name to the Society of Hospital Medicine (SHM) in 2003.

SHM has seen exponential growth in membership, resources and recognition over the past 20 years. The organization has launched the *Journal of Hospital Medicine*, the SHM Career Center and the Fellows designation program, hosted more than 20 successful conferences, established the Center for Quality Improvement along with various successful initiatives and has twice been the recipient of the John M. Eisenberg Award for Innovation in Patient Safety and Quality at the national level. SHM also single-handedly advocated for the creation of National Hospitalist Day, honoring all hospitalists and the work they do for patients. National Hospitalist Day is celebrated the first Thursday in March.





## Advocacy Efforts

SHM works on behalf of hospitalists and patients nationwide to advance the practice of hospital medicine and improve the healthcare system through both legislative and regulatory health policy development. Members can take action with SHM by:

- Utilizing the Legislative Action Center
- Subscribing to the Grassroots Newsletter, which provides tools, resources and opportunities to grow connections between colleagues, policymakers and SHM
- Engaging with the Public Policy Committee



---

*“ There are so many different people who are hospitalists. There are people who are educators, there are people who run hospitals, there are people who are involved in quality improvement research. And you can find your niche within that big organization, depending on what it is you are really drawn to. ”*

- SHM Member



## Partner with SHM

Hospital medicine is one of the fastest growing medical specialties, with an expansive body of internists and family medicine physicians, as well as NPs and PAs who deliver care to patients in hospital and post-acute settings. Hospitalists provide a unique level of expertise and insight in the inpatient care environment and play an increasingly influential and collaborative role with other specialists, residency programs and hospital and practice administrators.

With our deep understanding of the hospitalist landscape partnered with access to our audience, SHM serves as your primary platform to connect and engage. Our comprehensive outreach programs include a combination of avenues to best meet your specific interests, including conferences, meetings, events and advertising. SHM provides you with multi-channel opportunities to develop and strengthen relationships with hospitalists and healthcare leaders.

## Digital Learning

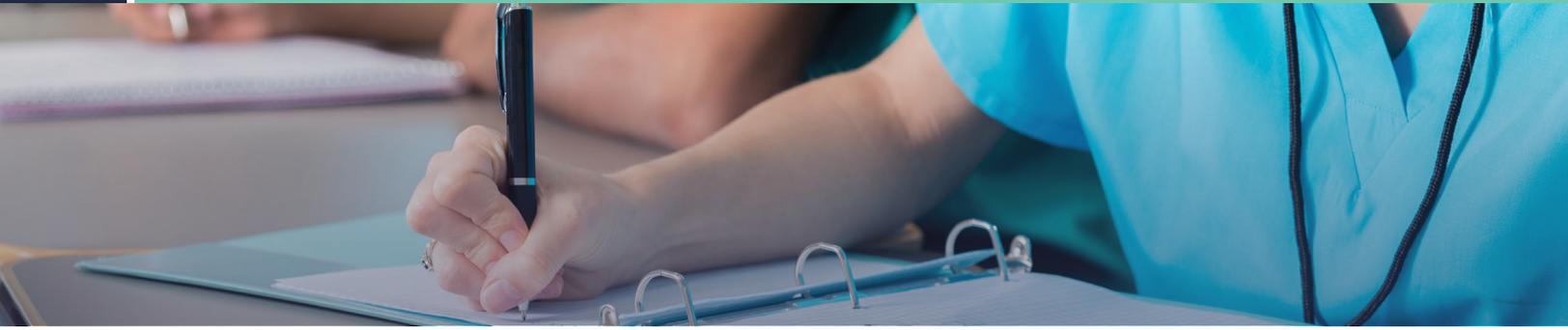
Accredited by the Accreditation Council for Continuing Medical Education (ACCME) in 2016, SHM offers its membership a variety of opportunities for Maintenance of Certification (MOC) and Continuing Medical Education (CME). In addition to live conferences, SHM offers:

- The **SHM Learning Portal**, a catalog of online CME modules that houses over 130 *AMA PRA Category Credits™* and more than 120 ABIM MOC Self Evaluation Points specifically for hospitalists. New modules are added regularly, most of which are free to SHM members. The convenience of the SHM Learning Portal allows for learners to obtain necessary CME credits and MOC points at their own pace.
  - The SHM Learning Portal is the perfect place to host your organizations CME virtually. Whether you have a webinar or a series of podcasts, SHM can provide an engaged audience of hospitalists.
- **Spark Self-Assessment**, a comprehensive online self-assessment tool that purchasers may use to study for the Focused Practice in Hospital Medicine (FPHM) Exam or to test their general knowledge and obtain CME credits and/or MOC points.

## Core Competencies in Hospital Medicine

Published in the *Journal of Hospital Medicine*, SHM created the *Core Competencies in Hospital Medicine: A Framework for Curriculum Development* as a blueprint to standardize the teaching of hospital medicine in medical school, post-graduate and continuing medical education programs. First published in 2006, they were recently updated in 2017.

Pediatric Core Competencies debuted in the summer of 2020.



## The State of Hospital Medicine Report

The biennial *State of Hospital Medicine* Report is derived from a survey that is distributed to hospital medicine groups every other year and is the only report of its kind. Hospitalists and health system leaders alike utilize the Report to review industry benchmarks and refine their practice. The most recent *State of Hospital Medicine* Report was released in October 2018 and covers a wide range of topics used when making management decisions, including hospital medicine group composition, hospitalist compensation, scheduling models and more.

## SHM Conferences

Each year, SHM hosts or co-hosts a variety of conferences to help hospitalists advance their knowledge, demonstrate their value to employers and connect with like-minded clinicians.

- **SHM Annual Conference** – Created by hospitalists for hospitalists, the SHM Annual Conference is the largest national gathering of hospital medicine professionals, with close to 5,000 attendees each year. With more than 20 educational tracks, this conference has something to offer to the entire hospitalist care team, from students to physicians to nurse practitioners to HMG leaders.
- **Pediatric Hospital Medicine (PHM)** – The premier educational conference for pediatric hospitalists and other clinicians who care for hospitalized children. Tri-sponsored by SHM, the American Academy of Pediatrics and the Academic Pediatric Association, PHM offers an arrangement of educational and networking opportunities planned specifically for pediatric hospital medicine professionals.
- **Adult Hospital Medicine Boot Camp** – Co-sponsored with the American Academy of Physician Assistants, Boot Camp is the perfect course for PAs and NPs, whether new to hospital medicine or looking to brush up on the latest topics.
- **SHM Leadership Academy** – The only hospitalist-focused leadership program in the nation, Leadership Academy offers four courses simultaneously to enhance leadership skills in various areas and provides opportunities for attendees to network with leaders from across the country.
- **Academic Hospitalist Academy (AHA)** – Hosted by SHM, the Society of General Internal Medicine and the Association of Chiefs & Leaders of General Internal Medicine, AHA provides academic hospitalists with the educational, scholarly and professional development skills they need to advance their careers and begin a pathway to success in academic hospital medicine.
- **Quality and Safety Educators Academy (QSEA)** – This conference provides medical educators with the knowledge, skills and confidence to develop curricula that will educate and engage residents or students in quality improvement and patient safety.
- **Chapter Meetings** – These smaller gatherings are held across the country at the local level and facilitate strong one-on-one interaction between your organization's brand and local hospitalists.



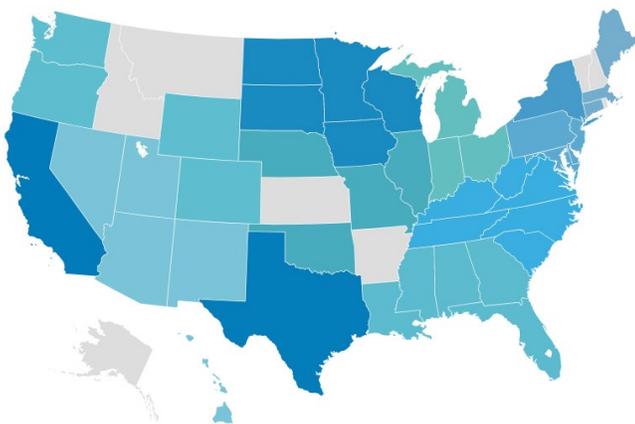
## Virtual Events

SHM has developed a suite of virtual events and digital spaces to help you meet your goals even during these unprecedented times.

- **HM20 Virtual** – Hospital Medicine 2020, SHM’s annual conference was canceled but the learning won’t stop. HM20 Virtual will be held August 11–31, 2020 featuring three weeks of virtual sessions and additional on demand content.
- **PHM20 Virtual** – Pediatric Hospital Medicine 2020, a tri-sponsored event designed for the Pediatric Hospital Medicine community has also gone virtual. Comprised of simulive content during PHM20 Virtual Week, July 20–24, 2020 as well as additional on demand content included after the week concludes.

## Additional Opportunities

- **Fellows Designations** – Members of 3 or more years can apply for SHM’s Fellow or Senior Fellow in Hospital Medicine (FHM or SFHM) designation. Applicants must demonstrate their commitment and leadership in the field in order to be awarded these credentials.
- **The SHM Career Center** – An online professional search for hospital medicine professionals, the SHM Career Center is a hub for both job seekers and employers to find or post open positions.



## SHM Chapters

SHM hosts more than 60 local chapters throughout 12 districts nationwide to increase networking, education and collaboration within the hospital medicine community. SHM also hosts 4 international chapters.

[chapters@hospitalmedicine.org](mailto:chapters@hospitalmedicine.org)



## The Hospitalist Newsmagazine

The Hospitalist newsmagazine reports on issues and trends in hospital medicine on a monthly basis and reaches more than 40,000 hospitalists, physician assistants, nurse practitioners, medical residents and healthcare administrators in the practice and business of hospital medicine.

Advertising Information: [Click here](#)



## The Journal of Hospital Medicine (JHM)

The Journal of Hospital Medicine (JHM) is the premier peer-reviewed, ISI-indexed publication for the specialty of hospital medicine and official journal of the Society of Hospital Medicine. Published monthly, the journal advances excellence in hospital medicine as a defined specialty through the dissemination of research, evidence-based clinical care, and advocacy for safe, effective care for hospitalized patients.

---

Through special working groups, SHM occasionally publishes guidelines to inform best practices in hospital medicine. Guidance statements on safe opioid prescribing and point-of-care ultrasound for hospitalists were recently published in JHM and can be accessed via digital supplement.

---

Advertising Information: [Click here](#)



## The Hospital Leader Blog

The Hospital Leader is the official blog of the Society of Hospital Medicine, featuring bloggers who provide insights and expertise on the most compelling issues in the specialty of hospital medicine, including:

- Patient safety and quality improvement
- Patient perspective
- Advocacy and healthcare policy
- Clinical updates
- Breaking news in the hospital medicine field



**Theresa Jones**

*Manager, Business Development*

[tjones@hospitalmedicine.org](mailto:tjones@hospitalmedicine.org)

**Nyla Nicholson**

*Meetings and Exhibits Project Manager*

[nnicholson@hospitalmedicine.org](mailto:nnicholson@hospitalmedicine.org)