



MEDICAL STUDENT & RESIDENT/FELLOW ELECTIVE *“Medicine & the Media”*

Discovery Health, part of Discovery Communications, the leading global real-world media company, is offering an exclusive four to six week elective rotation for American Medical Association (AMA) medical student and resident/fellow members. As part of Discovery’s ongoing dedication to education, Discovery Health produces continuing medical education (CME) programs that air on the Discovery Health Channel weekly. During the rotation, one AMA medical student and one AMA resident/fellow will each work closely with all members of the Discovery Health CME team to develop a medical education program that will air on the network and be viewed by over 2 million people. This exciting opportunity gives the student and resident/fellow hands-on experience in the translation of rigorous scientific data into an entertaining and informational program.

Objectives

- Develop concepts of evidence-based medicine with emphasis on translating research into practice;
- Determine how to create medical and health programming geared for both physicians and patients in multiple mediums, including TV, DVD, radio, and internet;
- Develop key outcome measures and metrics when assessing health and medical programming; and
- Understand the way that media transmits medical information.

Activities

- Work under direct supervision of a physician – Chief Medical Expert at Discovery Health Channel / Vice President, Continuing Medical Education;
- Assigned at least one specific topic and develop a script for a CME program, select appropriate faculty members on the topic, and follow the program through production to premiere;
- Assist in the development of grant proposals for future CME programs on a variety of topics;
- Use evidence-based principles in researching topics;
- Work with production and development teams to help create medutainment (medical information that is also entertaining); and
- Travel to shoots and development meetings to bring medical expertise.

The student and resident/fellow will work primarily at Discovery Communications headquarters in Silver Spring, MD, but will also travel to relevant on-site and studio shoots for the program. A stipend will be provided to cover living expenses based on length of rotation (\$3,000 for four-week rotation). Dates and length of rotation flexible. **Applications due April 17, 2009.**

For more information on this exciting opportunity, please contact the AMA:

- Medical students – Contact Katherine Torres at (312) 464-4742 or katherine.torres@ama-assn.org.
- Residents/Fellows – Contact Sharyn Grose at (312) 464-4978 or sharyn.grose@ama-assn.org.



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“Medicine & the Media”

Application Form

All medical student and resident/fellow members of the American Medical Association (AMA) are eligible to apply for an exclusive elective rotation in health communications with Discovery Health in Silver Spring, MD. Elective rotation will begin at an agreed upon time (anytime after June 1, 2009) and will last a minimum of four to six weeks. Discovery Health will compensate living expenses (\$3,000+ based on length of rotation). One AMA medical student and one AMA resident/fellow will be selected. Please submit the completed application and supporting information to the appropriate address below.

Deadline for applications: **April 17, 2009**
 Notification: End of May

Applicant Information

Name:

| | | |
|-------|----------------|------|
| First | Middle Initial | Last |
|-------|----------------|------|

Address:

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|----------------|
| Street Address |
|----------------|

City/State:

| | | |
|------|-------|----------|
| City | State | ZIP Code |
|------|-------|----------|

Telephone:

| | |
|---------------|------|
| Daytime Phone | Fax: |
|---------------|------|

E-mail address:

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Date of Birth:

| | |
|--------------|------------------------|
| (mm/dd/yyyy) | School, City and State |
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Undergraduate Education:

Medical School:

Graduation date (or expected completion):

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Residency/Fellowship Program:

Expected Completion:

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Applicant is an AMA Member (required): Yes No AMA Member Since:

Please choose one:

Applicant is a current medical student:

Applicant is a current resident/fellow:

Submitted By (signature of applicant):

Availability:

APPLICATION MATERIALS MUST BE RECEIVED BY FRIDAY, APRIL 17, 2009.

Medical Students

Please return to:

American Medical Association
Dept. of Medical Student Services
515 N. State Street, 14th Floor
Chicago, IL 60654
Fax: (312) 464-5845

For application questions, please call:
(800) 262-3211 ex. 4742

Residents/Fellows

Please return to:

American Medical Association
Dept. of Resident and Fellow Services
515 N. State Street, 14th Floor
Chicago, IL 60654
Fax: (312) 464-5845

For application questions, please call:
(800) 262-3211 ex. 4978

Supporting Information

Please submit a typed response to the following accompanied by the applicant’s current curriculum vitae.

1. Candidate’s Statement of Interest

(Not less than 50, nor more than 250 words, on why you want to participate in the Discovery Health “Medicine & Media” elective rotation. Please also include what you consider to be your major strengths and qualifications for the position and what benefits you believe are likely to result from your participation.)

Signature of Applicant

Date