Association for Hospital Medical Education

Building and Branding the Best You

Tuesday, June 3, 2025 ~ 1:00-2:00 p.m. Eastern

Defining your professional identity is essential for success in clinical and medical education settings. A strong personal brand not only enhances credibility but also opens doors to expanding leadership opportunities. Join us for a timely session where the speaker will guide GME faculty, staff, and leaders through the process of shaping a professional identity with intention. This webinar will explore the role of core values in building a personal brand, the power of storytelling in crafting a compelling narrative, and the steps needed to develop a strategic plan and reflective practice for personal and professional growth, while applying the competencies of the ACGME Clinician Educator Milestones. Whether you are looking to refine your leadership presence or position yourself for career advancement, this presentation will provide actionable insights to help you stand out in today's dynamic healthcare environment. Don't miss this opportunity to invest in yourself and take control of your professional journey.

Objectives:
At the conclusion of the session, learners should be able to:

- Discuss the importance of professional identity in creating personal and professional brands;
- Examine and identify core values and their role in building personal brands;
- Discover the importance of creating a narrative; and,
- Develop a plan to create your personal and professional brands.

Speaker:
Chantal Reyna, MD, MHA, FACS is a breast surgeon currently serving at Loyola University Medical Center as the Section Chief of Breast Surgical Oncology. She serves as the Association of Women Surgeons' secretary and the Latino Surgical Society's secretary. Her interests include personal and professional development as well as minimizing axillary surgery and male breast cancer.

Moderator: Jessica Seaman, EdD, MEd is the Assistant Professor for Medical Humanities and Assistant Dean for Faculty Development at Creighton University School of Medicine. She is also the Chair-Elect for AHME's Council on Professional and Faculty Development.

Register online now at www.ahme.org

AHME Members: **Only $75** **by May 20** -- $100 after 05/20/25

Non-Members: Only $100 **by May 20** -- $125 after 05/20/25

* Session fee includes one phone line, one device for unlimited listeners.

Cancellation Policy: Cancellations made up to 3 business days before the webinar date are subject to a 25% service fee. Registrants who do not participate in the session, and those who do not cancel before 3 business days before the webinar date are liable for the full fee. Only written requests for cancellation will be accepted. Cancellations must be made by fax at 724-864-6153 or by email (tricia@ahme.org).

Contact AHME Headquarters with questions – 724-864-7321 or info@ahme.org