What it means to be a Clinician Founder Transcript

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What It Means to Be a Clinician Founder

>> What does it mean to be a clinician >> What does it mean to be a clinician founder? That's the question I've really founder? That's the question I've really been in search of. So, for the OGs of been in search of. So, for the OGs of this podcast, it's been around since it this podcast, it's been around since it used to be called a Medic Side Hustles used to be called a Medic Side Hustles podcast and the idea was podcast and the idea was there's medics doing a lot of things on there's medics doing a lot of things on the side beyond just clinical work. What the side beyond just clinical work. What are those stories about? And how are are those stories about? And how are they eventually reaching a point where they eventually reaching a point where they make medicine their side hustle.

they make medicine their side hustle. So, the thing that drives them, the So, the thing that drives them, the thing that brings them the money, the thing that brings them the money, the income, the freedom, the agency, and the income, the freedom, the agency, and the ability to kind of say ability to kind of say I don't have to do clinical work if I I don't have to do clinical work if I don't want to.

don't want to. It's kind of what I thought making It's kind of what I thought making medicine your side hustle would be medicine your side hustle would be about.

From Medic Side Hustles to Clinician Founder

about. about. And so, And so, over the last two seasons we've had a over the last two seasons we've had a bunch of really interesting bunch of really interesting conversations.

conversations. conversations. And I'm super keen to be bringing you And I'm super keen to be bringing you season 3 of the Clinician Founder season 3 of the Clinician Founder podcast. Now, in fact, I'm four or five podcast. Now, in fact, I'm four or five episodes in already in terms of episodes in already in terms of recording, so you can expect an episode recording, so you can expect an episode coming out every week. And if you've coming out every week. And if you've been thinking about what it means to be been thinking about what it means to be a clinician founder, that's what I want a clinician founder, that's what I want to kind of talk to you about. Looking to kind of talk to you about. Looking back at season 1 and 2, I've had, you back at season 1 and 2, I've had, you know, for example, Ellie Scott Creasey, know, for example, Ellie Scott Creasey, the doctor who became a barista. She was the doctor who became a barista. She was on my podcast twice, once just exploring on my podcast twice, once just exploring that absolute unknown of what it's like that absolute unknown of what it's like to do something to do something just not medical, not a structured kind just not medical, not a structured kind of role or position. And what do you do of role or position. And what do you do if you've left medicine and then become if you've left medicine and then become a barista? Where do you go from that?

a barista? Where do you go from that? The most recent post I've seen from her The most recent post I've seen from her is fantastic. She's gotten a is fantastic. She's gotten a non-executive director role as a result non-executive director role as a result of her passion for speaking about ADHD of her passion for speaking about ADHD from personal experience.

from personal experience.

Identity Capital and Building a Personal Brand

And And And her story when she was on this podcast her story when she was on this podcast was such a good reminder that sometimes was such a good reminder that sometimes the biggest asset that you have, the the biggest asset that you have, the easiest asset that you can build, isn't easiest asset that you can build, isn't a fancy website, isn't a SAS platform, a fancy website, isn't a SAS platform, isn't something white coded. It's isn't something white coded. It's literally just your voice. It's the literally just your voice. It's the words in your mind. How well can

you words in your mind. How well can you articulate your experiences into articulate your experiences into something meaningful and that in itself something meaningful and that in itself can be enough can be enough to transform somebody else's world and to transform somebody else's world and to improve working conditions in to improve working conditions in a company, for example, can be enough to a company, for example, can be enough to bring people a feeling of hopefulness in bring people a feeling of hopefulness in the world and that's something that Ali the world and that's something that Ali has done so fantastically. She started has done so fantastically. She started writing about her experience of writing about her experience of medicine, burnout, ADHD and the identity medicine, burnout, ADHD and the identity shift that goes with it and that opened shift that goes with it and that opened up loads of conversations for her. And up loads of conversations for her. And Ali Jafri, for example, she's Ali Jafri, for example, she's amazing and really amazing on social amazing and really amazing on social media. Many of you must be following media. Many of you must be following her. Her story about how NutriDunk came her. Her story about how NutriDunk came about and how she reached a point where about and how she reached a point where she was working with the likes of Jamie she was working with the likes of Jamie Oliver Oliver Oliver was such a fantastic story to get into was such a fantastic story to get into and and and what sticks with me from her what sticks with me from her conversation was this conversation was this concept of having an identity capital.

concept of having an identity capital. So, she really talked about what does So, she really talked about what does identity capital mean? What does it mean identity capital mean? What does it mean to build an identity capital and how do to build an identity capital and how do you use it? How do you leverage it? How you use it? How do you leverage it? How do you bring your whole self to work and do you bring your whole self to work and how do you let your real true unique how do you let your real true unique self with all your flaws included self with all your flaws included actually be something that opens up actually be something that opens up opportunities for you and works to your opportunities for you and works to your advantage.

advantage. advantage. So, it's your clinical experience, yes, So, it's your clinical experience, yes, but it's also your values, your story, but it's also your values, your story, your personality, your curiosity and the your personality, your curiosity and the things that make people remember and things that make people remember and trust you for who you are. And then trust you for who you are.

Launching Healthcare Ideas Beyond the Pilot Stage

And then there was this guest episode with there was this guest episode with Brendan McAdams where we got into the Brendan McAdams where we got into the nitty-gritties of really launching a nitty-gritties of really launching a healthcare pilot. Why do so many healthcare pilot. Why do so many projects and ideas get stuck in that projects and ideas get stuck in that pilot stage despite so much hard work?

pilot stage despite so much hard work? And the thing he said was that nobody And the thing he said was that nobody buys a pilot. buys a pilot. They buy a result.

They buy a result. And that really transformed the way I And that really transformed the way I work with my clients as well and it's work with my clients as well and it's really helped me understand the need to really helped me understand the need to have the conversation of what happens have the conversation of what happens after this pilot. What are we doing this after this pilot. What are we doing this pilot for? We're not doing this pilot to pilot for? We're not doing this pilot to prove to you or me that this is prove to you or me that this is possible. We need to make a decision of possible. We need to make a decision of whether this product is even something whether this product is even something you would buy and if you would buy this you would buy and if you would buy this product or invest in this service, product or invest in this service, then a pilot is kind of like a trial then a pilot is kind of like a trial period to say, "Actually, before we get period to say, "Actually, before we get into a long-term relationship, let's into a long-term relationship, let's date a little. Let's experience what date a little. Let's experience what that's like." that's like." And that's that's really stayed with me.

And that's that's really stayed with me. And so as these stories are happening, And so as these stories are happening, this this idea of this this idea of you know, initially what was Medic Side you know, initially what was Medic Side Hustles became the Clinician Founder Hustles became the Clinician Founder podcast because I realized that the podcast because I realized that the story story story of the people that really needs to be of the

people that really needs to be told, the ones that I love getting into told, the ones that I love getting into are clinician founders. And people are clinician founders. And people who've built something in this world and who've built something in this world and people who've brought something to life.

people who've brought something to life.

Frustration, Ideas, and the Messy Middle

You know, as Declan Kelly, the founder You know, as Declan Kelly, the founder of Allis Medical, he spoke about the of Allis Medical, he spoke about the importance of clarity, the clarity on importance of clarity, the clarity on product market fit, but also product product market fit, but also product business model fit and where your model business model fit and where your model or your idea kind of fits into this or your idea kind of fits into this world and world and just how just this raw experience of just how just this raw experience of taking a real frustration in life to taking a real frustration in life to something meaningful out there and something meaningful out there and something that's valuable and something something that's valuable and something we all look up to now having our we all look up to now having our pockets. Like every hospital I know has pockets. Like every hospital I know has Allis and to go to that level Allis and to go to that level and be able to hear the humility behind and be able to hear the humility behind the challenges was absolutely fantastic the challenges was absolutely fantastic and inspiring. And we kind of went back and inspiring. And we kind of went back to the idea of to the idea of ideas, really. We went back to the idea ideas, really. We went back to the idea of ideas and where they come from and of ideas and where they come from and how often they stem from frustration and how often they stem from frustration and how frustration and anger is really such how frustration and anger is really such a motivated state.

a motivated state. It often feels it keeps you stuck, but It often feels it keeps you stuck, but that's the time when you really know that's the time when you really know when you have the emotions of anger and when you have the emotions of anger and frustration, that's when you know that frustration, that's when you know that there's something that you want to do there's something that you want to do about this. And to convert that about this. And to convert that frustration into an idea is is really frustration into an idea is is really where this journey begins. And so as where this journey begins. And so as we're now entering season 3, what's we're now entering season 3, what's sticking out for me is the fact that sticking out for me is the fact that being a founder really means being a founder really means founding an idea, founding a change. And founding an idea, founding a change. And in reality, it means taking your idea in reality, it means taking your idea and bringing it to life.

and bringing it to life. Because there's lots of people with Because there's lots of people with ideas, there's lots of people frustrated ideas, there's lots of people frustrated with the current situation, but to with the current situation, but to become a founder means to really take become a founder means to really take that idea and bring it to life. And in that idea and bring it to life. And in this season, I want to get into what this season, I want to get into what those challenges are like. What is that those challenges are like. What is that all about? What hurdles do people come all about? What hurdles do people come across and how do we overcome them? So across and how do we overcome them? So when I look back at these conversations, when I look back at these conversations, there's a few patterns. Ellie showed us there's a few patterns. Ellie showed us voice. Ali showed us movement. Brendan voice. Ali showed us movement. Brendan showed us adoption. Declan showed us showed us adoption. Declan showed us infrastructure. And Jamie infrastructure. And Jamie Jamie Gross, who came on this podcast, Jamie Gross, who came on this podcast, talked about the frustration leading to talked about the frustration leading to ideas.

ideas. ideas. Taught us how lived experience can Taught us how lived experience can become purpose. And so in season 3, become purpose. And so in season 3, we're going to get into the messy we're going to get into the messy middle, right in the middle of middle, right in the middle of everything everything everything being literally quite messy. So we've being literally quite messy. So we've we've just adopted cats about a month we've just adopted cats about a month ago, and they're the most beautiful, ago, and they're the most beautiful, most amazing pair of cats. I put it most amazing pair of cats.

Season 3, AI Projects, and Community Building

I put it getting used to them has been a big getting used to them has been a big change. ARCP season's coming up. Some of change. ARCP season's coming up. Some of you might have heard about my deep, you might have heard about my deep, deep, deep rabbit hole dive into the deep, deep rabbit hole dive into the world of AI. And one of the things out world of AI. And one of the things out of that has been of that has been an ARCP an ARCP prep aid AI agent. And there's been um a prep aid AI agent. And there's been um a company called Ask Porsche, which I now company called Ask Porsche, which I now have a YouTube channel about, and I'm have a YouTube channel about, and I'm kind of building in public as an AI kind of building in public as an AI agent that helps you manage your agent that helps you manage your e-portfolios. I think that's going to be e-portfolios. I think that's going to be fantastic. Another idea that's been fantastic. Another idea that's been amazing has been agent agent for amazing has been agent agent for doctors. So, again, AI agents, I'm big doctors. So, again, AI agents, I'm big on that. And And while I'm heading into on that. And And while I'm heading into AI and digital on one end, the other AI and digital on one end, the other side of me really wants to side of me really wants to create a community and bring people create a community and bring people together and have a space where we can together and have a space where we can meet and learn from each other and have meet and learn from each other and have conversations that really are human.

conversations that really are human. And And And it's amazing how AI is enabling me to do it's amazing how AI is enabling me to do more non-digital more non-digital stuff in the real world. And I'm super stuff in the real world. And I'm super excited to kind of excited to kind of bring that forward. And bring that forward. And I guess one of the first things I should I guess one of the first things I should let you know about is the fact that let you know about is the fact that clinicianfounder.com is now live. If clinicianfounder.com is now live. If you're listening to this, it's probably you're listening to this, it's probably still a beta test page, but you can get still a beta test page, but you can get there. The idea is that there. The idea is that you land and you see the word clinician you land and you see the word clinician founder everything. I want it to be founder everything. I want it to be everything a clinician needs to bring everything a clinician needs to bring their meaningful ideas to life. So, their meaningful ideas to life.

Clinician Founder Platform and Whatu2019s Next

So, you've got inspiration of this podcast you've got inspiration of this podcast being hosted there, but you've also got being hosted there, but you've also got tools and resources. We're soon going to tools and resources. We're soon going to have some mentors.

have some mentors. And eventually, it's going to also lead And eventually, it's going to also lead to a community platform. And that's in to a community platform. And that's in the works in the next coming few months.

the works in the next coming few months. So, I want to create a space for people So, I want to create a space for people to be able to gather in their own time, to be able to gather in their own time, given the constraints of us all being given the constraints of us all being clinicians.

clinicians. clinicians. But the value in the human-to-human But the value in the human-to-human connection is what I want to foster. So, connection is what I want to foster. So, stay tuned. I'm going to keep telling stay tuned. I'm going to keep telling you about that as this season you about that as this season progresses.

progresses. progresses. But in the messy middle But in the messy middle of all of this is where I want to hear of all of this is where I want to hear about the messy messy middle of all about the messy messy middle of all other clinician founders. What did they other clinician founders. What did they go through? What did they learn? And I'm go through? What did they learn? And I'm already excited to bring you some of the already excited to bring you some of the amazing conversations we've had. I've amazing conversations we've had. I've got a GP working on an education exam got a GP working on an education exam prep platform. I've got the amazing Dr.

prep platform. I've got the amazing Dr. Sherif who's gotten MBE for her work and Sherif who's gotten MBE for her work and is now a clinician founder as well.

is now a clinician founder as well. We've I've just had a fantastic We've I've just had a fantastic conversation with Tiana yesterday and conversation with Tiana yesterday and those are just a few of the names that those are just a

few of the names that you're going to be listening to in this you're going to be listening to in this season of the clinician finder podcast.

season of the clinician finder podcast. So, thank you so much for being here. So, thank you so much for being here. Thank you so much for listening. Thank Thank you so much for listening. Thank you so much for being a follower. Drop you so much for being a follower. Drop your comments below. I'd love to get to your comments below. I'd love to get to know you, hear what you enjoy, leave know you, hear what you enjoy, leave your questions for the guests and I'd your questions for the guests and I'd love to kind of get them answered for love to kind of get them answered for you.

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seeing you at the next episode. Take care and don't give up on that idea Take care and don't give up on that idea yet.