

## Disrupting the Definition of Scholarship: Advancing Your Career with Nontraditional Scholarship

A presentation by Mara Becker, MD, MSCE, Pilar Ortega, MD, MGM, Teresa Chan, MD, MHPE, MBA, and Kimberly Manning, MD, on February 7, 2024

### Promotion & tenure (P&T) policies need to keep up.

With more clinical faculty and faculty with broadening academic interests, medical schools need to update their P&T guidelines to include new forms of scholarship.

About Duke's Expressions of Scholarship:

<https://medschool.duke.edu/about-us/faculty-resources/faculty-appointments-promotion-tenure/clinical-science-apt/faculty-3>

### “Be yourself in academic medicine.”

Push the boundaries of what constitutes scholarship by studying and working on new topics (e.g., personal passions, hobbies) and using new formats (e.g., graphic medicine, serious games, social media).

To find the right home to share your work, consult mentors, sponsors, and collaborators; consider your academic homes (e.g., clinical and other societies) and the publications you like to read; and look outside medicine (e.g., humanities, social sciences).

### “I used social media to help myself get promoted.”

It's all about who knows you. Use social and other digital media to talk about your passions and share the important mission-driven work you're doing. Find collaborators and others who are passionate about the same issues and make connections outside your institution. Build a national reputation.

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### In addition to the usual forms of scholarship...

- Clinical guidelines (local to national)
- QI projects (local to national)
- Community partnerships
- Educational curricula or tools (with evaluation)
- Advocacy (e.g., impacting regulation / legislation)
- Positions and policies (local to national)
- Social media, other digital platforms
- Clinical informatics improving the EHR

*All must have demonstrable impact*

**Advocacy Scholarship Framework**  
**Digital Scholarship Framework**  
**Justice, Equity, Diversity, Anti-racism, and Inclusion (JEDAI) Scholarship Framework**  
**Team Science Scholarship Framework**

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### Pilar Ortega: My nontraditional scholarship

**Content:** Non-English languages

**Format:** Graphic medicine

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### The power of #medtwitter

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**“Digital scholarship is just scholarship in a different format.”**

Create and submit a digital portfolio as part of your P&T packet. Include examples of your social media and other digital scholarship. Provide altmetrics or other usage data and testimonials to explain the impact of your work and demonstrate your reach and influence across academic medicine. This will expose others to new and different ideas about what constitutes scholarship.

About TMU’s inclusive scholarship categories:

<https://www.torontomu.ca/policies/policy-list/clinical-faculty-policy0/>



Check out the handout for this webinar for more information about P&T in academic medicine, changing physician phenotypes, and what counts as scholarship today at <https://www.aamc.org/media/74771/download>.

### Further Reading

- Cabrera D, Roy D, Chisolm MS. Social media scholarship and alternative metrics for academic promotion and tenure. *J Am Coll Radiol*. 2018;15:135-141. <https://pubmed.ncbi.nlm.nih.gov/29122503/>
- Cabrera D, Vartabedian BS, Spinner RJ, et al. More than likes and tweets: Creating social media portfolios for academic promotion and tenure. *J Grad Med Educ*. 2017;9:421-425. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5559234/>
- Husain A, Repanshek Z, Singh M, et al. Consensus guidelines for digital scholarship in academic promotion. *West J Emerg Med*. 2020;21:883-891. <https://pubmed.ncbi.nlm.nih.gov/32726260/>
- Jones D, Fluker SN, Walker TA, et al. An innovative approach to career development and promotion of diverse faculty. *J Hosp Med*. 2023;18:234-238. <https://pubmed.ncbi.nlm.nih.gov/36598085/>
- Mayersak RJ, Yarris LM, Tuttle RC, et al. Demonstrating your work: A guide to educators’ portfolios for graduate medical educators. *J Grad Med Educ*. 2021;13:635-639. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8527930/>

*These key takeaways and helpful resources are from a webinar series hosted by the editorial teams of the AAMC’s 2 peer-reviewed journals, Academic Medicine and MedEdPORTAL. Sessions cover the importance of publishing your education scholarship and practical suggestions for how to do so successfully. All are invited to attend. Learn more about upcoming sessions at <https://www.aamc.org/publishingwebinar>.*