

Informational Interviews with Doctors: Interview Questions

Great Opening Questions:

What attracted you to a career in medicine?
What are your proudest moments?
To what do you attribute your success?

Facing Changing Times:

Where do you go to learn about the changing medical climate?
How do you see changes impacting you, your practice and your family?
What concerns keep you up at night?

Where They Gather:

To what associations do you belong?
What meetings do you attend?
Where do you go for financial information?
What publications do you read?
What blogs do you visit?
What radio station do you listen to in the car?

Ongoing Education:

How do you meet your continuing medical education (CME) requirements?
Attend meetings? Online courses?

Internet/ Social Media:

Have you ever gone to the Internet for information about finances? What search words did you enter?

Do you participate in social media? Twitter? LinkedIn? Facebook?
Doximity?

If you wanted to help doctors like yourself to take control of their financial destinies, how would you reach them?