

■ Engaging HCPs

Society of Hospital Medicine

Hospital medicine is the fastest growing medical specialty, with 84% of teaching hospitals having at least three hospitalists on staff, and 89% of hospitals with more than 200 beds having a hospital medicine program. There are currently more than 44,000 hospitalists in the United States and Canada.

The Society of Hospital Medicine (SHM) is a professional medical society representing more than 14,000 hospitalists in the U.S. dedicated to providing exceptional care to the hospitalized patient. SHM is the only medical society devoted entirely to hospitalists and the hospital medicine movement.

WHAT IS HOSPITAL MEDICINE?

Hospital medicine is a medical specialty dedicated to the delivery of comprehensive medical care to hospitalized patients. Practitioners of hospital medicine include hospital-based physicians, clinicians and administrators who engage in clinical care, teaching, research, or leadership in the field of general hospital medicine. In addition to their core expertise managing the clinical problems of acutely ill hospitalized patients, hospital medicine practitioners work to enhance the performance of hospitals and healthcare systems by:

- Prompt and complete attention to all patient care needs including diagnosis, treatment and the performance of medical procedures (within their scope of practice).
- Employing quality and process improvement techniques
- Collaboration, communication and coordination with all physicians and healthcare personnel caring for hospitalized patients
- Safe transitioning of patient care within the hospital, and from the hospital to the community, which may include oversight of care in post-acute care facilities.
- Efficient use of hospital and healthcare resources

COMPANY INFO



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Year Founded: 2003

Members: 14,000 Hospitalists

Total Reach: 25,000 Hospitalists

WHAT IS A HOSPITALIST?

A hospitalist is a clinician who specializes in the practice of hospital medicine. Following medical school, physician hospitalists typically undergo residency training in general internal medicine, general pediatrics, or family practice, but may also receive training in other medical disciplines. Some hospitalists undergo additional post-residency training specifically focused on hospital medicine, or acquire other indicators of expertise in the field, such as the Society of Hospital Medicine's Fellowship in Hospital Medicine (FHM) or the American Board of Internal Medicine's Recognition of Focused Practice (RFP) in Hospital Medicine.

WHY SHM?

Whether in marketing, advertising, medical education, sales or recruiting, industry professionals have many reasons for considering hospitalists as customers. The Society of Hospital Medicine has experience working with industry partners from pharmaceutical and biotech, medical device, IT/business solutions, recruiting/staffing and payers.