Breakout Room #2
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Elevator Pitch & Networking Tips

Elevator Pitch: Career Fair and Networking Events

- An elevator pitch is a concise, compelling introduction that explains who you are, what you do, and what you're looking for—all in the time it takes to ride an elevator (typically 30-60 seconds).

- Whether you're a student in Health Informatics or an experienced professional, a well-crafted elevator pitch can set the tone for meaningful connections and open doors to new opportunities.

Elevator Pitch Template for Students and Professionals

Specify for a Career Fair or Networking Event

Greeting/Introduction:

Unique Value Proposition:

Areas of Interest:

Strengths/Goals:

Call to Action:

Elevator Pitch Tips for Students and Professionals

1. Greeting/Introduction

Purpose: Establish rapport and make a strong first impression.

What to Include:

- Start with a friendly greeting (e.g., "Hi," "Hello").

- Introduce yourself with your first and last name.

- Mention your current role or education (if you're a student, mention your program and college/university; if you're a professional, mention your job title and company).

Example:

- "Hi, I'm (Your First and Last Name), a Health Informatics student at (College/University)."

- "Hello, my name is (Your First and Last Name), and I'm a Health Informatics professional at (Company)."

Elevator Pitch Tips for Students and Professionals

2. Unique Value Proposition (UVP)

Purpose: Highlight what sets you apart from others and showcase your strengths or specialized knowledge.

What to Include:

- Share your unique skills, experiences, or projects that make you stand out.

- Focus on a specific area of expertise or a key achievement that differentiates you.

- If you're a student, you can mention relevant coursework, internship experience, or projects that demonstrate your skills.

- If you're a professional, highlight successful initiatives, projects, or innovations you've worked on.

Example:

- **Student UVP**: "I specialize in leveraging data analytics to improve hospital workflows. I'm currently working on a project that uses machine learning algorithms to predict patient discharge times."

- **Professional UVP**: "I've spent the past (X) years leading health data analytics projects, including a predictive tool that helped reduce hospital readmission rates by 20%."

Elevator Pitch Tips for Students and Professionals

3. Areas of Interest or Focus

Purpose: Show your passion and where you see yourself going in the field.

What to Include:

Share the aspects of Health Informatics that excite you.

- If you're a student, mention your career goals, areas of focus, or skills you want to develop.

- If you're a professional, mention emerging trends you are interested in (e.g., AI in healthcare, EHR optimization, patient engagement solutions).

Example:

- **Student:** "I'm particularly interested in the use of AI to improve healthcare decision-making and patient outcomes."

- **Professional:** "I'm passionate about advancing digital health initiatives, particularly in clinical decision support systems and predictive analytics."

Elevator Pitch Tips for Students and Professionals

4. Strengths or Key Goals

Purpose: Demonstrate the value you bring to the table, and show you have clear goals.

What to Include:

- Highlight your key strengths that are relevant to Health Informatics (e.g., analytical skills, problem-solving, technical proficiency).

- For students, focus on your current skills and strengths, like data analysis, programming, or project management.

- For professionals, you can mention your leadership, innovative thinking, or collaboration skills, as well as long-term career goals.

Example:

- Student: "I'm skilled in data analysis and using tools like Python and SQL to manipulate large datasets. My goal is to contribute to improving healthcare efficiency through data-driven solutions."

- Professional: "I thrive in cross-functional teams and have a strong background in system optimization. My goal is to continue leading digital health initiatives that streamline patient care processes and enhance outcomes."

Elevator Pitch Tips for Students and Professionals

5. Call to Action

Purpose: Conclude with a clear next step to further the conversation or create opportunities for connection.

What to Include:

- Express interest in connecting with the person you're speaking to.

- If you're at a career fair, you might express interest in exploring job opportunities.

- If you're at a networking event, ask to connect for further discussions or schedule a follow-up.

- Make it easy for the person to continue the conversation (e.g., share your LinkedIn, mention you'd like to exchange contact info).

Example:

- Student Career Fair Call to Action: "I'd love to learn more about any internship opportunities at your organization that align with my skills in data analytics."

- Professional Networking Call to Action: "It would be great to connect on LinkedIn. I'm really interested in hearing more about your work in health tech."

Elevator Pitch for Students

Networking Event Elevator Pitch Example:

Hi, I'm (Your First and Last Name), a Health Informatics student at (College/University). I specialize in data analytics to optimize hospital workflows. I've worked on projects that use machine learning to predict patient discharge times, and I'm particularly interested in applying AI to improve patient care decisions. I'm passionate about leveraging technology to solve real-world healthcare challenges, and I'd love to connect and learn more about your work in digital health."

- Greeting/Introduction: Name, degree, and college or university.

- UVP: Data analytics, machine learning project.

- Areas of Interest: AI in healthcare.

- Strengths/Goals: Passion for improving healthcare.

- Call to Action: "I'd love to connect and learn more about your work in digital health."

Career Fair Elevator Pitch Example:

Hi, my name is (Your First and Last Name), and I'm a Health Informatics student at (College/University). I've been focusing on data analysis, EHR integration, and system optimization in healthcare. I'm looking for a co-op opportunity where I can contribute my skills in data analysis to help healthcare organizations streamline operations and improve patient outcomes. I'd love to discuss any opportunities you may have available." (do your company research ahead of time so you are aware of any job openings)

- Greeting/Introduction: Name, degree, and college or university.

- UVP: EHR integration, system optimization.

- Areas of Interest: Data analysis in healthcare.

- Strengths/Goals: Streamlining operations, improving outcomes.

- Call to Action: "I'd love to discuss any opportunities you may have available."

Elevator Pitch for Professionals

Networking Event Pitch Example:

"Hi, I'm (Your First and Last Name), a Health Informatics professional with (X) years of experience in health data analytics and clinical decision support systems. I've worked on projects where we used predictive tools to improve patient outcomes, and I'm particularly passionate about AI-driven solutions that transform the way healthcare is delivered. I'm looking to expand my network with other professionals in digital health. Let's connect and discuss potential collaborations."

- Greeting/Introduction: Name, job title, and experience.

- UVP: Predictive tools, AI in healthcare.

- Areas of Interest: AI-driven healthcare solutions.

- Strengths/Goals: Passion for innovation and improving healthcare.

- Call to Action: "Let's connect and discuss potential collaborations."

Career Fair Pitch Example:

Hello, I'm (Your First and Last Name), and I currently work as a (Job Title) at (Company Name). I've led multiple projects that improved data management processes, reducing administrative time by 15%. I'm now exploring leadership opportunities where I can continue driving digital health innovation and improving patient care. I'd love to learn more about how my skills can align with your organization's needs."

- Greeting/Introduction: Name, job title, company.

- UVP: Data management improvements, leadership experience.

- Areas of Interest: Digital health innovation.

- Strengths/Goals: Leadership, driving healthcare improvement.

- Call to Action: "I'd love to learn more about how my skills can align with your organization's needs."

Elevator Pitch Professional Template

Specify for a Career Fair or Networking Event

Greeting/Introduction:

Unique Value Proposition:

Areas of Interest:

Strengths/Goals:

Call to Action:

Elevator Pitch Student Template

Specify for a Career Fair or Networking Event

Greeting/Introduction:

Unique Value Proposition:

Areas of Interest:

Strengths/Goals:

Call to Action:

Elevator Pitch Tips

Be Concise and Clear

- Your pitch should be no longer than 30-60 seconds. Focus on the key points: who you are, what you do, and what you're seeking or offering.

Tailor to Your Audience

- Modify your pitch depending on the context. If you're talking to a recruiter, focus on your skills and qualifications. If you're speaking with a fellow student or a mentor, you might focus on your goals, interests, or current projects.

- Research your audience beforehand. If you're meeting someone from a particular company or organization, tailor your pitch to show your alignment with their values or goals.

Highlight Your Unique Value Proposition (UVP)

- What makes you stand out from others? Whether it's a unique project, experience, or skill, emphasize what differentiates you in the field of Health Informatics.

- Example: "I specialize in using AI to analyze healthcare data to improve patient outcomes, and I'm currently developing a predictive model for early diagnosis of chronic conditions."

Show Enthusiasm and Confidence

- Confidence comes from being clear about your strengths and what you're offering. Speak with enthusiasm about your goals or the value you bring to others.

- A positive attitude can make a huge impact—people will remember you not just for what you do but how you made them feel.

Include a Call to Action

- End with a request or follow-up. For example, "I'd love to connect and learn more about your work in digital health," or "Let's schedule a time to discuss potential opportunities."

- Always offer a way to continue the conversation, such as sharing your LinkedIn profile or offering your business card.

Networking Tips

Be Prepared and Have a Goal

Know what you want out of your networking. Are you looking for job opportunities, mentorship, advice, or collaboration? Have a clear goal when approaching someone.

Prepare a few questions to ask, such as:

- "What do you think is the next big trend in Health Informatics?"
- "What do you look for in candidates when hiring for health IT positions?"

Be an Active Listener

Networking is not just about talking about yourself; it's about building a relationship. Be genuinely interested in others' experiences and insights.

Ask open-ended questions to engage in a deeper conversation, such as:

- "How did you get started in health tech?"
- "What do you think is the biggest challenge facing the healthcare industry right now?"

Follow Up

After meeting someone, send a thank-you note or message within 24-48 hours, expressing gratitude for the conversation and reiterating your interest in connecting further.

- Use LinkedIn or email to stay in touch. Mention something specific from your conversation to personalize the message.

Networking Tips

Leverage Social Media

- Be active on platforms like LinkedIn, Twitter/X, and GitHub (if you're involved in tech projects). Share relevant content like articles, insights, and your own projects. This shows your commitment and engagement in the field.

Follow up If you connect with someone at an event, send a LinkedIn request afterward with a personalized message, e.g., "It was great meeting you at (Event Name). I enjoyed our conversation about (topic). Let's stay in touch!"

Be Approachable and Positive

- Maintain a positive demeanor—smiling and making eye contact helps you come across as approachable.

- Don't shy away from introducing yourself or starting conversations with strangers, especially in networking events. The worst thing that can happen is they may not be interested at the moment, but most people are open to talking.

Practice the Art of Small Talk

Small talk can be a great way to break the ice, especially when you're meeting someone for the first time. For example:

- "What brings you to this event?"

- "How did you get started in the healthcare field?"

- "What trends are you seeing in digital health that excite you?"

Be Genuine and Authentic

- People appreciate sincerity. **Be yourself** and focus on making real connections, not just transactional ones.

- Don't try to be someone you're not or oversell yourself. People can usually tell when you're being genuine, and it builds trust

Have an Elevator Pitch Ready

While networking, you may only have a few minutes to make an impression. Having your elevator pitch ready ensures that you can quickly and effectively introduce yourself without rambling.

Practice your pitch so it feels natural but not rehearsed.