



SMA Seminar: A Bigger Prize

Medical Practice
anagement

Date: 19 March 2014, Wednesday

Time: 6.30 pm - 8 pm

Venue: The Academia, Seminar Room LI-SI, Singapore General Hospital

Number of CME points: Pending approval from the Singapore Medical Council

To register, fill in the form below or visit <http://www.sma.org.sg/academy>.

We are taught from childhood that life is one long rat race: if you aren't top of your class, you won't win in the game of life. A competitive ethos characterises everything we do, whether in business, Medicine, sports, science, or entertainment.

But what are the costs of this perpetual contest? Does it really bring out the best in everyone? Is there a more productive way that we could all work together – and if so, what does it require?



About the speaker: Dr Margaret Heffernan

Dr Margaret Heffernan produced programmes for the British Broadcasting Corporation for 13 years. She then moved to the US, where she spearheaded multimedia productions for Intuit, The Learning Company and Standard & Poor's. She was Chief Executive of InfoMation Corporation, ZineZone Corporation and then iCast Corporation, and was named one of the "Top 25" by *Streaming Media* magazine and one of the "Top 100 Media Executives" by *The Hollywood Reporter*.

Dr Heffernan now blogs regularly for CBS MoneyWatch and the Huffington Post. Her third book, *Willful Blindness: Why We Ignore the Obvious at Our Peril*, was a finalist for the Financial Times and Goldman Sachs Business Book Award 2011 and her TED talk has been seen by over a million people. She has advised chief executive officers and senior executives of major corporations and of governments, as well as the presidential campaign of Hillary Clinton. She teaches at several business schools and her new book, *A Bigger Prize*, will be released in April this year.



Please attach this slip when making payment for SMA Seminar: A Bigger Prize. Send your credit card details/mail your cheque to **Denise Tan, Singapore Medical Association, 2 College Road, Level 2, Alumni Medical Centre, Singapore 169850. Tel: 6223 1264, fax: 6224 7827 or email: denisetan@sma.org.sg**. A confirmation email will be issued to all applicants.

Registration fees

SMA member: complimentary

Non-member: \$50

Name: _____ Handphone No.: _____

Email: _____ Profession/Specialty: _____

MCR No.: _____ SMA Member: Yes / No

Mode of payment

Credit Card

VISA/MasterCard No.: _____ - _____ - _____ - _____

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