



A conference that is for us and by us

Code "Side Hustle": A Guide to Building Your Professional Web and Knowing Your Worth

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Health Bakersfield

Consultant Pharmacist

Kern County EMS & Department of Public Health

No one involved in the development of the educational content has a relevant financial relationship to disclose

Who do we have in the audience?

Pharmacy Students?

PGY 1 residents?

PGY 2 residents?

Non-EM PharmDs?

Burnt out EM PharmDs?

Anyone not a pharmacist in here?

Who is Sebastian.... on Paper?

1988 – Present

**Board Certified Pain in Everyone's Butt
(BCPEB)**

2016

PharmD – Touro University California

2017

PGY1 – The University of Toledo Medical Center

2017–Present

Adventist Health Bakersfield

- **Clinical Pharmacist – Stepdown unit**
- **Clinical Pharmacist – Med/Surg/Onc**

2019– Present Pharmacist Specialist – EM



A conference that is for us and by us

2022– Present

**Consultant pharmacist
Kern County EMS & Department
of Public Health**

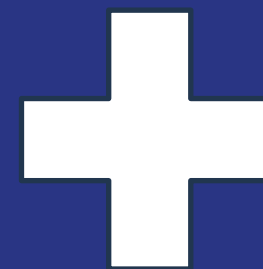
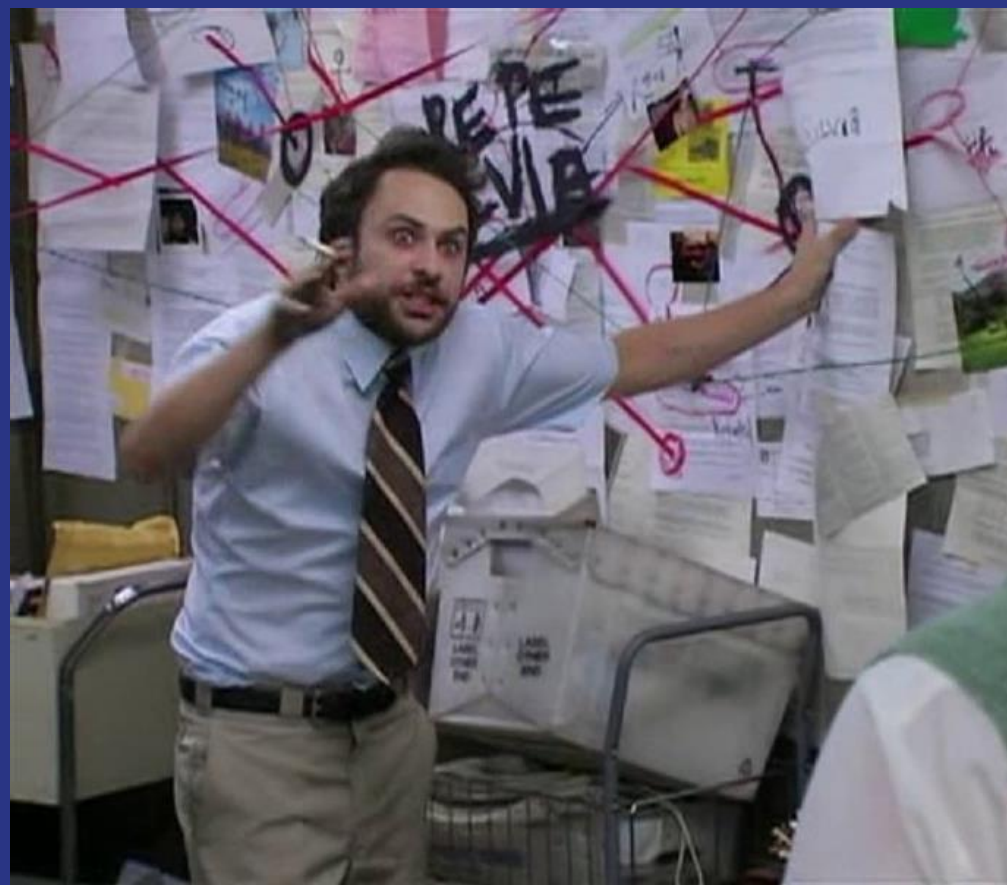
2021– Present

**ACLS & BLS Certified Instructor –
American Heart Association**

2023– Present

**HP-CPR Certified Trainer –
Resuscitation Academy**

Who is Sebastian.....
in real life??



When I'm recommending against bicarb in Cardiac Arrest



My face when MD says *"It won't hurt to try"*



When RN chimes in *"We give this all the time – stay in your lane"*

<https://bleedingcool.com/tv/its-always-sunny-in-philadelphia-charlie-knows-who-won-the-election>

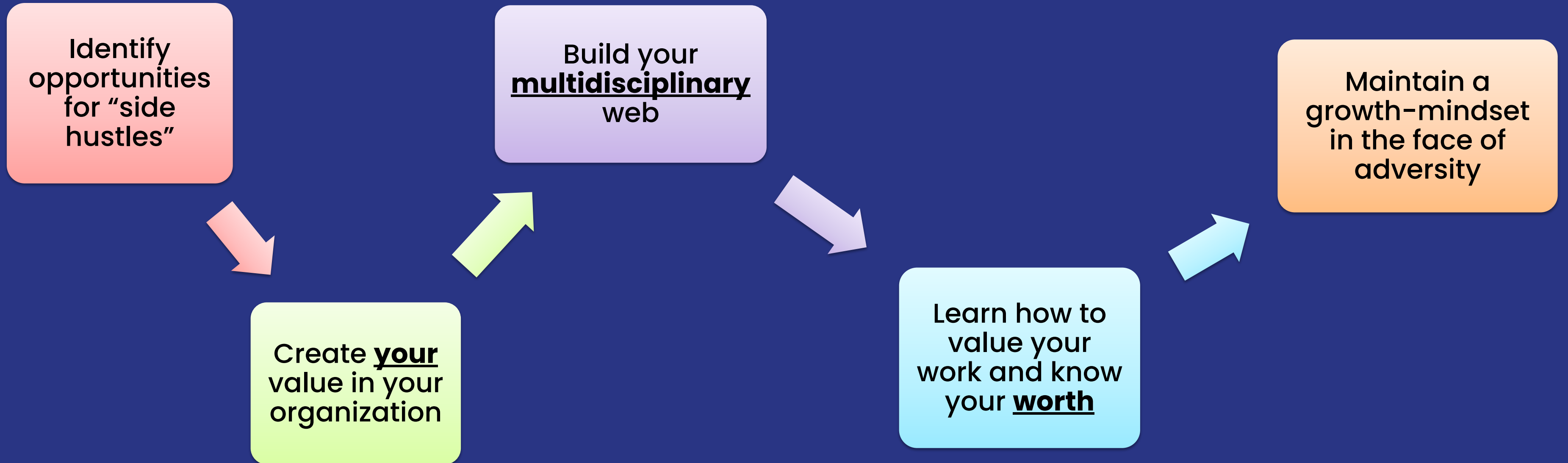
https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2Fphoto.php%3Ffbid%3D10150435857556469%26id%3D17774451468%26set%3Da.10150124817766469%26locale%3Dde_DE

<https://www.thecut.com/2016/08/ben-affleck-smoking-through-the-pain-of-existence.html>

Learning Objectives

- Identify three "side hustle" opportunities available for pharmacists
- Describe strategies for creating and demonstrating value beyond traditional pharmacy roles
- Implement approaches for building a professional "web" across your organization
- Apply at least three principles for recognizing personal worth while maintaining professional humility

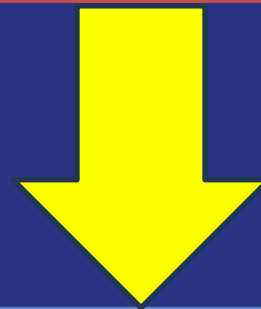
Roadmap for Today



My Journey: From Sidelined to Side Hustles (2017-2025)

Early Career & Challenges (2017-2019)

- Hard work met with resistance and deliberate roadblocks
- Multiple unit reassignments despite promises and dismissed suggestions
- Maintained growth mindset while building reputation outside pharmacy



Foundation Building & Expansion (2019-Mid 2020)

- August 2019: Asked for EM position when incumbent left – only granted "temporarily"
- Within two weeks: CNO* reported "ED absolutely loves his presence"
- Mid 2020: Pharmacy director left, **opening path for real growth**

My Journey: From Sidelined to Side Hustles (2017-2025)

Mid-2020-Present – Change in Leadership
The Catalyst for my **Growth**

Recognized my **value** & removed obstacles

Unlocked 3 ½ years of attenuated growth potential

Cultivated my **independent** growth

“I don’t need credit; **YOU did the work**”

My **strategic** role in key committees

“One of the most recognized names in the hospital”

Success bred **further** success

Chain reaction – “web” began forming

My Journey: From Sidelined to Side Hustles (2017-2025)

The “side effect” of my Professional Web - Nursing Education

Small favors

RN orientation lectures

The “beginning”

Med error education

Heparin drips

New protocol education

Insulin drips



Large future impact

ACLS/BLS Instructor

Funded by education dept.

Name recognition

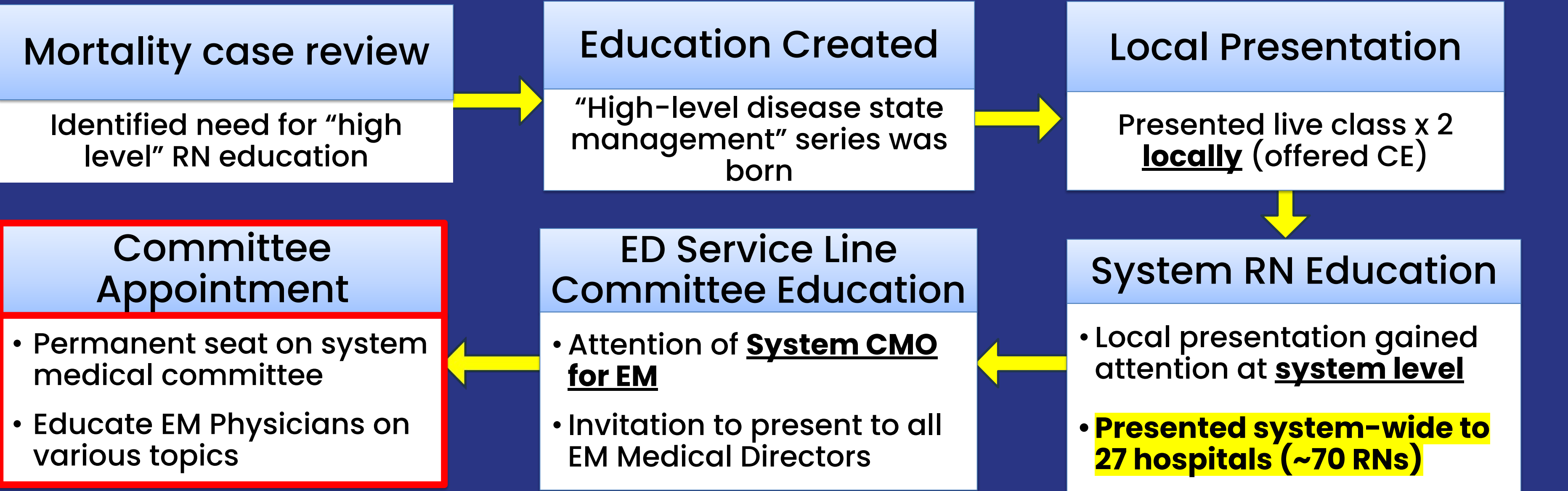
Consult for important initiatives

Knowledge of pharmacist's scope

“You know how to read rhythms?!”

My Journey: From Sidelined to Side Hustles (2017-2025)

The "side effect" of my Professional Web
From one local committee □ "Web" was expanded to 27 hospitals



Prescription for Prosperity

Side Hustles That Leverage Your PharmD

Consultation Services

- Outpatient surgery centers
- Skilled nursing facilities/long-term care
- Public health departments (if applicable laws or if no onsite pharmacy)
- EMS Agencies (if no FTE pharmacist on staff)
- Third-party drug diversion monitoring companies

Prescription for Prosperity

Side Hustles That Leverage Your PharmD

Education and Social Media

- Adjunct instructor with pharmacy/nursing/NP schools
- ACLS + BLS instructor
- Educational content creator/social media influencer
- Podcast host (Pharm So Hard, Pharmacy to Dose)
- Board exam prep creator (s/o PACU)
- “Professional” conference discover-er and organizer

Prescription for Prosperity

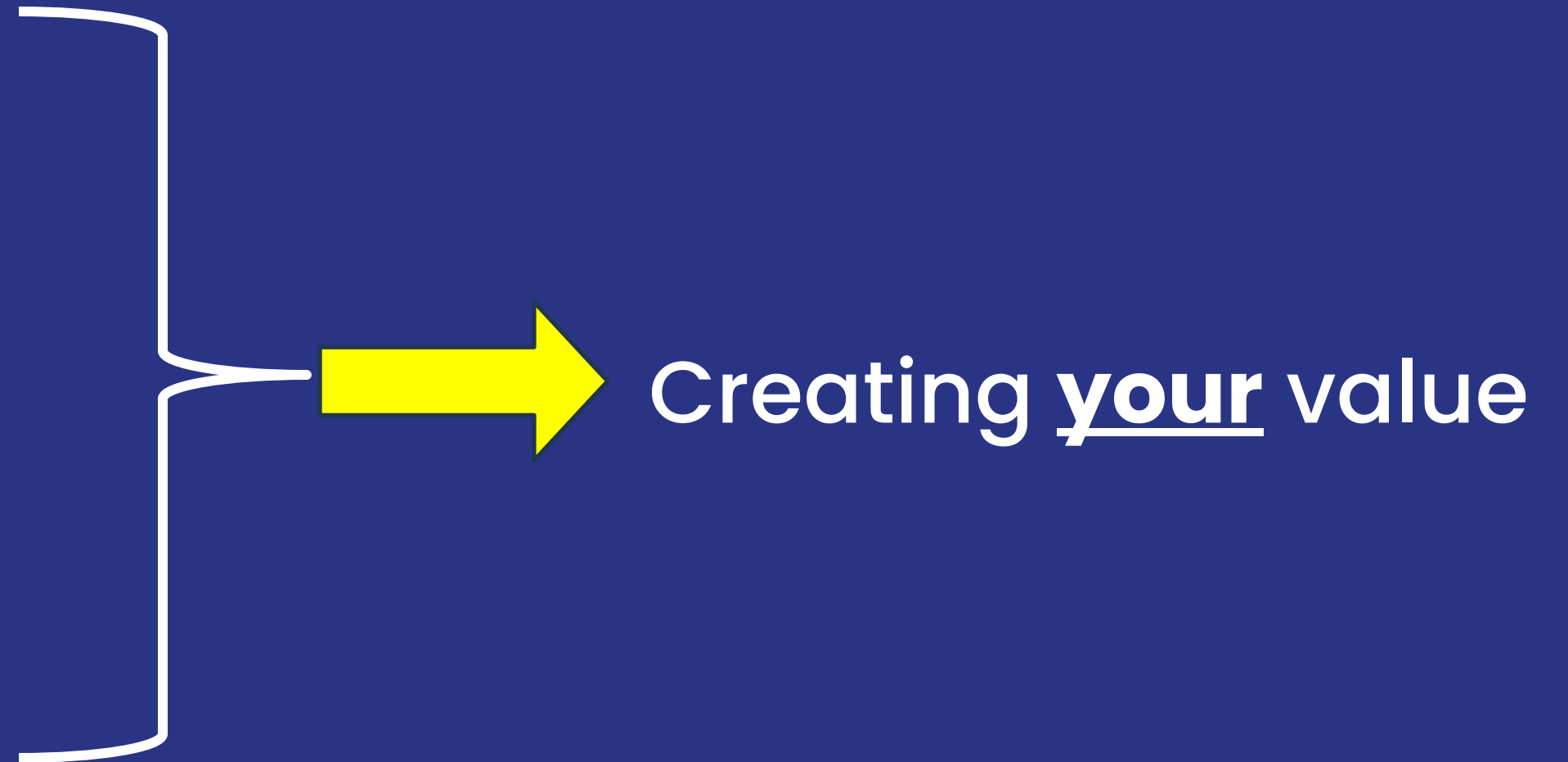
Side Hustles That Leverage Your PharmD

Additional Opportunities

- Medication Therapy Management Service (MTM)
- Industry advisory roles
- Expert witness
- Online surveys (i.e Sermo) □ not really a “hustle,” but still \$\$\$
- Any of the 1,000 things Brian Gilbert does

THE INDISPENSABLE PHARMACIST FRAMEWORK

- Clinical Excellence Foundation
- Strategic Visibility
- Expanding Your Impact
- Relationship Dynamics



The “Joint Commission Whisperer”

Creating Value That Makes You Indispensable

Clinical Excellence Foundation

- Excel in your primary role to build **credibility**
- Maintain growth mindset when facing resistance
- Prioritize core responsibilities – **excellence speaks for itself**
- Use clinical insights to identify systemic improvements

The “Joint Commission Whisperer”

Creating Value That Makes You Indispensable

Strategic Visibility

- Create **visibility** through high-impact initiatives □ Know **who** is asking
- Take **initiative** rather than waiting for direction
- Build reputation for **reliability**
- Accept **small** projects that yield **greater** returns
 - See bullet #1 “who is asking?”

The “Joint Commission Whisperer”

Creating Value That Makes You Indispensable

Expanding Your Impact

- Expand your role in direct patient care
- Master disease processes beyond medications
- Participate in multidisciplinary education initiatives
- Support non-medication aspects of care
- Cognitive de-load for providers
 - Step in during codes when needed
 - Serve as extra surveillance for critical patients

The “Joint Commission Whisperer”

Creating Value That Makes You Indispensable

Relationship Dynamics

- Cultivate **approachability** (or learn to project it)
- Friendly demeanor = **accessibility**
- Professional expertise = **credibility**
- Show **genuine enthusiasm** – people collaborate with those who care

EXPANDING YOUR WEB OF INFLUENCE

- Cross-disciplinary Connections
- Small actions, Big Impact
- Strategic Alliances



Building your web

The Hospital-Wide Web

Building Your Influence *Beyond* Pharmacy

Cross-disciplinary Connections

- Initiate interactions across departments
 - Brief education slots at physician meetings
 - Offer QI/PI support to quality department
 - Address medication challenges with nursing education
- Build reputation that extends beyond direct contacts
- Navigate around obstacles when direct paths are blocked
 - "There's no red tape I can't cut with my shears"

QI – Quality Improvement, PI – Process Improvement

The Hospital-Wide Web

Building Your Influence *Beyond* Pharmacy

Small actions, Big Impact

- Perform small favors to create **champions** throughout
- Connect through **shared interests** to build rapport
- Focus on **quality** over **quantity** in relationships
- Establish **reliability** through consistent excellence

The Hospital-Wide Web

Building Your Influence *Beyond* Pharmacy

Strategic Alliances

- Target relationships that **create leverage**
 - Assist key departments (Quality, Regulatory, Risk)
 - Position yourself as an essential resource
- Develop advocates who **open doors**
 - Identify champions who value your contributions
 - Deliver work that **prompts unsolicited recommendations**

PROFESSIONAL SELF-AWARENESS

- **Balanced Confidence**
- **Professional Presence**
- **Effective Boundaries**



Knowing and valuing your worth

Knowing Your Worth Confidence with Humility

Balanced Confidence

- Creating value + building networks = **Cultivates self-worth**
- Confidence stems from **proven capability**, *not* arrogance
- Practice with **confidence** in your abilities
- Practice with **humility** in your knowledge gaps

Knowing Your Worth Confidence with Humility

Professional Presence

- Let your **work speak first** □ be prepared to **advocate when needed**
- Quiet confidence creates **respect** □ arrogance creates **resistance**
- Being secure in your **worth** □ easily navigate difficult conversations
- Assertiveness with **approachability** □ influence **without intimidation**

Knowing Your Worth Confidence with Humility

Effective Boundaries

Set **healthy** boundaries, but **continue growth**

- Being “go-to” person is valuable — **being taken advantage of is not**
- Distinguish “strategic yes's” from “automatic yes's”

Advocate for yourself with **credibility**

- Frame your value in terms of **organizational** benefit
- You're not asking for **favors**—you're seeking **fair recognition**

RESILIENCE AS A PROFESSIONAL ASSET

- Embracing Adversity
 - Turning Obstacles into Advancement
- 
- Maintaining a growth-mindset
in the face of adversity

Rising Through Resistance

Turning Adversity into Advantage

Embracing Adversity

Mindset Matters

- View challenges as **growth opportunities**, not roadblocks
- Feedback is **valuable data**, not personal criticism
- Focus on **learning** rather than proving yourself

Practical Resilience

- Cultivate **strategic persistence** – adapt tactics and maintain goals
- Document **small wins** □ maintains momentum in difficult times

Rising Through Resistance

Turning Adversity into Advantage

Turning Obstacles into Advancement

Strategic Approaches

- Convert rejection into refinement
- Resistance = **opportunity** to clarify your value proposition
 - Identify exactly what makes your expertise unique

Professional Evolution

- Setbacks refine your professional identity
- **Adversity reveals strengths** hidden from your awareness

BRINGING IT ALL TOGETHER

THE INDISPENSABLE PHARMACIST



Opportunities Find the Indispensable Pharmacist

- **Clinical excellence opens doors** – your reputation travels where you haven't
- **Side hustles don't need hunting** – they materialize when your value becomes evident
- Each challenge overcome **establishes your resilience** and expands your capacity
- The most rewarding opportunities result from the **networks you've built**

Your career expands not just by seeking opportunities, but by becoming the pharmacist that opportunities seek out

Opportunities Find the Indispensable Pharmacist

Starting Tomorrow

- Choose **one** connection to build outside your department
- Identify **one** way to expand your clinical expertise
- Set **one** strategic boundary that protects your growth
- Document **one** unique value you bring to your organization

Take Action: Write down **your most compelling insight** from today and commit to implementing it within the next 48 hours



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