

ACPM Member Spotlight—Michael Crupain, MD, MPH, FACPM

Donna Grande, MGA, CEO of ACPM

Preventive medicine physicians are an extremely diverse group of physicians each bringing incredible expertise and experiences to their various roles and sharing a common passion for prevention. The current spotlight is on a member of the American College of Preventive Medicine (ACPM) Board of Regents who brings rich expertise in advocacy, media, and the business of lifestyle medicine to the mix. Dr. Michael Crupain was most recently the Chief Medical Officer of the Dr. Oz Show. Before that he worked at Consumer Reports. Dr. Crupain is also the author of a few cookbooks and currently serves as Senior Vice President of Clinical Operations with Sharecare.

Previous spotlights have included Dr. Tista Ghosh of Colorado, Dr. Maria Mora Pinzon of Wisconsin, Dr. Ed Fess of Arizona, Dr. Chris Pernell of New Jersey and Dr. Lisa Waddell of Atlanta, who are all engaged members of ACPM. Now, I share insights and perspectives from Dr. Michael Crupain, SVP of Clinical Operations, Sharecare.

What attracted you to the specialty of preventive medicine?

I first became interested in preventive medicine because of my strong interest in the connection between food and health. Talking to individuals about their diet wasn't of interest to me, but rather doing something that would affect millions of people at a time. I found that preventive medicine was just the right specialty to focus not just on nutrition, but the bigger issues of how our food environment, policies, and agricultural system effect the food choices the population makes every day. In my eyes, preventive medicine was a really unique specialty that was the absolute perfect fit for my passions and mission to make the world a healthier place.

How did your training in preventive medicine prepare you for your current role?

Currently, I run clinical operations for Sharecare, which is a digital population health company. My role involves operations, quality, data science, leading a profit and loss statement, program design and



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evaluation, health coaching, disease management, and much more. My training in preventive medicine at the Johns Hopkins Bloomberg School of Public Health did an excellent job preparing me for my current role. The principles and frameworks I learned during my training inform just about everything I do in my job. I always tell people that preventive medicine physicians are trained unlike any other physician so that they have a 360 degree view of health. That background and point of view it provides has served me very well in my current and past roles.

You have had an incredible career path. What was the most exciting role thus far and why?

I have been so fortunate to have a career path filled with nothing but dream jobs. Each job has truly been

one-of-a-kind and given me an incredible opportunity to focus on my personal mission of making the world a healthier place. Also each job has offered me opportunities I never expected, such as writing a book or winning an Emmy. My first job after residency at Consumer Reports was a truly exceptional experience. In my first month I was conducting risk assessments, crafting language for articles, and advocacy, and presenting data to large audiences at the FDA, EPA, CDC, and USDA on a topic that would literally result in policy change. And today I'm excited to go to work every day at Sharecare where I lead a team focused on developing programs that combine high-tech and high-touch approaches to improving health.

Your training in preventive medicine seems to be advantageous for your private industry roles. What advice do you have for younger physicians seeking a job in corporate America?

For better or worse, preventive medicine is a specialty that doesn't necessarily have a mapped-out career path for graduates to follow. While this can be frustrating, if you have an entrepreneurial spirit in you, it means you can create your dream job. My advice is the same to everyone whether they want to work industry, government, or academia: go meet people who have done what you desire, follow your passion, and be persistent.

You have had a rich career in both advocacy and media and recently launched a Visibility Task Force of a few select members of the College. What can you share about this work and what surfaced as a result of your engagement?

Preventive medicine is such an amazing field, filled with so many talented physicians who are truly experts in population health. I believe that if more prev med docs were in positions of leadership in health systems, government, and other places we could truly transform our society for the better. Unfortunately, despite being one of the oldest specialties we appear to be one of the least well known or understood. The goal of the ACPM's

Visibility Task Force is to focus on developing strategies to enhance our visibility among fellow physicians, employers, students, and the public. While there is great work underway advancing the ACPM mission, the Board of Regents thought it was important to engage a task force of members because no one knows our specialty better than us. So far, the task force has focused on identifying some key opportunities for interventions including focusing on defining a "third box" of medicine (not surgery or internal medicine) that focuses on the pathway of population health as well as identifying the themes that tie us all together despite the diversity of career paths we take.

What advice would you offer young physicians who are beginning their journey in medicine?

If young physicians aren't trained in preventive medicine, then I would tell them to check it out. For young prev med docs, my advice is not to worry too much about finding the perfect job. Instead focus on identifying your personal mission and what skills you need to help make it a reality. Find the opportunities that help you develop those skills and get closer and closer to your "ideal" job knowing that it will probably change over time.

What is the best advice you received that made a difference in your career decisions?

The best advice I received was to follow your passion, but not to always do something that makes you happy.

From your point of view, what is the key benefit that a professional association such as ACPM can offer an individual?

For me the greatest value of ACPM is the community membership creates. Our ACPM is small, but filled with the most amazing people who share similar professional values and have taken diverse career paths. Membership in ACPM is key to connect with impressive individuals who can enrich your life, challenge you to think differently, become your close friends, and provide mentorship to help you in your career.