



Recruitment Strategies

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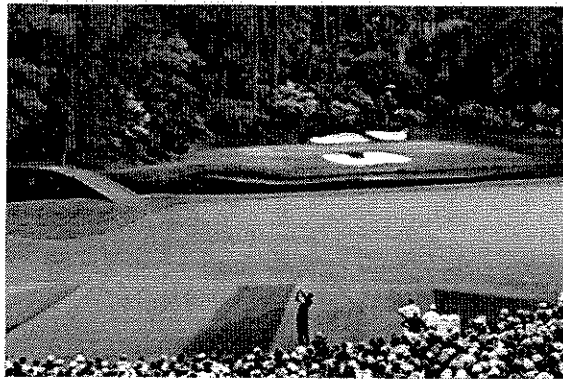
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GEORGIA'S HEALTH SCIENCES UNIVERSITY

Augusta, Georgia



Recruitment Strategies

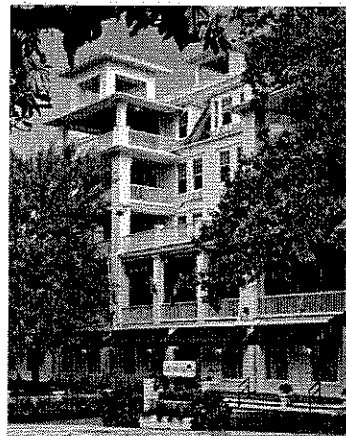
Residency Coordinator

- **Your Residency Program**
 - **Recruiting Issues**
 - **Funding**
 - **Size of Program**
 - **Facilities**
 - **YOU – the face of the program**

Recruitment Strategies

Residency Coordinator

- **First Impressions**
 - **Hotel – negotiate a deal for a nice place**
 - **Reception location and participants**
 - **Meals - breakfast and lunch**
 - **Make it unique, offer variety**



Recruitment Strategies

Residency Coordinator

Recruiting for Surgery Residency at MCG:

- **Interview Invitations - communication via email**
- **Mail confirmation letter and booklet**
- **Confirm a week prior via email**
- **Send hotel list of applicants**
- **Make picture roster sheet**

Recruitment Strategies

Residency Coordinator

Schedule of Interviews :

- **Applicants receive their schedule at reception with bios of their faculty interviewers**
- **Know it will change – be flexible**
- **Show confidence and control**
- **Use down time to your advantage**

Recruitment Strategies

Residency Coordinator

- **Interaction with our residents – IMPORTANT!**
 - **Reception**
 - **Orientation presentation**
 - **Hanging out between interviews**
 - **Lunch – larger group**
 - **Tour of campus**

Recruitment Strategies

Residency Coordinator

- **Follow up**
 - **Send each a thank you email**
 - **Mid-January another email**

Recruitment Strategies

Program Director/Assoc PD's Perspective

- **Program Director**
 - **Meets everyone at reception**
 - **Short orientation presentation at start of Interview Day:**
 - **Case volume, salary, benefits, fellowship success, board pass rates, etc**

Recruitment Strategies

Program Director/Assoc PD's Perspective

- **Interviews**
 - **Scheduled for 30 min, but flexible**
 - **Applicants interview with 3-4 faculty, plus shorter session with Program Director**

Recruitment Strategies

Program Director/Assoc PD's
Perspective

- **Faculty have different interview styles**
- **Two-way communication**
- **Applicant questions**

Recruitment Strategies

Program Director/Assoc PD's
Perspective

- **Not just Interview time – other chances of interaction i.e. lunch, in between interviews**
- **Conveying the culture of our Residency Program – are we a good fit for each other?**
- **Meet afterwards and assign a score that is entered in ERAS**

Recruitment Strategies

Program Director/Assoc PD's Perspective

- **Feedback from all sources – resident interactions, program coordinator, other faculty**
- **Rank List Meeting**
- **Follow up personal phone calls to top 25-30 applicants**
- **Encourage residents to email/call their favorites**

Recruitment Strategies

Resident Perspective

- **Interview Process**
 - **Reception**
 - **Program Introduction**
 - **Education**
 - **Socialization**
 - **Tour-ation**
 - **Communication**
- **Residents must serve as visible leaders**

Recruitment Strategies

Resident Perspective

- **Reception**
 - **Attendance volume and consistency are critical**
 - **Know program-related facts, not just opinions**
 - **Don't make unrealistic promises (read...don't lie)**
 - **Try to discover if applicants' personal and professional traits and goals fit the program**
 - **Keep applicants' best interest in mind**
 - **Realistic optimism is the key**
 - **Eat!**

Recruitment Strategies

Resident Perspective

- **Program Introduction – Resident Presentation**
 - **Consistency, honesty, and integrity are quintessential**
 - **Knowledgeable PGY-4 or -5 level residents are best**
 - **Add to but not vary from PDs program introduction**
 - **Keep it short and sweet**
 - **Eat!**

Recruitment Strategies

Resident Perspective

- **Education**

- **Subtly probe applicants' depth of knowledge regarding their stated personal and professional interests**
- **Ensure applicants are exposed to or know about resident-directed conferences**

Recruitment Strategies

Resident Perspective

- **Socialization**

- **Determine their ability to relate over a short period**
- **Assess compatibility of applicant and program personality types**
- **Investigate personal attributes not evidenced on CV**
- **Subtly probe work ethic and personal mores**
- **Eat!**

Recruitment Strategies

Resident Perspective

- **Tour-ation**
 - **Facilities may be the least important part of tour-ation**
 - **Ensure the tour is resident-directed (no faculty)**
 - **Include your skills lab (curriculum discussion)**
 - **Strive to invest the applicants, even the quiet ones**
 - **Adjust the pace to fit applicants' interests**
 - **"Hang out" to answer the tough questions honestly**

Recruitment Strategies

Resident Perspective

- **Communication (resident to program)**
 - **Report opinions to Coordinator and/or PD immediately following the interview day**
 - **Specify beneficial and/or detrimental applicant qualities elicited during the interview process**
 - **Ensure involved residents have an opportunity to voice their findings prior to Match meetings**
 - **Offer constructive criticism of the interview process aimed at quality improvement**
- **Communication (program to resident)**
 - **Share program-related facts to keep residents UTD**

Recruitment Strategies

Applicant Perspective

- **Considerations when looking at Residency Programs:**
 - **Location – region, cost of living, size of city, climate**
 - **Program – national rank, specialists in your field of interest, success of fellowship matching, research**
 - **Program Director – atmosphere of program, name recognition, accountability, protected educational time**

Recruitment Strategies

Applicant Perspective

- **The Interview**
 - **Residents Dinner**
 - **Interview Day**
 - **Interviews**
 - **Tour**
 - **Food**

Recruitment Strategies

Applicant Perspective

- **The Interview Day**
 - **Program Coordinator**
 - **Hospital**
 - **Follow up**

Recruitment Strategies

Applicant Perspective

- **Overall**
 - **Atmosphere of program**
 - **Quality of Residents**
 - **Operating Experience**
 - **Success of fellowship matching**

Recruitment Strategies

Applicant Perspective

- **Medical College of Georgia Interview Experience:**
 - **Casual Reception - The Partridge Inn**
 - **Good food, great view, historic location, unique slice of Augusta, convenient**
 - **Many residents attend, able to meet program director and coordinator**

Recruitment Strategies

Applicant Perspective

- **Interview Day**
 - **Breakfast – Chick Fil A biscuits and fruit**
 - **Program Director meets with everyone for orientation - appropriate length and in a nice updated conference room**
 - **Program Coordinator – shows energy, organization, enjoys job, interacts well with the residents who come by**

Recruitment Strategies

Applicant Perspective

- **Interview Day, etc**
 - **Tour – led by outgoing, happy residents; unique & fun – visited helicopter pad**
 - **Dates – offered many times and a convenient interview early in the season**
 - **Follow up – Dr. Mellinger calls many considered top candidates. Shows personal interest and value of each candidate**

Recruitment Strategies

Applicant Perspective

- **Pros**
 - **Great matching into competitive fellowships**
 - **Environment allows residents to pursue personal goals**
 - **Great camaraderie among residents**
 - **Nurturing leadership**
 - **Schedule not too busy to prevent time for individual and group educational time**

Recruitment Strategies

Applicant Perspective

- **Cons**

- **Few hospital perks (pay for food in the cafeteria)**
- **Did not visit resident break area (maybe means they don't have one?)**

Summary

- **Put our best face forward but with honesty – applicants can see right through it if you're faking**
- **Application tells you only facts; The interview experience is the chance to really get to know the applicant (and vice versa) to see if they will fit in well with your program. They wouldn't be there if they weren't qualified**
- **Communication is IMPORTANT! Follow up emails: thank you for interviewing, follow up at end of season for questions (keep you in their mind), selective phone calls by PD at end of season**