

# **WINNING RECRUITMENT STRATEGIES**

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# WINNING RECRUITMENT STRATEGIES

- 24/7 strategies selling your program
  - Website – showcase your program and hospitals – promoting strong points

[http://www.med.umn.edu/surgery/Divisions/C and R/home.html](http://www.med.umn.edu/surgery/Divisions/C_and_R/home.html)

<http://www.colonrectal.org/>



# WINNING RECRUITMENT STRATEGIES

## ■ Online tools:

– ASCRS Website -

[http://www.fascrs.org/physicians/education/residency\\_training/](http://www.fascrs.org/physicians/education/residency_training/)

– FREIDA – GME Track

<http://www.ama-assn.org/ama/pub/education-careers/graduate-medical-education/freida-online.page>

**\*\*Follow-up promptly with applicant inquiries\*\***



# WINNING RECRUITMENT STRATEGIES

- Considerations when looking at residency programs:
  - Location – region, cost of living, size of city, climate.

<http://www1.umn.edu/wishyouwerehere/>



# WINNING RECRUITMENT STRATEGIES

- **Considerations when looking at residency programs (Cont.):**
  - Program – National rank, specialists in the field of interest, success of fellowship match, research.

<http://www.nrmp.org/>



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- **Considerations when looking at residency programs (Cont.):**
  - Program Director – Atmosphere of program, name recognition, accountability, protected educational time.



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- **Considerations when looking at residency programs (Cont.)**
- **Size of program**
  - Faculty
  - Rotations
  - Facilities
- **Know program related facts, not just opinions**
  - Excellent teaching and follow-up with student program critical to success



# WINNING RECRUITMENT STRATEGIES

- **Personnel communication between program and applicants**
  - Call applicant to personally invite for interview.
  - Answer e-mails and phone calls promptly.
  - Chief Resident Communication with applicants – review language skills and overall interest in colon and rectal surgery.





# WINNING RECRUITMENT STRATEGIES

- Interview Packet
  - Interviewing Faculty/Resident Bios
    - Contact info, i.e. e-mails, phone #'s, etc.  
(Thank you notes & personal phone calls)
  - Schedule/Maps
  - Tour
  - Copy of contract
  - Medical benefits information
  - Orientation Manual



# WINNING RECRUITMENT STRATEGIES

- **Applicant Reception/Dinner**
  - **Venue – dinner with program director and/or current residents.**
  - **Interaction with residents – IMPORTANT!**



# WINNING RECRUITMENT STRATEGIES

- **Follow-up**

- Thank you notes/e-mail to each applicant.

- Post-match

- Letters to matched applicants.

- Personal calls from interviewing faculty.



# WINNING RECRUITMENT STRATEGIES

- **Feedback/evaluation from all sources.**
  - Resident interaction, program coordinator.
- **Try to discover personal, professional traits and goals that best fit your program.**



# WINNING RECRUITMENT STRATEGIES

UNIVERSITY OF MINNESOTA  
DIVISION OF COLON AND RECTAL SURGERY  
DEPARTMENT OF SURGERY

APPLICANT \_\_\_\_\_ PHYSICIAN \_\_\_\_\_

	N/A	OUTSTANDING 5	GOOD 4	AVERAGE 3	FAIR 2	POOR 1
Overall Impression						
Personality						
Scholastic Achievement						
Research Background						
Stated Goals						
References						
Conversational Skills						
Academic Responses						
Dexterity in OR						
Seminar Participation						
Leadership Potential						

Positive Comments: \_\_\_\_\_

Negative Comments: \_\_\_\_\_

Overall Score (Scale 1-10): \_\_\_\_\_



# WINNING RECRUITMENT STRATEGIES

## POST-MATCH SURVEY RESULTS

DIVISION OF COLON AND RECTAL SURGERY  
DEPARTMENT OF SURGERY  
UNIVERSITY OF MINNESOTA MEDICAL SCHOOL  
Factors Influencing Ranking of U of MN

- | (Please Check)                                 | <u>Positive</u> | <u>Negative</u> | <u>Not a Factor</u> |
|--|-----------------|-----------------|---------------------|
| 1. Reputation of Program                       |                 |                 |                     |
| 2. Program Structure:                          |                 |                 |                     |
| a. On-Call                                     |                 |                 |                     |
| b. Conferences                                 |                 |                 |                     |
| c. Graduated responsibility                    |                 |                 |                     |
| d. Opportunity to teach                        |                 |                 |                     |
| e. Case numbers                                |                 |                 |                     |
| f. Number of sites                             |                 |                 |                     |
| 3. Interview/meetings with:                    |                 |                 |                     |
| a. Staff/faculty                               |                 |                 |                     |
| b. Fellows                                     |                 |                 |                     |
| 4. Stipend & Benefits                          |                 |                 |                     |
| 5. Opportunities for spouse/significant other: |                 |                 |                     |
| a. Employment                                  |                 |                 |                     |
| b. Education                                   |                 |                 |                     |
| 6. Location/Community                          |                 |                 |                     |
| 7. Proximity to family                         |                 |                 |                     |
| 8. Lifestyle issues                            |                 |                 |                     |
| 9. Technology support                          |                 |                 |                     |
| 10. Research support                           |                 |                 |                     |



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- Resident Perspective
  - Program introduction
  - Education experience
  - Interview process
  - Socialization
  - Communication

