

# TOP 10 Tips for Effective Recruitment & Orientation



An educational resource brought to you by Margie Kleppick, President & CEO

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- 1 Focus on uniqueness.** Your program is continually in the spotlight as students and other residents rotate through each year. Make a list of the top 5 reasons why a resident should want to come to your program and focus on these whenever you interact with new recruits.
- 2 Recruitment is a team effort.** The Program Director, Coordinator, Chair, and current residents are all part of the recruitment effort. Schedule regular meetings throughout the year with everyone involved in recruitment to explain the process, discuss expectations, and develop your strategy.
- 3 Keeping your materials continually updated is key.** It is essential that the information on your program web site, WebAds, NRMP, and FREIDA is current and accurate. Keep a collection of recruitment material and update any printed materials for accuracy before sending or posting.
- 4 Know what's being said about your program.** Check websites such as [www.studentdoctor.net](http://www.studentdoctor.net) to see what others are saying about your program. (Hint: Put your program name or hospital name in the search box).
- 5 Engage your current residents.** Your current residents can make or break your program. Engage them in the recruitment process; gather their thoughts and ideas; listen to what they have to say about the uniquenesses, strengths and weaknesses of your program.
- 6 Orientation can give you a competitive edge.** Create your program orientation to highlight those uniquenesses, as well as be both informational and fun.
- 7 Avoid information overload.** Residents cannot possibly remember everything you tell them during orientation. Create a manual and web site that contains all of the information as a reference. Then, focus your face time on those most salient takeaways.
- 8 Don't duplicate efforts.** Work with your GME and/or Human Resource office to ensure that you are duplicating topics or including topics that will be covered by others.
- 9 Support the transition.** For many new residents, this is their first job or their first time being referred to as "doctor". Be prepared to answer job related questions and alleviate the new resident fears of being the doctor.
- 10 Follow up regularly.** Check in with your new residents every few weeks for the first month or two to make sure that they are adjusting to their new roles and, if applicable, to their new city. Let them know that you care about them and that you want to support them to ensure a successful launch in the program.



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