



Reaching Out for Residents

Do you want to...

- ✓ Improve your match results?
- ✓ Attract the best medical students to your hospital?
- ✓ Increase the number of inquiries, applications and candidate interviews?
- ✓ Bolster the enthusiasm of candidates who visit and interview at your program?
- ✓ Increase the commitment of candidates after they interview and before they submit their match list?

One-day Conferences

Philadelphia, PA - October 7, 2010

Las Vegas, Nevada - October 22, 2010



National Center for Evaluation
of Residency Programs

SCHEDULE and CONFERENCE FACULTY

8:00-8:30 a.m. Elements of Success

8:30-9:00 Getting Results Through Effective Program Management and Leadership

9:00-9:45 Programs and Candidates in the Marketplace: Strategies to attract the best and most competent AMGs & IMGs

What are the strengths of your program, hospital, and community? What do potential candidates really want? For your market, what is your strategy?

10:00-10:45 An Eye on it All: Monitoring & Evaluating Recruitment Activity

How do candidates learn about your program? Does your Web page draw them in? What can candidates find out about your program and hospital through the Web? How do you manage your image? What are medical students and residents saying in chat, blogs and social networking sites? What about the financial stability of the program, hospital and community? How many inquiries, applications, interviews and post-interview visits do you usually have? How many do you need to have?

10:45-11:15 How to Successfully Influence Medical Students' Program Selections

Knowing candidates' aspirations, interests, and personal, financial and professional goals and their development needs provides the opportunity to deliver the perfect message about the program. How much do other factors such as salary or bonuses influence decision making?

11:15-12 p.m. Creating a Recruitment Plan

Knowing the strengths of your program compared to those of your competitors is key to reaching your audience. An analysis of your program/hospital provides the foundation of your recruitment plan.

12:00-1:00 Working Lunch (Provided)

1:00-1:45 How to Identify & Reach Prospective Candidates

Use of market analysis, networking, databases, advertising, educational programs, interest groups, dinners and fairs and social networking to increase inquiries, build relationships and your program's image.

1:45-2:30 Reaching Out and Selecting: Using the Telephone & E-mail to Convert Inquiries into Applications and Visits

How to screen prospects and build relationships with telephone and e-mail.

2:45-3:45 Successful Visits and Interviews

Creating and maintaining positive impressions, pre-visit planning, orienting and training for effective listening and behavioral interviewing. Getting your message across and ensuring commitment through post interview communication and second look visits. Develop your skills to influence candidates through role playing, feedback and discussion.

4:00-5:00 Using the Six Competencies for Recruitment and Selection

How can you demonstrate how you and your hospital/health care system, educational program and recruitment process model or exemplify the six competencies. Candidates who have developed these skills and values make excellent residents, team members and physicians.

Donald A. Bosshart, Ed.D.
Chairman and CEO, National Center for Evaluation of Residency Programs, Kent, OH

Dr. Bosshart received his doctorate in educational psychology in 1972 from the University of Illinois in Champaign, Ill., with a focus on educational measurement and evaluation. He began his career in medical education at the University of Texas Medical Branch at Galveston, where he spearheaded changes to the undergraduate medical curriculum and the evaluation process. His work with standardized patients, standards-based feedback systems and clinical skills received national recognition.



In 1977, Dr. Bosshart joined the newly created Northeastern Ohio Universities College of Medicine at which he played a key role in planning, developing, implementing and evaluating the six-year B.S./M.D. curriculum. In addition to his work with curriculum and evaluation, he was administrative director and chairman of the Principles of Ambulatory Care Course from 1978 to 1982. In 1984, he was also appointed special assistant to the president and worked with 45 graduate medical education programs in the eight affiliated community teaching hospitals.

In 1992, he founded the National Center for Evaluation of Residency Programs, which delivers educational and evaluation services to residency programs throughout the country and has organized and conducted more than 200 major faculty development seminars for more than 3,000 representatives of 2,000 residency programs. He twice chaired the Annual AAFP-STFM Conference on Patient Education. In 2003, Dr. Bosshart received the John H. Renner, M.D. Memorial Award of Excellence for his contributions to the field of patient education. Dr. Bosshart is a licensed psychologist in the state of Ohio, serves on the board of directors of Portage Path Behavioral Health in Akron, Ohio, and is Board Chairman of the Northeastern Ohio Psychiatric Institute.



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Philadelphia, Pennsylvania October 7, 2010

Radisson Plaza Warwick Hotel
220 South 17th Street, PA 19103
Phone: 215-735-6000 or 800-333-3333

Reservations should be made directly with the Radisson Plaza Warwick Hotel. Be sure to tell them you are with the "National Center for Evaluation of Residency Programs" to secure the discounted room rate of \$149 per night for single or double occupancy. **The deadline for discounted guest rooms at the conference hotel is September 7.**

The Warwick is located in the prestigious Rittenhouse Square District. The hotel provides 22 floors of newly renovated, lavish accommodations. On the National Register of Historic Hotels, the Warwick is celebrating its 75th anniversary as the "Grande Dame of Philadelphia." It is adjacent to historic Rittenhouse Square and is within easy walking distance of many national and local attractions. Next door you'll find the Curtis Institute of Music, Plays and Player's Theatre, and the Pennsylvania Academy, with its renowned collection of American Art. Within 3 blocks, there are over 125 shops and restaurants in the Shops at Liberty Place and The Bellevue. You can also visit Independence National Park and the Liberty Bell. Take advantage of hotel amenities such as the exercise facility or salon. The hotel is just 15 minutes from the airport.



Liberty Hall

Photo courtesy of Philadelphia CVB

2010 Conference Locations



The legendary Las Vegas welcome.

Photo courtesy LVCVA

Las Vegas, Nevada October 22, 2010

SpringHill Suites Las Vegas Convention Center
2989 Paradise Road, Las Vegas, NV 89109
Phone: 702-433-5880 or 800-583-0079

Reservations should be made directly with the Marriot reservations or the SpringHill Suites. Be sure to ask for the "NCERP Reaching Out For Residents Workshop" special group rate of \$89 per night for a studio suite. Guest suites are furnished with either one king-sized or 2 queen-sized beds and a pull-out sofa bed, accommodating 3 to 5 people per room at no additional charge. **Make your reservations by October 7, 2010, to secure this discounted rate.** The conference will be held on the 8th floor this new 300-room, non-smoking, non-gaming hotel. With its spectacular panoramic views of the city, the SpringHill Suites by Marriott features a roof-top swimming pool and fire pit, Inspiration Lounge and Restaurant and offers a number of complimentary services including free breakfast buffet, 24-hour business center, and free Internet access. All guest suites are comfortably appointed with coffee-makers, hairdryers, iron and ironing boards, refrigerators, microwaves, desks and sofa sleepers. Just off the legendary Las Vegas Strip, the hotel is directly across Paradise Road from the Las Vegas Hilton and the Monorail, which offers convenient transportation to nine major hotels and resorts along Las Vegas Blvd. The hotel is behind the Riviera and ½ mile from the Encore Las Vegas and its adjacent sister property, the Wynn, as well as the new Trump Hotel, the Fashion Show Mall, the Venetian and Treasure Island. For more information about the hotel, visit: <http://www.marriott.com/hotels/travel/laspr-springhill-suites-las-vegas-convention-center/>. For more information about the city, please visit: <http://www.visitlasvegas.com>.

Registration Form

Registration:

Complete the Registration Form and mail it in with your \$325 registration fee to the National Center for Evaluation of Residency Programs, 315 Elmwood Drive, Kent, Ohio 44240 by the reservation deadline indicated in the descriptions. You can also reserve your space by faxing your form to 330-678-9199. No refunds for cancellation after the registration deadline. For credit card payment, please complete the credit card authorization form below the registration form. Conference registration includes continental breakfast starting at 7:30 a.m. and lunch. Late registrations requires telephone confirmation.

Accommodations:

Room reservations can be made directly with the hotels. Tell them you are with the "National Center for Evaluation of Residency Programs." Room rates are subject to availability. Make reservations by the deadlines specified in hotel descriptions. If you have any problems with the hotel or miss the deadline, please call the National Center.

Registration Form: Reaching Out for Residents Conference

- Philadelphia, PA October 7, 2010
 Las Vegas, NV October 22, 2010

Name _____

Title _____

Program/Department _____

Hospital _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Credit Card Authorization Form

Credit Card Payment Form *(Please fax to 330-678-9199)*

Credit Card Type (circle one): MasterCard VISA American Express Discover

Card #: _____ Expiration Date: _____

Name (as on card): _____

Signature _____ Amt. Charged _____

Billing Address for Credit Card if different than above:

City _____ State _____ Zip _____



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