

Innovation in Interviewing

New Efforts for Successful Recruitment and Match

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Tidelands Health MUSC FMRP



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FAMILY PHYSICIANS

- No disclosures

Objectives

- Design a recruitment process that involves more members of the hospital team
- Identify at least 1 way to update recruitment materials to appeal to Millennials
- Develop ways to effectively review applications, even with a small team

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Poll Question

Who do we have with us today?

- A. Program Director/APD
- B. Faculty
- C. Program Coordinator
- D. Other

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Our Dire Situation

- Brand new
- First residency at Tideland (first learners of any kind)
- Accredited off-cycle in October
- If ever there was a time to try something different, this was it!

The Pros

- Freedom to start a new process
- Enthusiasm
- Millennial Insider

Are you one of those
MILLENNIALS
who are ruining everything?



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The Millennial Appeal

- Markedly different priorities than previous generations
- Don't mind working, but place more value on a work-life balance
- Not shy about asking for money, moonlighting, incentives
- Value stability, flexibility, unique skill acquisition, feeling valued as an individual

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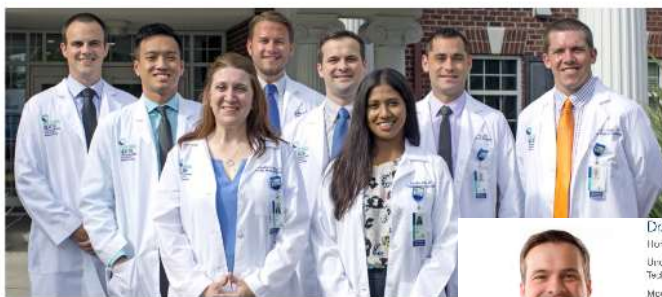
Marketing

- Website –
 - Interactive with video clips
 - Won an international marketing award
 - Bios with common ties to reflect themes of program (leadership)

THE TIDELANDS HEALTH MUSC FAMILY MEDICINE RESIDENCY PROGRAM

- Director's Welcome
- About the Residency
- Vision, Mission and Program Goals
- Meet the Faculty
- Meet Our Residents
- Curriculum
- Building Resilience
- Our Clinical Facilities
- Program Requirements
- How To Apply
- The Tideland Region
- Residency Interviews
- Resident FAQs
- Contact Us

Meet Our Residents



[Video Clip](#)

Postgraduate Year One (PGY-1)



Terrence Steyer, MD, Program Director

Dr. Terrence Steyer, program director, is a native of Pittsburgh but has called the Lowcountry of South Carolina his home for nearly 20 years. A graduate of Allegheny College and Case Medical School, he completed his residency at Wake Forest University and a health policy fellowship at the University of Michigan. He served on the faculty of the Medical University of South Carolina for two years prior to becoming the founding chair of clinical sciences at the Medical College of Georgia University of Georgia Medical Partnership in 2009. In 2014, he returned to MUSC as the Gregory Chandler endowed chair in family medicine. When not digging out from the paperwork on his desk, Dr. Steyer enjoys time at the beach or on the water with the family – wife, Kelly, and sons, Noah and Jack. He is also an avid reader, diving from coffee, miles to history and political science, and a fan of college and professional football. He has many leaders he admires but takes a lot of lessons from Abraham Lincoln, who created a team from a group of disparate, strong-willed individuals to help lead our nation through its most difficult crisis to date.



Dr. Heber Watson

Huntsville, Florence, SC
Undergraduate Education: Clemson University, Muscare School of Medical
The University of Oklahoma
Medical School: Leonard V. College of Osteopathic Medicine

In his own words: "I am confident I made the right decision when I chose Tideland's health to complete my residency training. The faculty and hospital staff are not only supportive, but enabled for an excellent program. I have not doubt the training I received in my residency will not only successfully prepare me for practice, but will be enjoyable in my life as well."

About Dr. Watson: "He is either how tough Dr. Heber Watson's days are creating medicine, of once we they will, case on case as the time he spent working on the new ideas of Chicago, South Side."

"I had to make a choice, and was offered a position — to be a 'case' Dr. Watson, who I've known for years of his residency, as well as for the South of Jacksonville, Florida."

"I really enjoyed my time in the college world and would not have been 'I was'."

Dr. Watson (previously) worked for Dr. Watson's relative to help the underclass. As a student at Florida's College of Osteopathic Medicine in Fort Lauderdale, he volunteered in the clinic for several years. He received his return, but because his



- Unopposed family medicine residency program located in beautiful Murrells Inlet, South Carolina
- Enthusiastic, supportive faculty for the first residency program of this health system
- Training for well-rounded family medicine physicians with a focus on leadership, innovation and resilience
- Unparalleled quality of life in this beach community, one of the fastest-growing markets in the United States
- Not-for-profit health system with a significant commitment to improving community health

► An innovative place to learn and grow

Leadership Emphasis on professional growth and leadership roles	Workplace 50,000 sq. ft. of the most modern facilities in a new 100,000 sq. ft. ambulatory center	Technology High-speed internet, 24-hour EHR, and telemedicine	Community Friendly, supportive beach community	Resilience Solutions to 5-11 life-long physical well-being
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► All of the traditional parts of a family medicine training program with extra tools to help you succeed

PGY 1	<ul style="list-style-type: none"> • Orientation and team building • Hospital Medicine • Hospital Medicine • Hospital Medicine • Geriatrics 	<ul style="list-style-type: none"> • Emergency Medicine • Sports Medicine • Health Care Leadership
PGY 2	<ul style="list-style-type: none"> • Behavioral Medicine • Community Medicine • Internal Medicine • Telehealth/Innovative Care 	<ul style="list-style-type: none"> • Global Health • Primary Care • Health Care Leadership • Business • Leadership
PGY 3	<ul style="list-style-type: none"> • Cardiology • Dermatology • Family Medicine • Geriatrics • Hospital Medicine • Internal Medicine • Pediatrics • Primary Care Leadership • Telehealth/Innovative Care 	<ul style="list-style-type: none"> • Emergency Medicine • Hospital Medicine • Leadership • Sports Medicine • Telehealth/Innovative Care

► All of the resources of a family center within a supportive coastal community

- Research support
- Up-to-date facilities
- Quality services
- Wide variety of elective opportunities
- Sports medicine fellowship with University of South Carolina
- Form of leadership (former of the Chicago Cubs)
- Multiple family health, surgery and pediatrics
- Great services
- Location
- Beautiful Murrells Inlet and Charleston Beach State Park
- Recreational Park (Hobby)
- Short drive to Myrtle Beach and Charleston

Picture yourself in this position.

Help us build a program that will transform lives and communities.



► Physician Leadership training

PGY 1	PGY 2	PGY 3
<ul style="list-style-type: none"> • Leadership training • Quality and process improvement • Reducing malpractice and waste • Financial • Project management • Advocacy • Quality Improvement Project 	<ul style="list-style-type: none"> • Patient care • Quality Improvement • Financial • Project management • Advocacy • Quality Improvement Project • Patient care • Quality Improvement • Financial • Project management • Advocacy • Quality Improvement Project 	<ul style="list-style-type: none"> • Leadership training • Quality and process improvement • Reducing malpractice and waste • Financial • Project management • Advocacy • Quality Improvement Project

► Benefits

- Affordable health, insurance and dental insurance
- Malpractice insurance
- Life insurance
- Three weeks of vacation
- Medical malpractice/adaptation leave
- 401(k) plan
- Meals provided at the hospital
- Free parking
- Low taxes
- \$2,000 relocation support
- Professional dues for AAFP, AMA
- Exam and licensing fees
- Weekly educational allowance

► Building Resilience

Clinic closes at 4 p.m. Thursday for didactic learning or activity.

Three times per year, time may be taken for doctor's needs and other personal needs.



► Key contacts

- | | | | | |
|---|--|---|---|---|
| Dr. Therence Sawyer
Program Director
tsawyer@tidelandshc.org | Adrienne Lane
Program Coordinator
alane@tidelandshc.org | Dr. Brintha Vasogor
Assistant Program Director
brvasogor@tidelandshc.org | Dr. Steven Meisel
Case Faculty
smeisel@tidelandshc.org | Dr. Sarah Allen
Deputy Director
sallen@tidelandshc.org |
|---|--|---|---|---|

Poll Question

How many people are on your recruitment committee?

- A. 1-2 people
- B. 3-4 people
- C. >4 people

And the Season Begins

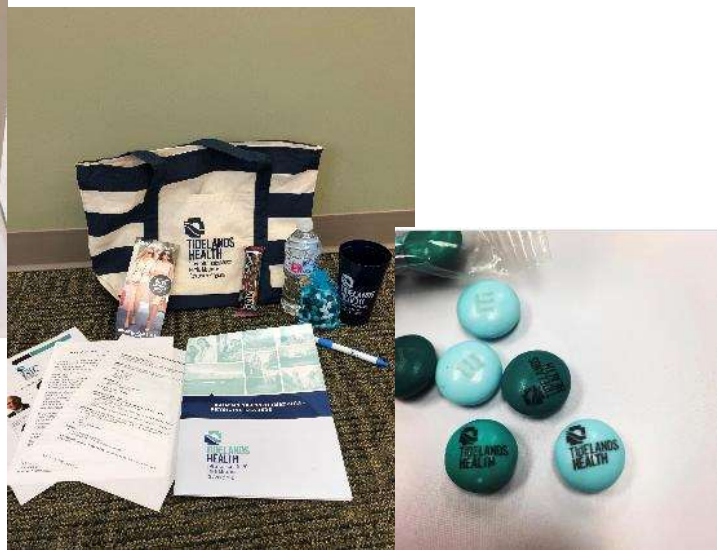
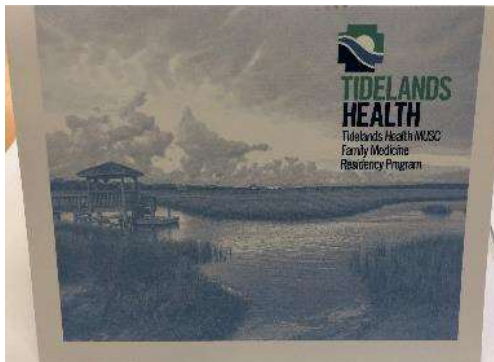
- Filter for criteria set by GMEC – no exceptions
 - Cuts down on need to evaluate emails from candidates, parents, other physicians
- Read every other application in full

Communication with Applicants

- First impressions count!
 - Tone of emails, responsiveness
 - Handwritten note from “PD” - Prove you’ve read their applications
 - Swag – Make yourself memorable, tie it back to your themes
 - Personalized M&Ms
 - Beach Bag

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- Sell the lifestyle!
 - Waterfront
 - Cheaper rooms because it is off-season and we provide consistent business



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Welcome Dinner



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2017 Tideland Resident Calendar

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Applicant

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
2	November 2017															
3	Sunday		Monday			Tuesday		Wednesday		Thursday		Friday			Saturday	
4							1			2 Dinner	3	Interview Day			4	
5										Reservation for 5 all 1 month	Applicant:	Adrienne				
6										Jordan's wife will join	Applicant:	Jahira				
7										Urinah - Tim	Applicant:	Steve				
8										1 Heiber	Applicant:	Heather				
9										2. Vasa	Applicant:	Keji Edwards				
10																
11	5 Dinner Costa		6	Interview Day	7		8		9	Dinner - Astra	10	Interview Day	11			
12	Reservation for 3	Applicant:	Adrienne						Reservation for 3	Applicant:	Adrienne					
13	Janelle bringing Brian	Applicant:	Brian							Applicant:	Jahira					
14	Michael Oatis	Applicant:	Steve						Scan	Applicant:	Phil					
15	Scan Nguyen	Applicant:	Heather						Christina	Applicant:	Sarah					
16	Dr. Alex	Applicant:	Dr. Ueno-Marin						Urinah - Tim	Applicant:	Heather					
17	12 Dinner		13	Interview Day	14		15		16	Dinner	17	Interview Day	18			
18	Costa	Applicant:	Adrienne						Frank's Reservation for 11	Applicant:	Adrienne					
19		Applicant:	Brian						2. 2 couples w/ attend	Applicant:	Jahira					
20	Dr. Alex	Applicant:	Scan						Dr. Michael & Gail	Applicant:	Steve					
21	1 Christine	Applicant:	Phil						Vasa	Applicant:	Phil					
22	3 Scan	Applicant:	Heather						Scan	Applicant:	Heather					
23	19 Dinner		20	Interview Day	21		22		23	Thanksgiving - No interviews!	24	Interview Day	25			
24	Costa	Applicant:	Adrienne							No interviews!	No interviews!					
25		Applicant:	Brian													

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Interview Day

- No down time
- Questions decided prior to interview season
 - Same questions for every applicant all season
 - Makes it easy to have someone fill in to interview if needed
 - Allows for better comparison between applicants

Schedule

- Dinner w 2 residents + 1 faculty member
- Breakfast at hotel
- 8:30 Tour of clinic/ PD Intro – 25 min
- 8:55 Interview 1 – 30 min
- 9:25 Interview 2 – 30 min
- 9:55 Interview 3 – 30 min
- 10:25 Break -5 min
- 10:30 Interview 4 – 30 min
- 11:00 Interview 5 – 30 min
- 11:30 Travel time to hospital – 15 min
- 11:45 Tour/time w residents on Geriatrics, ER, and Sports Med– 30 min
- 12:15 Lunch with Senior Admin – 1 hr

Engagement

- Lunch
- Nursing tours
- Survey monkey feedback
- Residents text feedback immediately after dinner

The Dreaded Rank Meeting

- Keep a live rank list – track missing scores
- Avoid a marathon day
- Rank when you remember candidates best
- Prioritize feedback from the people who actually met the candidates

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Poll Question

Do you do 2nd Looks?

- A. Yes
- B. No

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Applicant Engagement

- Christmas Card
- Respond to every email
- We do NOT do 2nd looks

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Key Takeaways

- Doing things differently can leave a strong impression on candidates
- Involving senior administration in the interview process can improve overall support and understanding of the program
- New techniques are necessary to meet the interests of Millennials

Poll Question:

Enter your email address to be included in any follow-up communication from the presenter(s).



Social Q & A

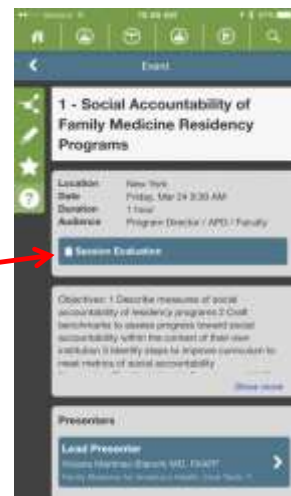
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Please...

Complete the
session evaluation.

Thank you.



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