

Why

- **Communication with applicants is a tenuous balance**
 - **Ethical:**
<http://www.nrmp.org/communication-code-of-conduct>
 - **Efficacy:** attracting the best candidates for our programs
- **Goal: Share ideas for effectively communicating & highlighting our shared location, system, resources**

What content are we communicating?

- **Value of Med Ed at Carilion – deliberate tours**
- **High level of resident engagement**
 - Recruitment chairs, day host, meals in home, lunch
- **Anchors to program culture**
 - Repetition at many levels
- **Benefits of living in Roanoke**
 - Welcome bags
- **Benefits of training at Carilion Clinic**

Who are we communicating with?

- **Professionals-** consider specialty-specific norms re: content and frequency of communication
- **Millennials-** consider encouraging informal communication through social media feeds-
 - **Program-specific Facebook or Instagram feed**
 - **Follow:** roanoke_outside, PlayRoanoke, CarilionClinic on Instagram

How might we continue visibility or engagement?

- **Post-interview thank-you's**
 - Resident- day host email/text
 - One faculty interviewer
 - PD
- **Program – communication with purpose**
 - Timely answers to applicant questions
 - Monthly newsletter, Holiday Card, Invitation to program “open house”

What values are we communicating?

- **Organization (timeliness of invites, email responses, etc.)**
- **Communication**
 - Consider tone of individuals responsible for emails and phone contact
- **Integrated team work**
 - Program manager
 - Resident
 - Community (hotel, transport, etc)
 - Thumb drive

Discussion

- What specific communication-related interventions has your program employed to recruit the residents you most want into the program?
- Any words of warning to the group re: communication with applicants?
- Are there Roanoke or Carilion-specific resources or communication processes that might help us all have more successful recruiting?