

Enhancing Recruitment into Ob-Gyn: An APGO "Playbook" for Medical Educators



The Association of Professors of Gynecology and Obstetrics (APGO)
2130 Priest Bridge Drive, Suite #7
Crofton, MD 21114
(410) 451-9560; Fax (410) 451-9568
www.apgo.org

Enhancing Recruitment into Ob-Gyn: An APGO Playbook for Medical Educators



Authors:

**2004-2005 APGO Undergraduate Medical Education Committee
(UMEC)**

Sonya S. Erickson, MD, Chair
Jessica L. Bienstock, MD, MPH
Susan M. Cox, MD
Eve L. Espey, MD
Alice R. Goepfert, MD
Maya M. Hammoud, MD
Nadine T. Katz, MD
James J. Neutens, PhD
Edward (Ted) Peksin, MD
Elizabeth E. Puscheck, MD, MS
Paul M. Krueger, DO

APGO Staff:

Donna D. Wachter, APGO Executive Director
Pamela M. Johanssen, APGO Communications Director

Copyright 2004
Association of Professors of Gynecology and Obstetrics (APGO)
2130 Priest Bridge Drive, Suite #7
Crofton, MD 21114
(410) 451-9560; Fax (410) 451-9568
www.apgo.org



UMEC Medical Student Recruitment Playbook

Preface

Interest in obstetrics and gynecology as a career choice has declined among medical students in recent years. The current APGO President, Dee Fenner, MD, therefore, invited the APGO Undergraduate Medical Education Committee (UMEC) to submit a list of ideas intended to address this problem before it reaches catastrophic proportions. The attached document is our initial response to this request.

The ideas outlined here are the product of a brainstorming session conducted at a retreat held in July 2004. The committee worked from the assumption that the student recruitment issue is a multi-factorial problem requiring a multifaceted solution. Between new ideas generated at the meeting, existing ideas already in place at various UMEC member institutions, and a review of recent CREOG & APGO Annual Meeting programs, we were able to assemble a list of 59 recruiting suggestions.

Each individual idea is expressed using the following standard format:

- Target Audience
- Message
- Means of Delivering the Message
- Messenger(s)
- Facilitator(s)
- Assessment Tools
- Source(s) of Recommendation

Target Audiences

Our recommendations are organized according to three groups of target audiences. The first cluster consists of potential recruits, primarily medical students. The second group consists of the primary recruiters, such as faculty members and residents. The third group is far more diverse and consists of potential recruiting partners. Examples include nurses, patients, APGO and other ob-gyn organizations.

The content of messages to be delivered to the first group is fairly obvious. Recurrent themes include emphasis on the positive aspects of our field and the importance of diversity to our specialty. The messages aimed at the second group, the primary recruiters, typically challenge individuals to take ownership for the successful recruitment of students into our specialty. The messages aimed at the third group, our potential partners in recruiting, often give concrete examples of how those individuals can support our efforts, both directly and indirectly.



UMEC Medical Student Recruitment Playbook

Within this document, it is possible for a group of individuals to be the target audience for one message and to be the subject of the message in the other. For example, male medical students are identified as the target audience on pages 22 and 23. The importance of recruiting men into ob-gyn, however, is a central part of many messages to be delivered to diverse audiences throughout the document. In this way, a complex recruitment strategy for increasing interest in ob-gyn among male students is broken down into several smaller pieces. Notes embedded in the Table of Contents will help identify these component parts.

In a similar fashion, members of the target audience for one message can also be the messengers for other. Examples of this include clerkship directors, residency program directors and department chairs. Again, notes in the Table of Contents will help readers identify this.

It has been our pleasure to create this document. We hope some of these ideas will prove applicable to your particular situation and institution.



UMEC Medical Student Recruitment Playbook

TABLE OF CONTENTS

Section A (Target Audience: Potential Recruits)	Page
High School and College Students	8
Hospital Volunteers	9
High School Girls	10
Undergraduates	11
All Medical Students	12-13
Pre-clinical Medical Students	14-17
Third-Year Medical Students	18-21
Male Medical Students	22-23
<p>Note: The recruitment of male medical students is also an explicit part of the messages outlined on pages 35, 37, 42, 43, and 53.</p>	
MD/PhD Students	24
Minority Medical Students	25
AOA Medical Students	26
Section B (Target Audience: Primary Recruiters)	
Ob-Gyn Interns	27
Ob-Gyn Residents	28-30
Ob-Gyn Chief Residents	31
Ob-Gyn Faculty	32-36
Ob-Gyn Faculty, Other	37
Faculty Advisors for Ob-Gyn Student Interest Groups	39
Ob-Gyn Clerkship Directors	40

Note: Clerkship Directors are also identified as "Messengers" on pages 12-14, 21, 29, 31, 34 and 35.



UMEC Medical Student Recruitment Playbook

TABLE OF CONTENTS

Ob-Gyn Residency Program Directors	41-43
------------------------------------	-------

Note: Residency Program Directors are also identified as “Messengers” on pages 27,28, 30, 31, 34 and 35.

Ob-Gyn Grand Rounds Directors	44
-------------------------------	----

Ob-Gyn Department Chairs	45
--------------------------	----

Note: Department Chairs are also identified as “Messengers” on pages 15, 18, 20, 21, 24, 26, 33-37, 41, 46, 49, 51-53, 55, 60, 61 and 66.

Section C (Target Audience: Partners in Recruiting)

Clerkship Coordinators	46
Nurses	47-50
Directors of ICM Courses	51
Faculty from Other Departments	52
Deans of Students and Student Advisors	53
Community Physicians	54-55
Patients	56-58
Editors of Leading Ob-Gyn Journals	59
Planned Parenthood	60
General Public	61
The Media	62
Foundations	63
Lawyers	64
Politicians	65
Thrid-Year Clerks	66



UMEC Medical Student Recruitment Playbook

Target Audience

- High School and College Students Interested in Medicine

Message

- Ob-Gyn is a great career
- Don't take our word for it; spend the day with an Ob-Gyn
- Consider getting a summer job/part-time work in an Ob-Gyn office
- Consider getting a summer job/part-time work at a Planned Parenthood office

Means of Delivering the Message

- Booths at Career Days, possibly using a video
- "Spend the Day with an Ob-Gyn" program

Messengers

- Faculty Ob-Gyns
- Community Ob-Gyns

Facilitators

- ACOG

Assessment Tools

- Survey students entering medical school before and after the intervention
- Survey students entering Ob-Gyn before and after the intervention

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Hospital Volunteers in High School and College

Message

- What is an obstetrician-gynecologist?
- Being a gynecologist is rewarding
- You can become a gynecologist
- Let's assign you to an ob-gyn ward so you can see for yourself

Means of Delivering the Message

- Small group brown bag sessions

Messengers

- Ob-Gyns at participating hospitals

Facilitators

- Hospital Volunteer Offices

Assessment Tools

- Track the career plans of participants
- Track the number of assignments to ob-gyn wards

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- High School Girls

Message

- What is an obstetrician-gynecologist?
- How can a gynecologist help you be and stay healthy?
- Being a gynecologist is rewarding
- You can become a gynecologist

Means of Delivering the Message

- Small group sessions

Messengers

- Faculty ob-gyns
- Community ob-gyns

Facilitators

- Local Girl Scout troops
- Local Girl's Clubs of America
- Local Camp Fire Girl groups
- Local High Schools

Assessment Tools

- Track the career plans of participants

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Undergraduates

Message

- Ob-Gyn is a wonderful career

Means of Delivering the Message

- College newspapers
- Career days
- Q&A panel discussions
- Invitations to the hospital

Messengers

- Ob-Gyn faculty

Facilitators

- Pre-med advisors at the individual colleges

Assessment Tools

- Number of students who participate

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- All Medical Students

Message

- We want to know your perceptions regarding Ob-Gyn as a career
- We want to have an open discussion with you about those issues
- We want to know how your medical school experience influences those perceptions

Means of Delivering the Message

- Survey students each year about their perceptions of Ob-Gyn throughout the curriculum

Messengers

- Ob-Gyn clerkship director

Facilitators

- Clerkship coordinator
- Departmental research staff

Assessment Tools

- Monitor database to detect changes in perceptions

Source of Recommendation

- Rink BD, Marcus PS. Evaluating the trend in practice perception amongst medical students. CREOG & APGO Annual Meeting Program 2002.



UMEC Medical Student Recruitment Playbook

Target Audience

- All Medical Students

Message

- Gender does not appear to be a factor in career satisfaction in Ob-Gyn
- Factors relating to job satisfaction may differ between men and women

Means of Delivering the Message

- Student interest groups
- Career days
- APGO “I Love Ob-Gyn” Buttons, available at www.apgo.org

Messengers

- Clerkship director
- Community physicians

Facilitators

- Clerkship coordinator

Assessment Tools

- Do students attend the sessions
- Track career choices among those who attend

Source of Recommendation

- Emmons SL, Nichols M, Cain JM. The influence of physician gender on practice style and satisfaction among Ob-Gyns. CREOG & APGO Annual Meeting Program, 2004.



UMEC Medical Student Recruitment Playbook

Target Audience

- Pre-clinical Medical Students

Message

- Ob-Gyn is a wonderful specialty
- To do well on the Ob-Gyn clerkship, you need to be comfortable doing pelvic exams
- Pelvic exams made me nervous when I learned them, too
- You can learn to do a thorough, comfortable pelvic exam using simulators

Means of Delivering the Message

- Structured student-to-student teaching sessions involving M-4's as mentors and and M-1-2's as learners

Messengers

- Senior students

Facilitators

- Clerkship directors
- Pelvic exam instructors

Assessment Tools

- Assessing student anxieties regarding pelvic exams before and after the intervention

Source of Recommendation

- Nadine Katz, MD, Albert Einstein College of Medicine



UMEC Medical Student Recruitment Playbook

Target Audience

- Pre-clinical Medical Students

Message

- Ob-Gyn is a wonderful specialty
- You will get the most out of your clerkship if you are comfortable in that setting
- Come spend part of your summer vacation with us

Means of Delivering the Message

- Letters to all first-year medical students

Messengers

- Department chair
- Clerkship director

Facilitators

- Clerkship coordinators
- Dean's offices

Assessment Tools

- How many students sign up
- What specialties do these students eventually select

Source of Recommendation

- Nadine Katz, MD, Albert Einstein College of Medicine



UMEC Medical Student Recruitment Playbook

Target Audience

- Pre-clinical Medical Students

Message

- A variety of careers is available in Ob-Gyn
- Each of these career paths has its unique rewards.
- Here are some first-hand stories

Means of Delivering the Message

- Recruitment video about the specialty of Ob-Gyn
- Discussion about the video facilitated by an Ob-Gyn

Messengers

- Recruitment video, available through student clubs and ACOG
- Ob-Gyn faculty

Facilitators

- Clerkship coordinator

Assessment Tools

- Number of students joining an Ob-Gyn interest group
- Increase in number of students pursuing Ob-Gyn

Source of Recommendation

- Metheny WP, Fink RA. A study to determine the effect of a video on medical student interest in obstetrics and gynecology. CREOG & APGO Annual Meeting Program 2002.



UMEC Medical Student Recruitment Playbook

Target Audience

- **Pre-clinical Medical Students**

Message

- Delivering Ob-Gyn care is extremely rewarding
- You should consider Ob-Gyn as a career

Means of Delivering the Message

- Longitudinal OB patient shadowing experiences
- With associated didactic component
- With associated career development component

Messengers

- Ob-Gyn faculty preceptors and mentors

Facilitators

- Clinic nurses
- Clinic schedulers

Assessment Tools

- Number of students who sign up
- Tracking their career choices

Source of Recommendation

- Nadine Katz, MD, Albert Einstein College of Medicine



UMEC Medical Student Recruitment Playbook

Target Audience

- Medical Students Interested in Women's Health at the Start of the M-3 Year

Message

- Advantages of Ob-Gyn as a career
- Rewards of private practice vs. academic medicine

Means of Delivering the Message

- Dinner at chair's house
- Community Ob-Gyn's invited
- Faculty invited

Messengers

- Department chair and community physicians

Facilitators

- Clerkship director
- Residency program director

Assessment Tools

- Number of students recruited into Ob-Gyn from the institution

Source of Recommendation

- Eve Espey, MD, University of New Mexico



UMEC Medical Student Recruitment Playbook

Target Audience

- **M-3 Medical Students on Rotation**

Message

- You are an important part of the clinical team

Means of Delivering the Message

- Orientation session at the beginning of the clerkship

Messengers

- Residents

Facilitators

- Clerkship directors

Assessment Tools

- Track the evaluation of the residents by the students
- Track the career interests of the students

Source of Recommendation

- Alice Goepfert, MD, University of Alabama-Birmingham.



UMEC Medical Student Recruitment Playbook

Target Audience

- M-3 Medical Students Receiving Honors on the Ob-Gyn Clerkship

Message

- Congratulations on earning honors on our clerkship
- You clearly have aptitude for our specialty
- Schedule an appointment with the chair to discuss Ob-Gyn careers

Means of Delivering the Message

- Letter from the chair of Ob-Gyn

Messengers

- Ob-Gyn department chair

Facilitators

- Ob-Gyn clerkship coordinator

Assessment Tools

- The number of students scheduling appointments
- Tracking the career choice of the honor students

Source of Recommendation

- UMEC Brainstorming Session, July 2004.



UMEC Medical Student Recruitment Playbook

Target Audience

- Medical Students Interested in Ob-Gyn at the End of the M-3 Year

Message

- The rewards of Ob-Gyn as a career
- Faculty and resident stories about choosing Ob-Gyn
- Specific advice about application process

Means of Delivering the Message

- Dinner at clerkship director's house
- Community Ob-Gyns invited
- Faculty invited
- Residents invited

Messengers

- Clerkship director
- Faculty
- Residents

Assessment Tools

- Number of students recruited into Ob-Gyn from that institution

Source

- Eve Espey, MD, University of New Mexico



UMEC Medical Student Recruitment Playbook

Target Audience

- Male Medical Students

Message

- You can have it all
- Ob-Gyn is a unique combination of surgery + primary care + emergency care + radiology

Means of Delivering the Message

- Shadowing successful practitioners
- Formal presentations

Messengers

- Male physicians in local practice
- Male faculty
- Recent male residency graduates
- Local male medical school alumni in Ob-Gyn

Facilitators

- Your school's alumni association
- Alumni magazines

Assessment Tools

- Number of males who go into Ob-Gyn locally

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **Male Medical Students**

Message

- Diversity is important to our specialty
- There is a need for males in Ob-Gyn
- Most women do not have a gender preference when selecting providers
- Some women prefer male Ob-Gyn providers
- You can have an Ob-Gyn career and also have a rewarding personal life

Means of Delivering the Message

- Talks
- APGO “I Love Ob-Gyn” buttons, available at www.apgo.org
- Individual mentoring

Messengers

- All faculty
- All residents
- Respected individuals within the medical school community
- Other students
- Ob-Gyn and Women’s Health Special Interest Groups

Facilitators

- APGO
- Clerkship Directors

Assessment Tools

- Statistics and focus groups

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- MD/PhD Students

Message

- Ob-Gyn is an exciting career
- There are numerous research opportunities available in Ob-Gyn
- Here are current research projects that you could pursue

Means of Delivering the Message

- Brown bag luncheon with MSTP students during their first year

Messengers

- Ob-Gyn department chairs
- Faculty actively involved in research

Facilitators

- Local MSTP offices
- Recent MSTP alumni pursuing Ob-Gyn careers

Assessment Tools

- Tracking the number of MSTP students who pursue Ob-Gyn related careers

Source of Recommendation

- UMEC brainstorming session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **Minority Medical Students**

Message

- Ob-Gyn is a wonderful career

Means of Delivering the Message

- Invite minority students to Ob-Gyn summer clinical opportunities

Messengers

- Minority physicians

Facilitators

- Individual colleges and medical schools

Assessment Tools

- Number of minorities going into Ob-Gyn

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- AOA Medical Students

Message

- Congratulations on earning AOA
- You would be welcome in our specialty
- Schedule an appointment with the chair to discuss Ob-Gyn careers

Means of Delivering the Message

- Letter from the chair of Ob-Gyn

Messengers

- Department chair

Facilitators

- Clerkship director
- Dean's office

Assessment Tools

- The number of students scheduling appointments
- Tracking the career choice of the AOA grads

Source of Recommendation

- UMEC Brainstorming session, July 2004.



UMEC Medical Student Recruitment Playbook

Target Audience

- Ob-Gyn Interns

Message

- Teaching medical students is important for many reasons
- Many students select their careers based on their clerkship experiences
- You need to be a positive role model
- Try to emulate the positive role models from your medical school experience

Means of Delivering the Message

- Department intern orientation session
- Reinforced at periodic resident progress meetings

Messengers

- Clerkship director
- Residency program director

Facilitators

- Administrative chief residents

Assessment Tools

- Track the evaluation of the residents by the students
- Track the evaluation of the clerkship by the students
- Track resident attitudes about medical students and medical student teaching
- Track the career interests of the students

Source(s) of Recommendation

- Alice Goepfert, MD, University of Alabama-Birmingham
- Sonya Erickson, MD, University of Colorado



UMEC Medical Student Recruitment Playbook

Target Audience

- **Ob-Gyn Residents**

Message

- Teaching medical students is important for many reasons
- Many students select their careers based on their clerkship experiences
- Teaching skills are important for you as a resident
- Good teaching will be rewarded with certificates
- Outstanding teaching may be rewarded with a stipend to attend an education-based meeting sponsored by APGO or the AAMC

Means of Delivering the Message

- Resident business meeting
- Resident lecture series
- Highly visible award program

Messengers

- Clerkship director
- Residency program director

Assessment Tools

- Track the evaluation of the residents by the students
- Track the evaluation of the clerkship by the students
- Track resident attitudes about medical students and medical student teaching
- Track the career interests of the students

Source

- Alice Goepfert, MD, University of Alabama-Birmingham



UMEC Medical Student Recruitment Playbook

Target Audience

- Ob-Gyn Residents

Message

- You recently chose Ob-Gyn
- Why did you do that?
- Your story could inspire others to make the same choice

Means of Delivering the Message

- Resident lecture about recruitment
- Present to them a laminated copy of their personal statement encouraging them to see it as a source of inspiration and to share it with the students

Messengers

- Clerkship director and the residency program director

Facilitators

- Department clerkship coordinators

Assessment Tools

- Counting the number of students locally who choose Ob-Gyn

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Ob-Gyn Residents

Message

- You have ownership for recruitment

Means of Delivering the Message

- Didactic sessions about professionalism, including a recruitment module

Messengers

- Resident rewards for being positive role models and recruitment as identified by student evaluations
- Disciplinary action against residents who have a negative impact on recruitment
- Residency program director

Facilitators

- The deans of graduate medical education at the medical schools

Assessment Tools

- Positive versus negative feedback about residents on teaching evaluations

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Ob-Gyn Chief Residents

Message

- Teaching medical students is important for many reasons
- Many students select their careers based on their clerkship experiences
- Teaching skills are important for you, as a resident
- You are expected to lead weekly didactic session with the students

Means of Delivering the Message

- Resident business meeting
- Resident lecture series

Messengers

- Clerkship director
- Residency program director

Assessment Tools

- Track the evaluation of the residents by the students
- Track the evaluation of the clerkship by the students
- Track resident attitudes about medical students and medical student teaching
- Track the career interests of the students

Source of Recommendation

- Alice Goepfert, MD, University of Alabama-Birmingham



UMEC Medical Student Recruitment Playbook

Target Audience

- Ob-Gyn Faculty

Message

- Student interest in Ob-Gyn is waning
- Most students choose their specialty during medical school
- Comprehensive Ob-Gyn student interest groups may improve recruitment
- Successful models exist and can be emulated

Means of Delivering the Message

- *The APGO Reporter*

Messengers

- APGO leadership

Facilitators

- APGO staff

Assessment Tools

- The number of institutions starting new student interest groups
- The number of institutions strengthening their student interest groups

Source(s) of Recommendation

- Susan Cox, MD, University of Texas Southwestern Medical Center, Dallas
- Chan PG, Autry A, Robertson P. The influence of medical school activities on a career decision in Ob-Gyn. CREOG & APGO Annual Meeting Program 2003.



UMEC Medical Student Recruitment Playbook

Target Audience

- **Ob-Gyn Faculty**

Message

- Most students select their specialty after entering medical school
- Early contact with our faculty may boost recruitment
- We want you to participate in the formal SOM mentoring programs
- We want you to participate in formal SOM externship programs for pre-clinical students
- Male faculty are especially critical to this effort

Means of Delivering the Message

- Faculty meetings
- Highly desirable rewards for participation, ie, protected time, prized parking spots, etc.
- APGO "I Love Ob-Gyn" buttons, available at www.apgo.org

Messengers

- Ob-Gyn department chairs

Facilitators

- Deans of education

Assessment Tools

- Faculty participation rates
- Student participation rates
- Track the career interests of participating students

Source(s) of Recommendation

- Alice Goepfert, MD, University of Alabama-Birmingham.
- Polcaro J, Gimovsky ML. Future Ob-Gyns: Mentoring as a means of attracting medical students. CREOG & APGO Annual Meeting Program 2003.



UMEC Medical Student Recruitment Playbook

Target Audience

- **Ob-Gyn Faculty**

Message

- Educational content and hands-on opportunities are important determinants of student choice of Ob-Gyn
- Lifestyle and income are less important determinants
- Let's show off our specialty
- Let's enhance the hands on clinical opportunities for medical students

Means of Delivering the Message

- Faculty meetings

Messengers

- Department chair
- Residency program director
- Clerkship director

Facilitators

- Clerkship and residency coordinators

Assessment Tools

- Recruitment of students into Ob-Gyn

Source of Recommendation

- Blanchard MH, Amini SB. Factors affecting student interest in Ob-Gyn and choice of residency program. CREOG & APGO Annual Meeting Program 2004.



UMEC Medical Student Recruitment Playbook

Target Audience

- Male Ob-Gyn Faculty Known as Positive Role Models

Message

- We need your help recruiting male students into Ob-Gyn
- You are an important mentor and role model
- Please share your story with the medical students

Means of Delivering the Message

- One-on-one meetings with the faculty
- Focus groups
- Social events

Messengers

- Ob-Gyn department chairs
- Residency program directors
- Clerkship directors

Assessment Tools

- Track the number of males applicants from institutions with formal mentoring programs

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Ob-Gyn Faculty Who Complain Too Much

Message

- A good attitude is everything
- Show your affection for the specialty
- A positive clerkship experience can improve recruitment
- Become effective spokespeople for our specialty

Means of Delivering the Message

- Leadership training
- Awards by peers to attend APGO meetings

Messengers

- Department chairs
- Division heads

Facilitators

- APGO

Assessment Tools

- Track student opinion of these individual faculty
- Track student opinion of the rotation

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Faculty, Residents and Nurses Working With Students on the Ob-Gyn Clerkship

Message

- Physicians overestimate the impact of provider gender on patients' comfort with their care
- Males are openly discouraged from choosing Ob-Gyn more often than women
- Most patients, however, do not rate provider gender as highly important
- Physicians may unwittingly sabotage male students' experiences because of their belief that women prefer female physicians
- Males are more likely to have patients decline their participation
- Most patients, however, allow medical students of either gender to participate in their care
- Hands-on involvement in patient care often determine overall clerkship experiences
- Providing all students with similar, positive experiences in the clerkship is a collective responsibility
- Requests for student participation in care should not disclose the students' gender
- Patient initiated requests must be respected

Means of Delivering the Message

- In-services
- Fact sheets summarizing literature regarding the impact of provider gender on patients' comfort with their care

Messengers

- Department chair
- Nursing leadership

Facilitators

- Ob-Gyn residency program director
- Ob-Gyn clerkship director

continued, next page...



UMEC Medical Student Recruitment Playbook

Assessment Tools

- Pre and post-survey surveys about the facts about the role of provider gender on patient care
- Track the rate of patient acceptance of student involvement in their care
- Student log books of clinical activities

Source(s) of Recommendation

- Vasilenko P, Schnuth RL, Mavis B, Marshall JF. Patients' and physicians' perceptions of medical student involvement in Ob-Gyn. CREOG & APGO Annual Meeting Program 2003.
- Dunn TS, Hammond LA. The 3rd year medical student experience in Ob-Gyn: Does gender make a difference? CREOG & APGO Annual Meeting Program 2003.
- Metheny WP, Jamshidi R, Pitt K. Introducing medical students to patients by gender biases male students' experiences in the clinic. CREOG & APGO Annual Meeting Program 2003.
- Stuart KB, Chavira WA, Coonrod DV, et al. Gender influences on medical students considering a career in Ob-Gyn. CREOG & APGO Annual Meeting 2004.



UMEC Medical Student Recruitment Playbook

Target Audience

- Faculty Advisors for Ob-Gyn Student Interest Groups

Message

- Tools exist to help student select careers
- The Glaxo Career Preference Profile is available (most dean's offices have a copy)
- First-year medical students can take this and compare it to the profile of Ob-Gyns

Means of Delivering the Message

- APGO Web site at www.apgo.org
- Information about the Glaxo tool

Messengers

- APGO
- Faculty

Facilitators

- Faculty with experience using the Glaxo tool

Assessment Tools

- Survey of Ob-Gyn Interest Groups to see if they use the tool
- Study recruitment data from schools using vs. not using the Glaxo tool

Source of Recommendation

Edward (Ted) Peskin, MD, University of Massachusetts Medical School



UMEC Medical Student Recruitment Playbook

Target Audience

- **Ob-Gyn Clerkship Directors**

Message

- Interest in Ob-Gyn as a career is waning
- Ob-Gyn clerkships are relatively unpopular
- Enhancing the clerkship may improve recruitment
- Use clerkship rating forms to identify locally modifiable elements
- Modifiable elements of the clerkship include hands-on experiences
- Vaginal deliveries are symbolically important to the medical students.
- Practicing SVD skills using simulators may help students be more comfortable in an actual delivery setting.
- A delivery mannequin called “Noelle” is available for approximately \$1,700

Means of Delivering the Message

- Mailing to Ob-Gyn clerkship directors
- *The APGO Reporter*
- CREOG & APGO Annual Meeting

Messengers

- APGO members with experience using the simulator

Assessment Tools

- Correlations between clerkship rating scores and recruitment numbers at each institution
- Surveys before and after curricular changes are introduced

Source(s) of Recommendation

- Maya Hammoud, MD, University of Michigan
- Ogburn T, Espey E. Effect of the third-year clinical rotation on Ob-Gyn as a career choice. CREOG & APGO Annual Meeting Program 2004.
- Skoll AL, Kelly A, Malik A, Klein M, Liston R. Evaluation of the Ob-Gyn clerkship and its influence on future practice plans. CREOG & APGO Annual Meeting Program 2004.



UMEC Medical Student Recruitment Playbook

Target Audience

- **Ob-Gyn Residency Program Directors**

Message

- Male medical students are not choosing Ob-Gyn
- Special effort to recruit males may be required
- The “OB is for Everybody” campaign
- Consider adding direct counseling and encouragement for male students
- Actively dispel myths about males in Ob-Gyn
- Arrange networking opportunities for male students with male residents and faculty
- Encouraging male participation in student interest groups

Means of Delivering the Message

- Individual faculty/resident contact with male students

Proposed Messengers

- Ob-Gyn department chairs

Method for Ascertaining Impact

- Number of men choosing Ob-Gyn

Source of Recommendation

- Vasilenko P, Schnuth RL. Recruiting males in Ob-Gyn residencies: What residency faculty are thinking and doing. CREOG & APGO Annual Meeting Program 2003.



UMEC Medical Student Recruitment Playbook

Target Audience

- Ob-Gyn Residency Program Directors

Message

- Interest in Ob-Gyn is waning
- Residents are an important part of the student experience in Ob-Gyn
- Residents are the primary teachers in Ob-Gyn
- Residents need to be taught how to teach and mentor medical students

Means of Delivering the Message

- *The APGO Reporter*
- Letters to residency program directors
- APGO “I Love Ob-Gyn” buttons, available at www.apgo.org

Messengers

- APGO leadership

Assessment Tools

- Surveying schools about how many of them have formal residency teaching programs.

Source of Recommendation

- Maya Hammoud, MD, University of Michigan



UMEC Medical Student Recruitment Playbook

Target Audience

- **Ob-Gyn Residency Program Directors**

Message

- Call frequency is a factor in selecting a specific residency program
- Call may be a factor in selecting an overall specialty
- Make sure students understand that call in Ob-Gyn is manageable
- Emphasize adaptations that reduce call such as night float for residents
- Emphasize 80-hour work week
- Talk about the reality of work hours after residency
- Make sure the students' significant others get the message, as well

Means of Delivering the Message

- *The APGO Reporter*

Messengers

- APGO

Facilitators

- RRC
- ACOG

Assessment Tools

- Pre and post-surveys of student perceptions of Ob-Gyn work hours

Source of Recommendation

- Morgan N, Bonebrake RG, Fleming AD. Significant others' influence on choice of residency. CREOG & APGO Annual Meeting Program 2003.



UMEC Medical Student Recruitment Playbook

Target Audience

- Faculty Coordinators of Ob-Gyn Departmental Grand Rounds Series

Message

- Ob-Gyn is an exciting career
- Outside faculty members can be convincing messengers
- Schedule time for your “visiting professors” to meet with your students
- The ACOOG Visiting Professor Program is a model for this type of program

Means of Delivering the Message

- *The APGO Reporter*

Messengers

- APGO leadership

Assessment Tools

- Survey regarding itineraries of speakers who present grand rounds outside of their home institutions

Source for Recommendation

- Paul Krueger, DO, UMDNJ School of Osteopathic Medicine



UMEC Medical Student Recruitment Playbook

Target Audience

- **Ob-Gyn Department Chairs**

Message

- Medical student interest in Ob-Gyn is waning
- Use your post to help reverse this trend
- Get involved directly with the medical student education program
- Support the efforts of your faculty to enhance medical student interest
- Enhance the image of the specialty
- Improve medical student relations with nurses

Means of Delivering the Message

- Letters
- Individual contacts

Messengers

- Medical school leadership
- Nursing leadership

Assessment Tools

- Survey

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Clerkship Coordinators

Message

- You have ownership of recruitment
- You are an important spokesperson for the department
- You are an important spokesperson for the specialty
- How can we help you do your job better?

Means of Delivering the Message

- Face-to-face meetings between the clerkship coordinator, the clerkship director, and the residency program director

Messengers

- Department chair
- Clerkship director

Facilitators

- Departmental education committees

Assessment Tools

- Does the clerkship coordinator get more support?
- Track the students' impression of the clerkship coordinator's performance

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Nurses

Message

- You have an impact on interest in Ob-Gyn among our medical students
- Good nurses deserve recognition for their efforts
- Here's an award from the students for nurses who are good teachers

Means of Delivering the Message

- Nursing awards programs

Messengers

- Nursing administration
- Visible awards and pins

Facilitators

- Local professional nursing organizations

Assessment Tools

- To track the quality of the interaction reported by the students with the nurses, particularly on Labor & Delivery

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Nurses

Message

- You can have a positive impact on student interest in Ob-Gyn
- You have valuable information to teach medical students
- What would you like to teach them?
- Do you want to evaluate them?

Means of Delivering the Message

- At a nursing meeting

Messengers

- Clerkship director
- Hospital nursing leadership

Facilitators

- Local professional nursing societies

Assessment Tools

- To assess the change in the formal curriculum related to the inclusion of nurses

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Nurses

Message

- You have ownership for recruitment
- Some students report negative experiences with Labor & Delivery nurses
- Lack of communication and unclear expectations on either side may cause problems
- Let us orient you to our current expectations of students
- Let's collaborate to create attainable objectives for medical students
- Help us orient the students about working effectively with the nursing staff

Means of Delivering the Message

- Nursing meetings

Messengers

- Department chair
- Clerkship director
- Nursing leadership

Assessment Tools

- End of rotation evaluation of nurses by students
- Feedback from nurses

Source(s) of Recommendation

- UMEC Brainstorming Session, July 2004.
- Capstick VA. L&D nurses: A survey of attitudes towards third-year medical students and their education. CREOG & APGO Annual Meeting Program 2004.



UMEC Medical Student Recruitment Playbook

Target Audience

- Nurses With a Poor Reputation Among Medical Students

Message

- Today's medical students are tomorrow's doctors
- Be nice to them
- We want to thank you for working with the medical students

Means of Delivering the Message

- Nursing staff meetings
- Recognition meals for each shift

Messengers

- Department chair

Facilitators

- Hospital nursing leadership
- Clerkship director
- Head nurses

Assessment Tools

- Tracking changes in student commentary about nurses
- Counting the number of nurses who attend the lunch

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Directors of “Introduction to Clinical Medicine” Courses

Message

- Your course is important for the medical school curriculum
- The department of Ob-Gyn would like to help you with this course

Means of Delivering the Message

- Direct contact from Ob-Gyn clerkship director to director of ICM course

Messengers

- Clerkship director

Facilitators

- Department chairs
- Medical school-wide education committees

Assessment Tools

- Are Ob-Gyns invited to participate?
- Does the chair provide protected time for them to do that?

Source of Recommendation

- Nadine Katz, MD, Albert Einstein College of Medicine



UMEC Medical Student Recruitment Playbook

Target Audience

- Faculty in Other Departments

Message

- Most patients do not rate provider gender as highly important
- Physicians overestimate the impact of provider gender on patients' comfort with their care
- Physicians may unwittingly sabotage male students' experiences because of their belief that women prefer female physicians
- Informal comments made by your faculty may negatively impact our recruitment efforts

Means of Delivering the Message

- In-services
- Fact sheets summarizing literature regarding patient-provider gender interactions in Ob-Gyn

Messengers

- Dean of Education
- Ob-Gyn department chair
- Clerkship director

Facilitators

- Clerkship coordinator

Assessment Tools

- Pre and post-survey survey about the facts regarding provider gender

Source of Recommendation

- Vasilenko P, Schnuth RL, Mavis B, Marshall JF. Patients' and physicians' perceptions of medical student involvement in Ob-Gyn. CREOG & APGO Annual Meeting Program 2003.



UMEC Medical Student Recruitment Playbook

Target Audience

- Dean of Students
- Student Advisors

Message

- The “You Gotta Do What You Love” campaign
- Students are losing interest in Ob-Gyn
- Ob-Gyn has many great features.
- Here is a fact sheet about Ob-Gyn as a specialty

Means of Delivering the Message

- Distribution of fact sheets to the formal advisors

Messengers

- Clerkship directors
- Ob-Gyn department chair

Facilitators

- The dean of student affairs

Assessment Tools

- E-mail survey making sure that student advisors received fact sheet

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **Community Physicians**

Message

- The “It Ain’t So Bad” campaign
- When comparing Ob-Gyn to other professions, “We have a nice life and we make enough money.”

Means of Delivering the Message

- Multi-media campaign

Messengers

- Clerkship directors
- Community MDs

Facilitators

- APGO

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **Community Physicians**

Message

- Interest in Ob-Gyn is waning
- Most students choose their specialty during medical school
- The content of our specialty is wonderful
- Please invite students to participate with you in longitudinal clinic assignments

Means of Delivering the Message

- Letters to local physicians
- Visits to local physician's office
- Messages delivered at local Ob-Gyn society meetings
- Reward participants with free newspaper advertising

Messengers

- Department chair
- Clerkship directors

Facilitators

- Office managers
- Local Ob-Gyn societies
- Local Ob-Gyn leadership
- Medical school deans

Assessment Tools

- Track physician participation rates

Source of Recommendation

- Nadine Katz, MD, Albert Einstein College of Medicine



UMEC Medical Student Recruitment Playbook

Target Audience

- Patients

Message

- Medical students are not choosing Ob-Gyn
- Our patient population is one of the best things about our specialty
- You can, therefore, help us recruit
- What impact has your Ob-Gyn had on you and your family
- Your story may inspire students to choose the field

Means of Delivering the Message

- Cover letter presented to patients in the waiting room
- Ask patients to write brief testimonials on postcards in the waiting room
- Collect testimonials and create pamphlets or videos to distribute at medical school orientation and clinical rotation orientation

Messengers

- Front desk receptionist

Facilitators

- Faculty members

Assessment Tools

- Assess whether seeing these testimonials has an impact on students

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Patients Who Include Students In Their Care

Message

- Students are not choosing Ob-Gyn
- Positive patient experiences can influence students to choose Ob-Gyn as a career
- Thank you for including the student in your care today

Means of Delivering the Message

- Thank you card signed by faculty and student, handed to patient at end of office visit or at hospital discharge

Messengers

- Faculty or resident in charge of the patient's care

Facilitators

- None

Assessment Tools

- Are patients receiving the letter more likely to include students in their care at subsequent visits or admissions?

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **Patients in Ob-Gyn Practices Which Have Male Providers**

Message

- Male students are not going into Ob-Gyn
- This may ultimately reduce provider number and limit access to care
- We think males make good Ob-Gyns
- Thank you for choosing a practice which includes males
- PS: Mention this trend to your friends

Means of Delivering the Message

- Handing a letter about this to the patient immediately after her visit
- Letter signed by all members of the group, both male and female

Messengers

- Provider who sees the patient

Facilitators

- None

Assessment Tools

- Talk to patients in subsequent visits, after they have received the message

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **Editors of Leading Ob-Gyn Journals**

Message

- Students are not selecting Ob-Gyn as a career choice
- Ob-Gyn is a wonderful specialty
- Your readership consists of Ob-Gyns
- Help us produce a polished brochure/pamphlet about Ob-Gyn careers to distribute to all medical students **free-of-charge**

Means of Delivering the Message

- Letters to each of the editors
- Personal contacts with the editors

Messengers

- National leaders in Ob-Gyn

Facilitators

- Anyone who knows someone

Assessment Tools

- Is a brochure/pamphlet produced?

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **Planned Parenthood**

Message

- Interest in Ob-Gyn careers is declining
- This could adversely impact access to contraception and abortion services
- We need your help recruiting tomorrow's providers
- Develop your providers as role models
- We want to meet the students working and volunteering at your facility for career development opportunities

Means of Delivering the Message

- Contact with national Planned Parenthood leadership
- Attendance at national Planned Parenthood meetings
- Personal appointments with individual Planned Parenthood facility directors
- Personal appointments with individual Planned Parenthood providers

Messengers

- APGO Leadership for contacts at the national level
- Local department chairs and faculty

Facilitators

- Local faculty with Planned Parenthood affiliations

Assessment Tools

- Track the career paths of participating students

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- **General Public**

Message

- The overall Ob-Gyn recruiting issue
- This could impact on the quality of care

Means of Delivering the Message

- Letters to the editors of local papers in the areas where there are medical schools; send immediately following the 2005 match

Messengers

- Local Ob-Gyn department chair

Facilitators

- Hospital media offices

Assessment Tools

- Are editorials received by the newspaper following the publication of the original article?

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- The Media

Message

- Provide an overview of our overall recruitment situation
- Describe potential impact on access to care
- Your audience needs Ob-Gyn specialists
- Where will the next Ob-Gyns come from — Mars?

Means of Delivering the Message

- Media packets distributed to newspapers, TV and the Web

Messengers

- Hospital marketing departments and medical school marketing departments

Facilitators

- APGO

Assessment Tools

- Number of articles/stories covered in the various media

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Foundations

Message

- Students are not selecting Ob-Gyn as a career choice
- Ob-Gyns have an important impact on women's health care
- Help us send students to national meetings so they can learn more about our specialty

Means of Delivering the Message

- Prospectus packet of information about the impact on access to care
- Face-to-face meetings using the prospectus packet

Messengers

- National leaders in Ob-Gyn

Facilitators

- Anyone who knows someone

Assessment Tools

- Tracking the amount of money given directly to educators to enhance recruitment

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Lawyers

Message

- Students are worried about malpractice and lawsuits in Ob-Gyn
- Decreased numbers going into Ob-Gyn could lead to care access issues
- We took care of your mother!
- We would like to foster a productive relationship with you

Means of Delivering the Message

- Prominent physicians and lawyers, via a retreat that has some fun built into it

Messengers

- OB faculty

Facilitators

- OB faculty and hospital lawyers

Assessment Tools

- Surveys of students after they have met directly with the lawyers and assessment the presence of lawyers in this established curricular campaign

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Politicians

Message

- Provide an overview of our overall recruitment situation
- Describe potential impact on access to care
- Your constituents need Ob-Gyn specialists
- Liability reform will help improve our recruitment

Means of Delivering the Message

- Donations to politicians and lobbyists
- Letters from ACOG local chapters, APGO leadership and patients
- Combine our recruitment campaign with ACOG's, "Who will deliver your baby?" campaign

Messengers

- District ACOG officers
- Prominent local MDs
- Patients

Facilitators

- Sympathetic state and federal representatives
- Lobbyists

Assessment Tools

- Number of face-to-face and mouth-to-ear contacts established as part of this campaign

Source of Recommendation

- UMEC Brainstorming Session, July 2004



UMEC Medical Student Recruitment Playbook

Target Audience

- Third-year Ob-Gyn Clerks

Message

- Add a program concerning career choice to the third-year Ob-Gyn clerkship and make career choice selection a formal part of the clerkship goals

Means of Delivering the Message

- Discussion lead by the department chair every six weeks

Messengers

- Department chairs

Method for Ascertaining Impact

- Number of students going into Ob-Gyn

Source of Recommendation

- Edward (Ted) Peskin, MD, University of Massachusetts Medical School

