



*Recruiting high quality residents and
faculty to lesser-known programs*

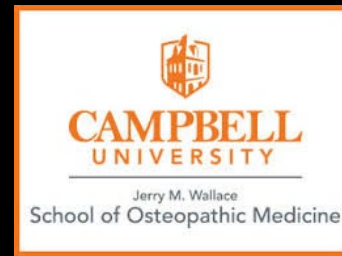
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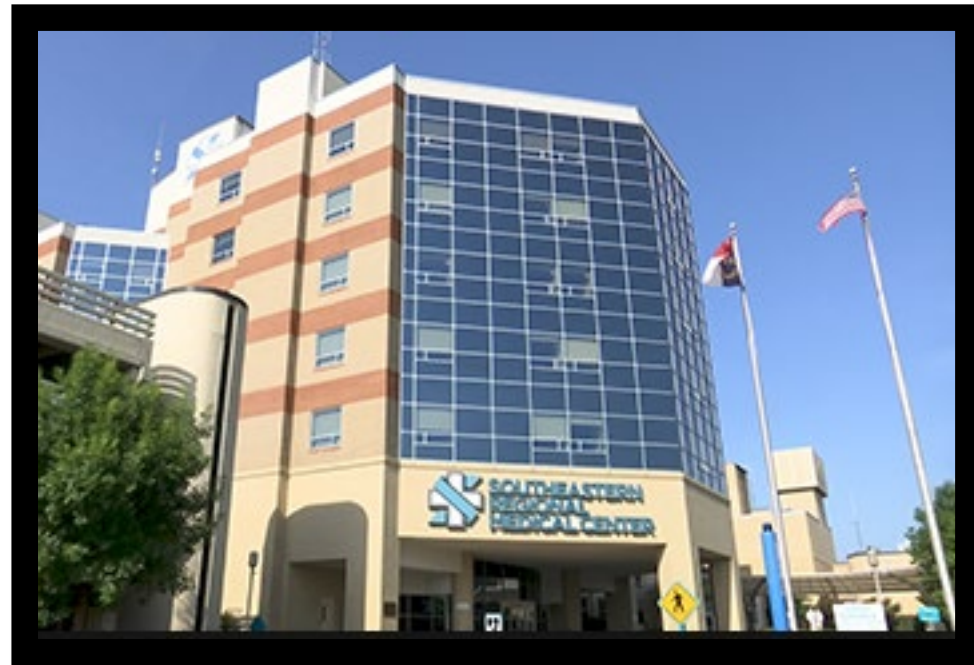
Goals and Objectives

- **Background on our community, rural based program**
- **Identify common barriers to recruiting**
- **Highlighting assets for residents and faculty**
- **Hardwiring the culture and branding the program for recruiting and retaining**

Background



- Founded 2015
 - AOA
- ACGME accredited
 - 2017



Our Steps for Success...

1. Honest self-assessment

- *Barriers*
- *Assets*

2. Branding

3. Recruiting & Retaining

Step 1: Barriers

- Name
- Location
- Demographics
 - *Poverty*
 - *Crime*
- Health outcomes
- Practice environment
 - *Trauma designation*
 - *No resources*

Step 1: Assets

*What makes
you unique?*

- Pathology
 - *What's bad for communities is good for EM training*
- “Best of Both”
 - *Southeastern + out rotations*
 - *Community academics*
- Like-minded people
 - *Close-knit*
- Cost of Living

Step 2: Branding

Embracing who you are:

*A diamond
in the
rough*

Step 3: Recruiting

Residents

- **Target:**
Likeminded people
- **Approach:**
ACOEP, geography, ERAS
- **The sale:**
Audition rotations

Faculty

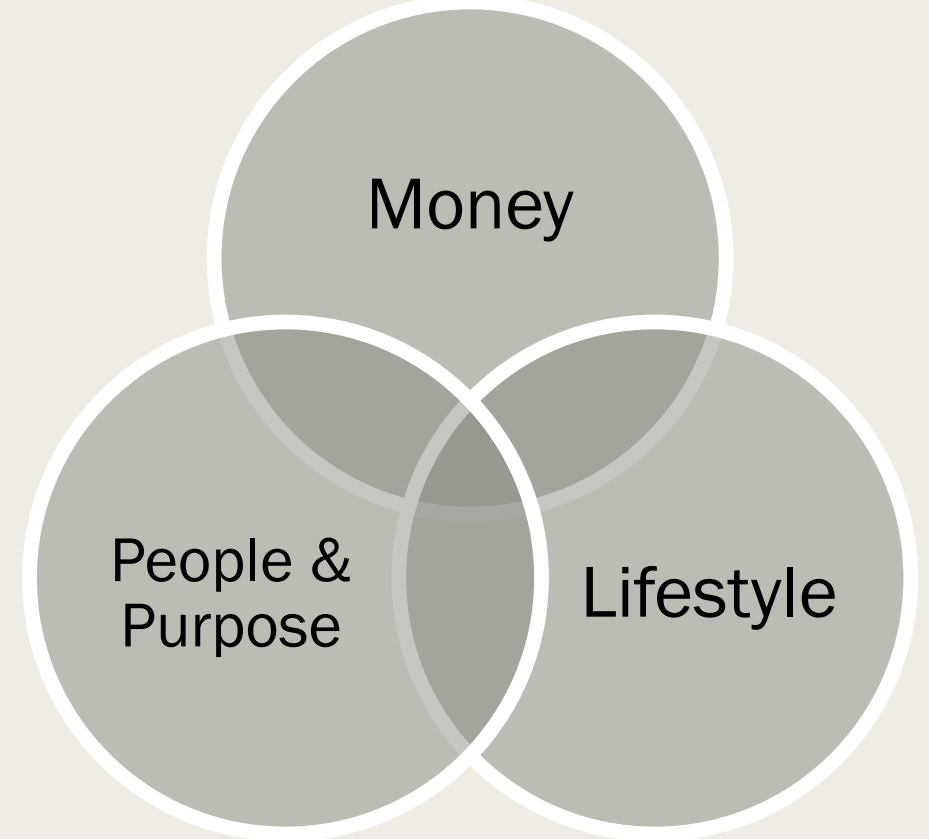
- **Target:**
Likeminded people
- **Approach:**
Crack the competitive markets
- **The sale:**
Lifestyle, Academics, money

Step 3: Recruiting

Residents



Faculty



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1. Honest self-assessment

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- *Assets*

2. Branding

3. Recruiting & Retaining