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Incorporation of Video Vignettes into Pharmacy Residency Application Processes

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ABSTRACT

This commentary discusses the introduction of video vignettes (VVs) into the context of pharmacy residency application processes. An extension of the conversation around which items are requested of pharmacy candidates when applying to pharmacy residency programs is provided. In conjunction with other documents that provide insights into candidates' abilities, video vignettes (VVs) are presented as viable considerations to gain additional perspective. Implications for time-saving and cost conservation by utilizing VVs are also in view. Hiring employees will presumably have the latitude to require the content of VVs to address aspects deemed more relevant to their institutional operating procedures. Foreseeable benefits and challenges to video vignette (VV) adoption are described within this setting. Counterpoints are presented in response to disadvantages to adoption that may surface. An example of a VV has been crafted to actualize sample components that may be feasible for future use. The challenges faced by healthcare facilities to filling pharmacy residency positions from a vast number of applicants remain pronounced. Creativity in the pharmacy residency selection process is often stifled by routinized methods of application review. Innovative models such as VVs could offer a refreshing alternative to candidates for showcasing individualities and perhaps afford evaluating bodies a unique resource for further candidate differentiation.

Keywords: video, pharmacy residency, applications

Introduction

An evolving opportunity for Doctor of Pharmacy (PharmD) graduates is participation in post – graduate year one (PGY1) pharmacy residency training. This endeavor has been described as one that enhances leadership skills, critical thinking abilities, inter-professional collaborations, and self-reliance as a practicing pharmacist.¹ While the benefits can be plentiful, the impact can be eroded by participants who opt for residency training solely as a result of indecisive career plans. Treatment of PGY1 experiences as scholastic field trips can spell dismay for subsequent professional pursuits. However, PGY1 residents are typically deployed throughout various areas of a healthcare institution within the allotted professional year. Therefore, operating within a strategically guided and supervised capacity, PGY1 residents are inclined to gravitate towards areas of particular interest and craft their career aspirations around the insights obtained.

The types of residencies that are afforded to pharmacy graduates are varied.¹ Examples of overarching categories of PGY1 pharmacy residency training are pharmacy administration, community pharmacy, managed care, and pharmacy practice.¹ Despite the continued diversification of pharmacy residency training,²⁻⁴ pharmacy residency personnel responsible for employing PGY1 residents remain entrenched in an uphill battle.⁵ With the limited amount of PGY1 pharmacy

residencies available⁵ in comparison to the steadily growing number of pharmacy applicants,⁵ the interplay observed between these two factors can be viewed as an imbalanced seesaw. While the applicant pool for pharmacy residency positions appears to be burgeoning, allocated staff tasked to assess candidate suitability doesn't seem to have the same trajectory.⁶⁻⁹ As interest in the completion of PGY1 pharmacy residency training continues to soar, innovative strategies to facilitate more efficient procurement of PGY1 pharmacy residents are coveted.⁶⁻¹⁰

A major challenge to pharmacy residency selection processes is the extensive review of submitted application materials.⁹ As candidates have unique attributes to support their acceptances, rigorous analyses are often conducted to predict suitability.¹⁰⁻¹¹ The process for determining which applicants are extended offers to matriculate in a pharmacy residency program traditionally incorporates reviews of typed, curriculum vitae (CV) documents.¹² These appraisals, though widely conducted, often have various degrees of yield.¹²

Video resumes have been introduced in different settings with a common goal of assisting with candidate screening efforts.¹²⁻¹⁷ Different environments have sought to investigate interviewing capabilities and recruitment strategies using video modalities.¹⁶⁻¹⁷ These explorations are often regarded as emblematic of modern technological advancements. However, the benefit of these tools for applicants and employers remains a matter of debate.¹²⁻¹⁶

In particular, researchers in a non-healthcare related field sought to investigate the impact of video resumes as a

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screening tool for sales applicants.¹² These authors reported video resumes had a large impact on candidates' portrayal and their anticipated value. It was revealed that the respondents in the researchers' sample deemed video resumes to be time – conserving mechanisms, and that their existence greatly impacts tendencies to open traditional resumes. Further, their findings showed a directly proportional relationship between impression factor of video resumes and willingness to contact candidates for subsequent interviews.

These sentiments about video resumes can presumably be applied to more focused depictions of an applicant's candidacy also revealed through video media. Concise portrayals that emphasize advancement have the potential to be noteworthy when evaluating residency applicants. This commentary introduces the modality of "video vignettes" into the context of pharmacy residency selection processes. Further, a crafted video vignette (VV) will be presented and analyzed to actualize benefits of widespread adoption.

What is a Video Vignette?

Encapsulated into a brief period of time, a VV seeks to connect relevant attributes possessed by a candidate to core institutional functionalities outlined by hiring bodies. "Brief" is operationalized to one-minute or less, based upon previous findings of attention spans while reviewing traditional resumes.¹⁸ The components of VVs ideally would be customizable, with an underlying theme of resounding aspects of the candidates' CV being conveyed in the absence of recited accolades. The submitters would be charged with communicating succinctly to the predetermined content directives while exhibiting charisma and interpersonal skills that compel reviewers to heighten their employment inquisitions. VVs are not aiming to supplant vetted measurements of candidate fit. Rather, the desired impact would be supplementary and used to generate first impressions quicker. Considering a significant portion of a pharmacy resident's role hinges upon verbal communications, VVs may offer glimpses into effectiveness at earlier stages of assessment.

Benefits of Video Vignettes

Verbal communication skills can be aspects of an applicant's submitted materials that may not be as obvious. Reviewers would be allowed to detect confidence and poise in VVs beyond the words of recommenders or the applicants themselves. The content of VVs could be prescribed based upon the interests of hiring authorities. Conversely, lack of conscription regarding material to be relayed in VVs could offer candid snapshots of matters of significance to candidates. Having received viewpoints from candidates directly, messaging provided in a VV could be compared to the culture of the employing facility. Additionally, VVs could be incorporated as time-saving measures to prevent interviewing unappealing candidates. Portability of VV-reviewing capabilities, whether performed in

work settings or abroad, appears to be more advantageous than coordinating schedules to conduct candidate telephone screenings. As society becomes increasingly immersed in various technological capabilities, VVs are poised to equip employers with another vantage point to consider when striving to optimize additions to their teams.

Challenges of Video Vignettes

Inabilities to ensure standardization among submitted VVs may be viewed as cause for concern. Apprehension towards VVs detracting from thorough candidate examinations, attributed in part to aesthetic preferences that reviewers may possess, also surges to the forefront. Discriminatory practices geared towards characteristics, such as age and gender, also present foreseeable obstacles to overcome. Residency programs with a high volume of applicants may be particularly annoyed by the notion of incorporating another screening measure into their preexisting routine. Comfort levels with technology among candidates are prone to vacillate and can tarnish the competencies of the technologically challenged. In addition, without each candidate submitting a VV as a component of his or her application package, the parity thought to be displayed within the screening process may be nonexistent.

Rebuttals to Challenges of Video Vignettes

A lack of standardization may not be problematic considering originality could be prominently featured. Reliance upon search engines prior to candidate on-site visits or telephone screenings are present-day practices that may foster concealed discriminatory dispositions and in essence negate objective critiques.¹⁹ Predicated upon the uptake of VVs, these sixty-seconds or less candidate appeals can be preloaded into online residency application systems. Uniform online retrieval mechanisms may attenuate perceptions of "added work" and shift perspectives from recalcitrant to receptive. As it relates to different degrees of technological aptitude, willingness to embrace unfamiliarity may foreshadow "can-do" attitudes that residency programs often seek to employ. The flexibility afforded by the structure of brief vignettes may allow for timely reviews and serve as greater impetus to further or discontinue the evaluation process. To foster parity in assessments among candidates, the lack of submission of a VV could be regarded similarly to any other opportunity for distinction that has been foregone.

Video Vignette in Action

The vignette featured presents a compelling aspect of the applicant's development. The details provided about the participating institution are designed to be explanatory without being overwhelming. The ability to establish connections between philanthropic involvements and expectations of pharmacy professionals can attest to inferential insights on behalf of the candidate. The profession of pharmacy acquaints itself with the pleas of disparity and actively seeks to address them. The content of this video aligns with the essence of

pharmacy practice and therefore would hopefully resonate with the viewers.

Conclusions

Exploring different aspects of creativity that positions pharmacy residency applicants for differentiation can add value to the interview process. Despite the challenges that are apt to arise from introducing VVs into pharmacy residency application processes, the unique submissions and earlier inclinations about candidates will justify their adoption. Application criteria devised by pharmacy residency evaluation committees have the capacity to adopt VVs as mainstay requirements. The mindsets of all vested parties would be encouraged to embrace the expectation that transient glitches will be rectified over time. Pharmacy residency selection parameters are in need of diverse approaches to application processes to extract subtle sentiments that are commonly missed and to help keep evaluators awake while reviewing submitted materials.

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