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An Assessment and Review of Residency and Fellowship Recruitment at LVHN

Miranda Bellocchio; Joseph E. Patruno, MD; Robert Sweeny, MHA

Introduction & Objectives

- Residency and fellowship recruitment is a high-stake process for both training programs and applicants
- Since the Covid-19 pandemic, residency and fellowship programs have relied on virtual interviewing
- The virtual format has been effective in reducing the cost of interviewing, widening access, and improving equity in the interview process (3,4)
- With the move towards virtual format, the importance of websites and marketing tools are more critical for programs

Methods

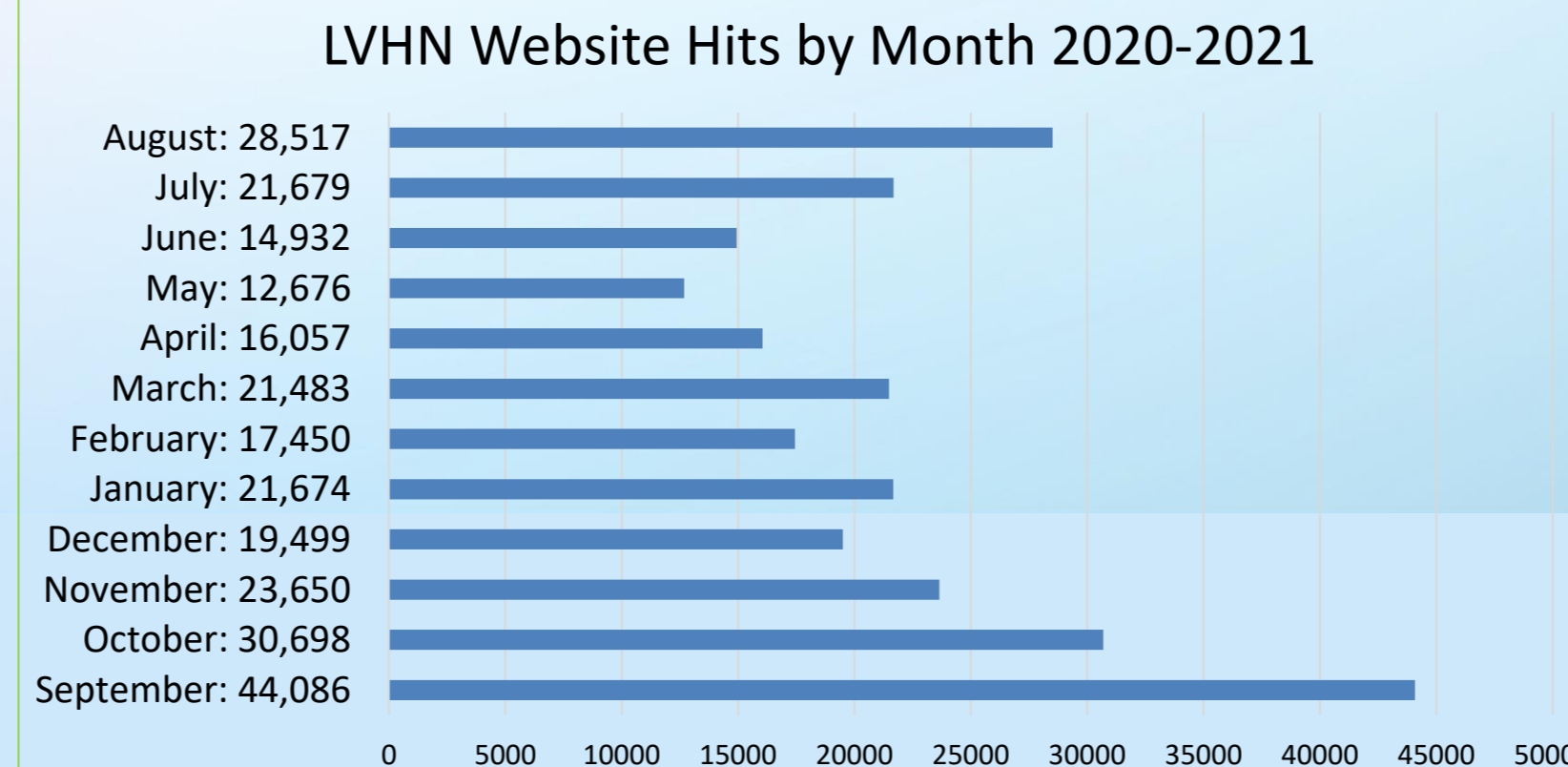
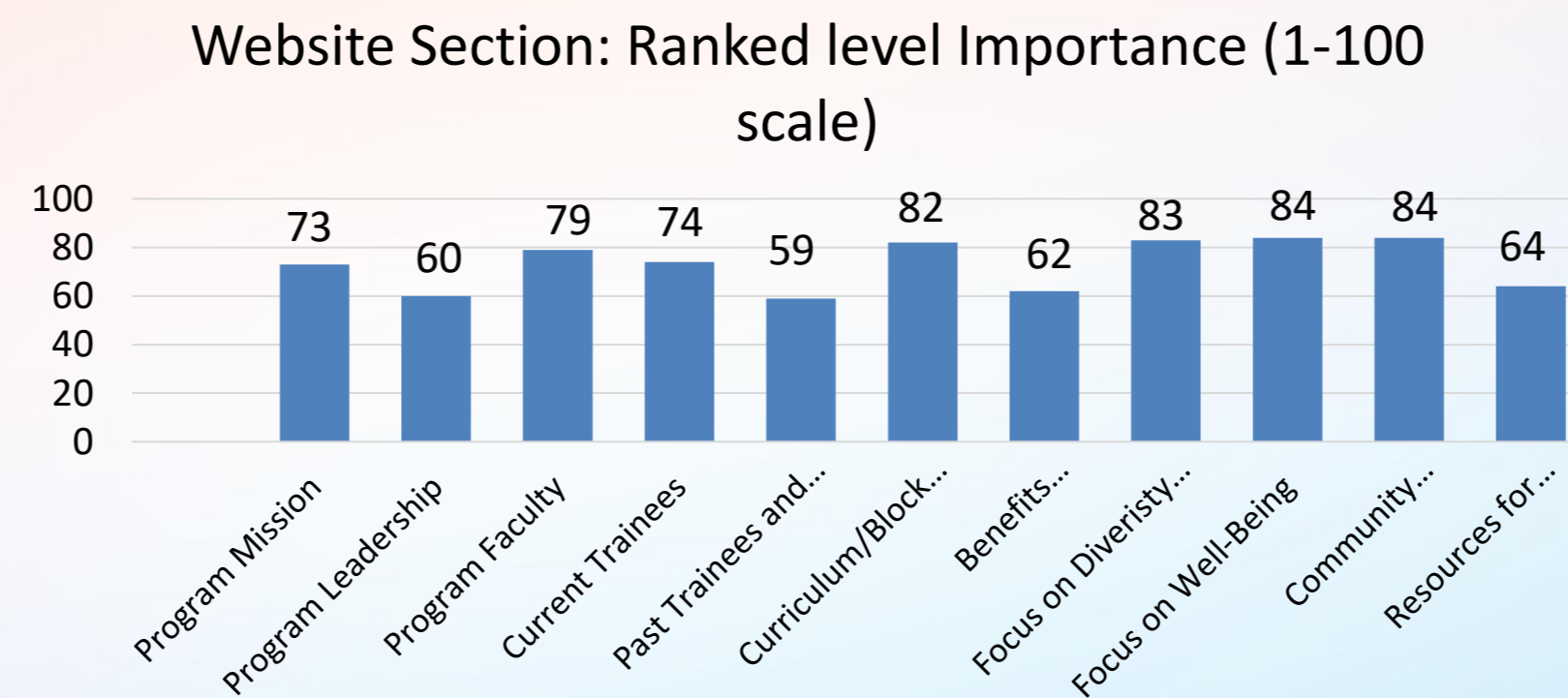
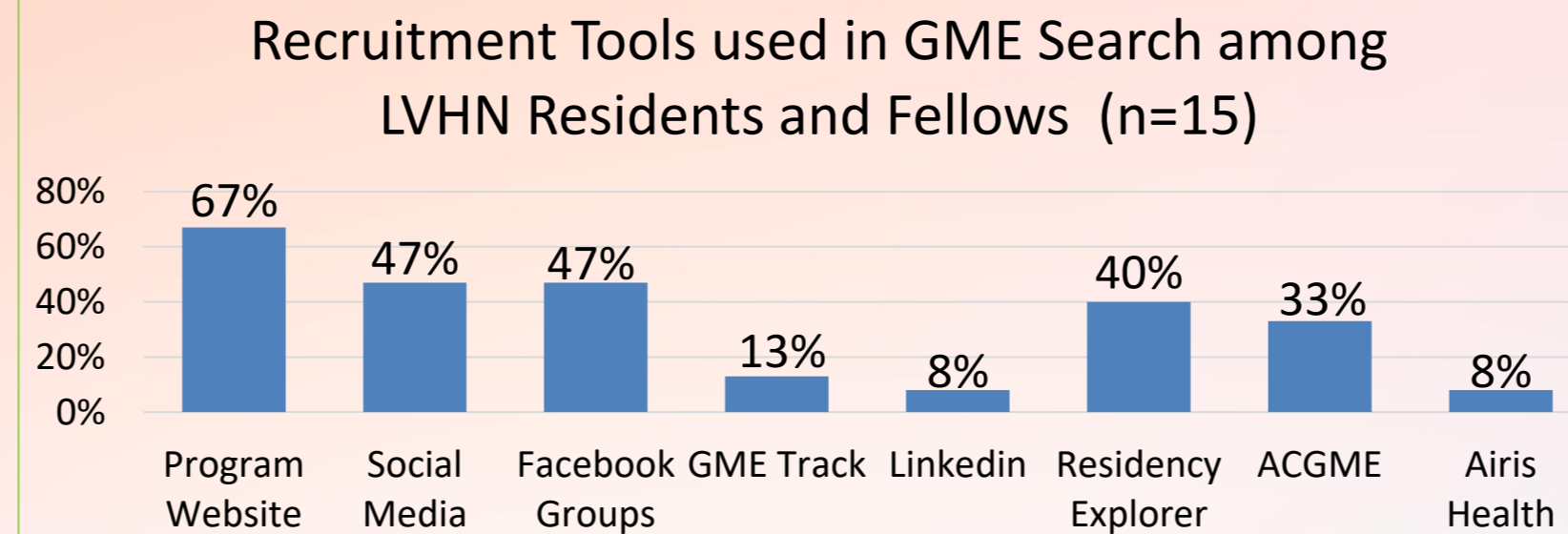
- Completed a comprehensive assessment of the interview process at Lehigh Valley health Network (LVHN) since 2021
 - An assessment of website activity by program and month
 - Distribution of survey to recent residents and fellows
- Creation of an ideal recruitment and interview process for future
- Information was used to establish better recruitment and interviewing

Distributed Survey



Lehigh Valley Health Network, Allentown, Pennsylvania

Results

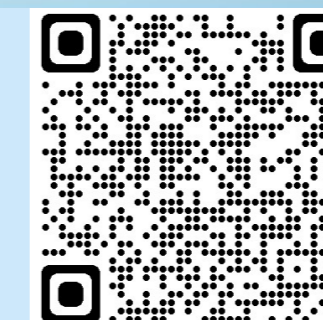


Conclusions

- Websites were the most used tool by potential recruits (67%) with the most activity occurring through organic search engines (e.g., Google)
- Leveraging other marketing tools and platforms to attract candidates to programs may have value
- Pageviews vary during the year with highest during late summer/early fall- Strategies might include:
 - Making sure websites are up to date & informative during high-volume periods
 - Increase and focus on marketing during this time
- Providing more complete information and expanded formats in areas trainees describe as areas of interest on websites

Future Directions

- More aggressively pursue survey information that reaches a larger audience and has greater participation
- Focus on other available media platforms and recruitment tools to assure visibility when marketing residencies and fellowships.
- Customize marketing strategy based on demographics, trainee preferences, and website activity



References
LVHN.org

