



**AIAMConnect**  
**Thursday, June 4, 2020**  
**Medical Education Post COVID-19: Recruiting Virtually**

Facilitator:

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**Set the Stage:**

- Increasingly more applicants than positions
- Different Times – AAMC and Coalition for Physician Accountability’s Work Group on Medical Student are encouraging virtual interviews this recruitment season and recommend all programs commit to online interviews and virtual visits for all applicants, including local students, rather than in person interviews.
- New Timelines – ERAS and NRMP have adjusted timelines (later than usual)
- **Compressed recruitment season + maintain social distancing = opportunities to innovate**

**Virtual Resident Interview:**

**Poll #1**

Who has conducted (or had one of their programs conduct) virtual resident interviews in the past?	
Yes	37.5%
No	62.5%

**Poll #2**

What are your plans for this interview season?	
All virtual	69.5%
Some programs virtual only and others blended	13.0%
Blended	13.0%
Not Sure	4.35%

**What challenges will you potentially face with virtual interviewing?**

- Technical Issues
- Social media – Facebook, Twitter, etc. (who to champion)
- Low number of medical students rotating in facility due to low patient census
- Huge volume of medical students applying because travel cost is eliminated
- Students may question the quality of virtual interviews to inform their ROL

### What are strategies to mitigate?

- Producing one video – overview of entire system and developing pathways to multiple program highlights
- GoPro camera for live tours of facility provided by resident
- Virtual Platforms
  - Zoom (better video quality and use of breakout rooms)
  - WebEx
  - Blue Jeans
  - Adobe Connect
  - MS Teams
  - GoToMeeting

### Poll #3

How effective was your interview process to meet your recruitment goals?	
Slightly Ineffective	0%
Slightly Effective	0%
Moderately Effective	75%
Extremely Effective	25%

### What makes your program special? How do you continually differentiate yourself from other programs when applicants can only experience your program from a distance?

- NRMP Applicant Survey – Overall goodness of fit still ranks #1
- Interview significantly changes Rank-Order- List
- Producing video that describes who we are... (similar to Netflix Culture Deck: <https://www.slideshare.net/reed2001/culture-1798664>).
- Capture stories from current residents (can be very powerful)
- Share the culture
- Small town – struggle virtually to show the town has something
- Brunch Crawl (features the town by going to various restaurants/cafes and showcasing one or two food items – by the end of video they will have a montage with a finished brunch)
- How are organizations leveraging their internal and external marketing support?
  - Using institution's marketing department
  - Internal marketing department struggles to find time to assist
  - Find someone to champion project
- Weather has always been a big selling point
- Uniqueness of amenities in geographical area
- AAMC Report – Best Practices for Conducting Interviews
  - Structured
  - Behavioral Event Interviewing
    - Past performance indicator of future performance
    - Identify behaviors of ideal residents and interview for those behaviors through their stories
  - Attention to Pitfalls
  - Developing the protocol

#### Poll #4

What was your applicant's level of satisfaction with your interview process?	
Slightly Dissatisfied	0%
Slightly Satisfied	0%
Moderately Satisfied	50%
Extremely Satisfied	50%

How can we ensure a good applicant experience? How can you ensure a good faculty and resident experience?

- Primer for applicants
  - Setup and test platforms
  - Optimize physical space (light, quiet, etc.)
  - Perform mock virtual interview (with mentor)
- Explain ways to ask questions:
  - Raising hand function
  - Unmuting yourself
  - Chat box – if not audio
- Great short article to send out ahead of time – Jones RE, Abdelfattah KR. [Virtual Interviews in the Era of COVID-19: A Primer for Applicants](#). J. Surg Educ.2020,

Feedback from fellow who has completed 10 interviews this year (Virginia Mason Medical Center)

Positives:

- Zoom provided the best experience: Ease of use, breakout rooms.
- Send a schedule with links.
- Include link to high quality PowerPoint outlining program highlights.
- Offer AM and PM sessions
- Show the environment ("Virtual tour")
- Offer informal time with residents away from program leadership

Avoid:

- Other virtual platforms were not as appealing.
- Wearing casual clothes.
- Technical difficulties. Get these sorted out prior to interview season.
- Permitting long, awkward silence
- Not being prepared for the interview (same with face-to-face interviews)
- Overloading candidates with multiple emails and links

#### Resources:

[Virtual Residency Interviewing Strategies](#) – University of Arizona College of Medicine Phoenix

[Virtual Interviews in the Era of COVID-19: A Primer for Applicants](#)

[Meetings in the age of technology: What a virtual meeting looks like in person](#)

[Netflix Culture Deck](#) (example of a description of who they are)